

**NORTHERN
GREEN**

2024

JANUARY 23–25

EXHIBIT DATE: JAN. 24

EXHIBITOR PROSPECTUS

NORTHERN GREEN BOOTH SALES

Betsy Pierre

Sales Manager

763.295.5420

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Jon Horsman

Trade Show Manager

651.633.4987

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Louise Nemmers

Trade Show Administrator

651.633.4987

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NORTHERN GREEN MANAGEMENT

1813 Lexington Ave N

Roseville, MN 55113

651-633-4987 or 888-886-6652 | Fax: 651-633-4986

Website: www.northerngreen.org

Contact: Jon Horsman, Trade Show Manager

E-mail: info@northerngreen.org

DECORATOR SERVICES

FERN

Contact: Jessica Mulheron,
Exhibitor Service Representative

763-458-7212

E-mail: jmulheron@fernexpo.com

EVENT LOCATION

Saint Paul RiverCentre

175 Kellogg Blvd West

St. Paul, MN 55102



**Landscape/Hardscape
Contractor**



Golf



**Turf, Grounds, &
Snow Management**



Garden Center/Grower



**Landscape Design/
Landscape Architecture**



Water/Irrigation



**Professional
Gardening Services**



Tree Care/Arborist

NEW! Northern Green will be transforming in 2024!

We're moving to St. Paul for our indoor winter event (January 23-25) and moving Northern Green outdoors for the first time in the fall of 2024 for an interactive experience.

The indoor portion of the event will still take place at Saint Paul RiverCentre, Roy Wilkins Auditorium, and a variety of other event and restaurant locations close by in St. Paul. Finding your colleagues and making connections is at the center of the event's design. Northern Green Villages means each community within the larger event will have education, product and service showcases, social events, and peer sharing designed specifically for the community's needs. The goal is to provide an experience with tools and connections you can take back to your workplace to be even more effective.

Northern Green Villages



The addition of an outdoor component to the Northern Green umbrella allows for more demonstrations, hands-on education/installations, and interactive experiences at the one-day late September event in 2024. Plus, suppliers will be able to feature outdoor equipment in its natural environment – test drive a mower, take a spin in that mini-excavator, or purchase a plow for the upcoming snow season. A variety of quick-hitting educational events will also be included. Details on the fall 2024 event will become available in fall 2023.

Who Hosts Northern Green?

Northern Green is a joint trade show/educational event hosted by the Minnesota Nursery & Landscape Association (MNLA) and the Minnesota Turf and Grounds Foundation (MTGF).

The mission of MNLA is to help members grow successful businesses. Today, more than 1,000 firms are members of MNLA in the following categories: wholesale nursery growers, retail nurseries and garden centers, commercial flower growers, landscape contractors, landscape designers, irrigation contractors, lawn and landscape management services, professional gardening services, snow and ice management services, and commercial arborists and tree care services.

The mission of MTGF is to promote the green industries in Minnesota through support of research, education, and outreach at the University of Minnesota and elsewhere. MTGF is comprised of the following allied associations: Minnesota Association of Cemeteries, Minnesota Educational Facilities Management Professionals, Minnesota Golf Course Superintendents' Association, Minnesota Park and Sports Field Management Association, Minnesota Society of Arboriculture, Minnesota Sod Producers, and the Minnesota Turf Seed Council.



Who Will You Meet?

Average attendance: 5,000

Average decision-makers – 59%

- Landscape contractor – 20%
- Snow plowing – 18%
- Landscape designer – 16%
- Landscape management – 16%
- Parks/Recreation – 16%
- Garden center – 15%
- Hardscape installer – 14%
- Gardening services – 14%
- Arborist – 11%
- Golf course – 9%
- Tree care services – 9%
- Nursery grower – 9%
- Irrigation contractor – 8%
- Flower grower – 6%
- Sports turf – 5%
- School grounds – 4%
- Cemetery – 1%
- Sod grower – 1%

Note: Many attendees indicate more than one specialty.



Why Should My Company Exhibit?

- Put your name in front of green industry companies that provide sales of over \$1.9 billion.
- Expand your exposure to key green industry leaders. Because Northern Green is designed specifically for decision makers, you will be able to effectively market your products and services directly to your target audience. In just one day, you will have the opportunity to meet approximately 2,950 decision-makers in the green industry.
- This is the largest green industry show in the region with approximately 5,000 individuals attending.



If you want to...

- Cross-market your services to all facets of the green industry
- Create brand awareness and enhance your company's image
- Generate new sales leads
- Meet with customers to build loyalty
- Introduce new products and services
- Assess the competition
- Conduct pre-market evaluations

...then you must exhibit at Northern Green!

What Past Exhibitors Are Saying About Us

- "This show is well run and very professional."
- "Good floor traffic and move-in was great."
- "Best set-up experience ever! It is so easy to be a vendor at Northern Green."
- "Stayed busy with people coming to booth. Self-check-in system was great."

Booth Options and Pricing

Northern Green 2024 is on Jan. 23–25, with the dedicated trade-show-only day on Jan. 24.

Due to limited space availability, exhibitors may rent a maximum of ten (10) booths. Booth space will be assigned/selected in priority order based on number of years exhibiting, sponsorship and advertising support, number of booths leasing and date of receipt of the required forms and payment. Beyond the initial booth booking phase, booths will be available to past and first-time exhibitors on a first-come, first-served basis.

Note: There are no multiple booth discounts available.

STANDARD BOOTHS

Standard 10'x10' booth locations are \$870 per booth for MNLA and MTGF allied association members, \$1,025 for non-members.

PREMIUM BOOTHS

"Premium" 10'x10' locations are \$1,090 per booth for MNLA and MTGF allied association members, \$1,275 for non-members. All corner booths are "premium" locations and booths near the entrance or adjacent to bars and coffee areas (as marked) are also considered "premium."

ENTRANCE SQUARES

Entrance squares are 20' x 20' and are \$5,299 (Max. 4 available).

ROTUNDA SQUARES

Rotunda squares are 20' x 20' and are \$6,999 (Max. 4 available).

COFFEE COCKTAILS

Cocktail tables within the Coffee Shop/Genius Bar are \$559 per table (Max. 6 available).



Booth pricing includes access for booth personnel to Wednesday evening's social function and a limited number of free trade show only registrations:

- 1 booth rented = Four (4) free Trade Show Only Passes.
- 2 booths rented = Eight (8) free Trade Show Only Passes.
- 3-4 booths rented = One (1) free education pass + twelve (12) free Trade Show Only Passes.
- 5-7 booths rented = Two (2) free education passes + sixteen (16) free Trade Show Only Passes.
- 8-10 booths rented = Three (3) free education passes + thirty-two (32) free Trade Show Only Passes.
- *NOTE: If you require more than the allotted free passes, you will be invoiced accordingly.*

Exhibit Agenda *(subject to change)*

SHOW HOURS:

Wednesday, Jan. 24, 9:00am – 5:30pm. (All-industry party starts at 5:30 in the RiverCentre ballroom.)

SET-UP HOURS:

(Your specific set-up time will be assigned by Northern Green.)

- Monday, Jan. 22 from 10:00am – 5:00pm
- Tuesday, Jan. 23 from 6:00am – 7:00pm

TEARDOWN HOURS:

Thursday, Jan. 25 from 6:00am – 3:00pm

BOOTH RENTAL INCLUDES:

- 8.5 hours of dedicated trade show time.
- 8' high pipe and drape back and 3' high draped side rails.
- A 7" x 44" booth company identification sign. (Coffee Cocktails receive alternate signage.)
- Listing on NorthernGreen.org and the conference mobile app.
- Inclusion in the Advance Program and Onsite Guide exhibitor lists.
- Access to approximately 5,000 attendees including approximately 2,950 decision-makers.
- Opportunity to purchase a one-time use list of attendee mailing information for a post-show mailing.
- A limited number of free passes:
 - 1 booth rented = Four (4) free Trade Show Only Passes.
 - 2 booths rented = Eight (8) free Trade Show Only Passes.
 - 3-4 booths rented = One (1) free education pass + twelve (12) free Trade Show Only Passes.
 - 5-7 booths rented = Two (2) free education passes + sixteen (16) free Trade Show Only Passes.
 - 8-10 booths rented = Three (3) free education passes + thirty-two (32) free Trade Show Only Passes.

NOTE: If you require more than the allotted free passes, you will be invoiced accordingly.

Booth Rental does NOT include:

- Tables, chairs, booth carpeting, or other furniture for your booth. These items can be rented through the show decorator in advance or onsite, or brought in by your company.
- Electricity. Order through the Saint Paul RiverCentre in advance or onsite.
- High Speed Internet. Order through Saint Paul RiverCentre in advance or onsite.



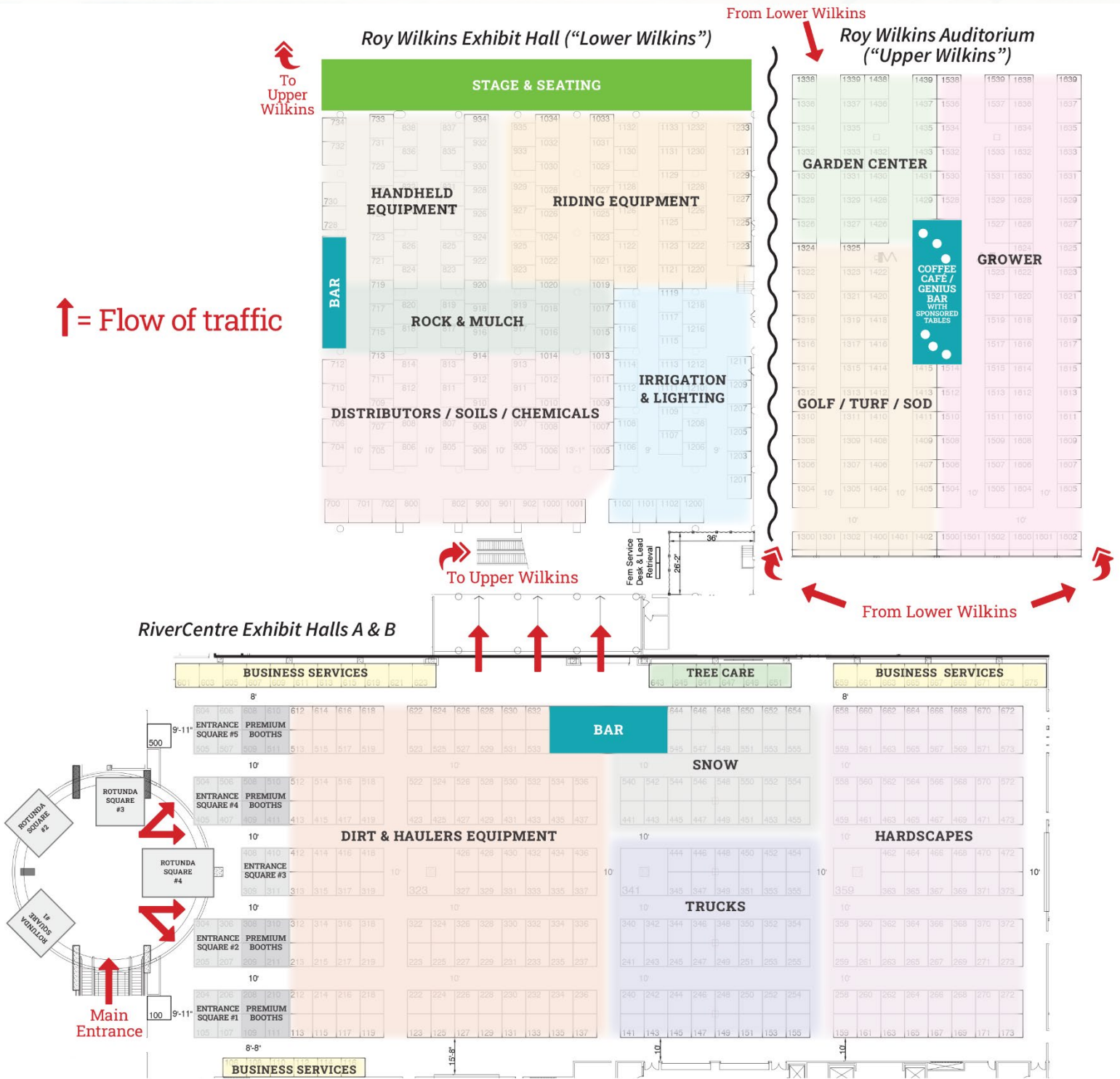
HURRY – WE ANTICIPATE SELLING OUT!

Return the contract on page 12 to reserve your booth at Northern Green 2024.

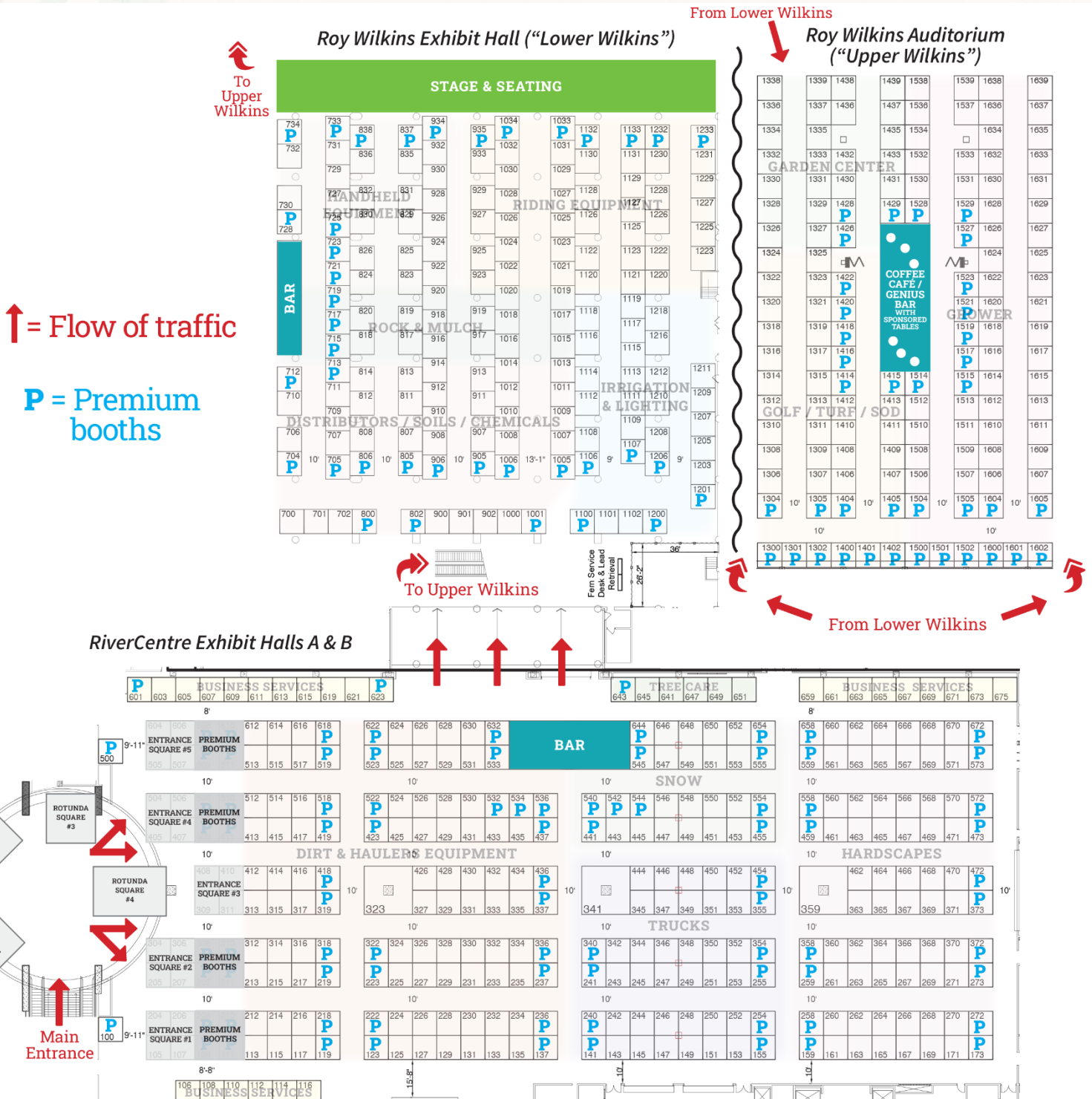
If you have any questions, please contact Betsy Pierre, Sales Manager,
at 763-295-5420 or betsy@pierreproductions.com.

Northern Green 2024 Booth Groupings – new for 2024

- Booth groupings are designed to direct attendees to the areas in the new floor layout most relevant to them.
- Booth space will be assigned/selected in priority order based on number of years exhibiting, sponsorship and advertising support, number of booths leasing, and date of receipt of the required forms and payment.
- First-time exhibitors will be contacted/offered available booth options on a first-come, first-served basis.
- Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please call Betsy Pierre, Sales Manager, at 763-295-5420 or betsy@pierreproductions.com.



Northern Green 2024 Booth Spaces



Northern Green (NG) Exhibit Rules and Regulations

It is agreed that the space herein contracted for is subject to the following rules and regulations. Please read carefully. By signing the exhibit contract, you are also agreeing to all terms and conditions listed on **the following pages**. All policies and guidelines are in place to ensure fairness for all exhibitors. Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please call Jon Horsman at 651-633-4987 or toll-free 888-886-6652.

ASSIGNMENT/SELECTION OF BOOTH SPACE

Booth space will be assigned/selected in priority order based on number of years exhibiting, sponsorship and advertising support, number of booths leasing and date of receipt of the required forms and payment. First-time exhibitors will be contacted/offered available booth options on a first-come, first-served basis. Northern Green reserves the right to restrict entrance for any exhibitor that it deems is not in the best interest of the event as a whole.

IMPORTANT ADVISORIES

1. **Trade Show Map:** Be advised that Northern Green management reserves the right to make modifications or even significant alterations to the plan. Exhibitors will be advised of any floor plan changes. After July 5, 2023, see www.NorthernGreen.org for a map of the exhibition area showing locations of exhibitors and available booths.
2. **Plant Material:** Northern Green management recommends that companies with plant material try to locate away from move-in doors to minimize potential plant injury from cold temperatures during move-in.
3. **Email Address:** As most communication regarding NG is sent via Constant Contact, all exhibitors are required to register for NG with an email address that can be successfully reached by Constant Contact. NG utilizes the Minnesota Nursery & Landscape Association (MNLA) Constant Contact account, so the email address given may not be unsubscribed to MNLA nor NG emails.

RENTAL CHARGE

For booths reserved prior to October 13, 2023, contract and deposit must be submitted for booth reservation, and after October 13, full payment must be received by NG to secure booth reservation. If not paid, NG may sell the space herein contracted for to another exhibitor. For booths reserved after October 13, full payment must be submitted to secure booth reservation. All checks for space rental fees shall be made payable to Northern Green, 1813 Lexington Ave. N, Roseville, MN 55113.

SPACE RESERVATION

Applications for space should be submitted on the contract found on page 11, along with the deposit (or full payment depending on the date). Upon acceptance, a copy of the agreement will be returned to each exhibitor and serve as the record of space assignment. No telephone reservations without credit card information will be accepted. Each firm represented in the Saint Paul RiverCentre must have contracted for space. It is agreed that if, for any cause which arises beyond the control of NG or where it serves the best interests of NG, it becomes necessary to move an exhibitor to a different location, this will be made at the discretion of NG and the exhibitor will be notified of such move.

CANCELLATIONS

Requests for booths may be cancelled by written notice to NG management provided that notice is received by October 13, 2023. A 15% processing fee will apply. If space is cancelled between October 13 – December 29, 2023, 50% of payment will be returned. Booths cancelled after December 29, 2023, will receive no refund.

SPECIAL NON-ASSOCIATION SERVICE

Each booth will be provided with an installed back drape and side dividers and one, two-line 7x44" company name sign (Coffee Cocktails receive alternate signage). Exhibitors will provide their own booth furnishings. Alternatively, carpet, tables, chairs, or other furniture for your booth can be rented through the show decorator in advance or onsite. An email of additional services and prices will be sent to each exhibitor by the show decorator.

SET-UP/TAKE-DOWN

Set up will be Monday, Jan. 22 from 10:00am – 5:00pm; and Tuesday, Jan. 23 from 6:00am – 7:00pm. **YOUR SPECIFIC SET-UP TIME WILL BE ASSIGNED BY NORTHERN GREEN.** Booth displays must be in complete form by 8 a.m. on Wed., Jan. 24, 2024. Exhibitors not in place by this time may forfeit their space. Call NG for special arrangements.

- No one under age 16 is allowed in the exhibit halls during set-up/take-down.
- Take-down will occur on Thursday, Jan. 25 from 6:00am – 3:00pm.
- There will be no hosted move-out on Wednesday, Jan. 24.
- All exhibitors are invited to attend the Wednesday afternoon/evening party upstairs in the RiverCentre ballroom immediately following the close of trade show hours.

SPECIAL EXHIBIT RULES

- Exhibitors may not sublet their space, nor any part thereof.
- Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the exhibit management, do not interfere with the activities of neighboring exhibitors.
- Exhibits may not obstruct the view of neighboring exhibits, either those to the side or behind. Specifically, a 20-foot-wide end-cap booth may not have a back display more than 10 feet wide, 5 feet from center. Also, the side of displays should not extend more than 3 feet from the rear of the display. Booth height limit is 12 feet – contact NG management for exceptions.
- Limitation on booth coverings per fire marshal: A booth with a covering or roof exceeding 300 square feet is required to have its own sprinkler system.
- Exhibitors shall treat flammable materials with a fire retardant.
- Helium balloons are allowed in the exhibit halls, provided they are disposed of at the end of the show.
- Any materials or display deemed inappropriate or unsafe by NG may be removed by the NG management. NG management has the discretion to instruct exhibit changes or moves.

SOCIAL FUNCTIONS

Although meetings of the Minnesota Nursery & Landscape Association (MNLA) and the Minnesota Turf & Grounds Foundation (MTGF) are conducted for educational purposes, it is recognized that an appropriate social program may contribute to the pleasure of those attending. Social functions or independent educational functions cannot be scheduled at a time or place where they will conflict with activities scheduled by the MNLA, the MTGF, or with the exhibition. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in social functions.

FOOD, BEVERAGE & ALCOHOL POLICY

Saint Paul RiverCentre and Roy Wilkins Auditorium retain the exclusive right to provide, control and retail all food and beverage services throughout the facilities, including but not limited to alcoholic beverages. Alcoholic beverages purchased within the RiverCentre may not be consumed or carried off premise. Exhibitors are not permitted to sell, distribute, or provide samples of food and beverage products without written permission from Saint Paul RiverCentre in advance of the show. If a waiver is granted, any exhibitors giving away and/or selling food and beverage products must have a permit and all appropriate fees on file with the Minnesota Department of Health. Exhibitors will also be fully responsible for any and all liabilities that may result from the consumption of their products and not Saint Paul RiverCentre, Roy Wilkins Auditorium, MHC Culinary Group, nor the City of Saint Paul. For additional information or to receive written permission to sample product please contact Jillian Alspach at MHC Culinary Group at 651.726.8807 or jalspach@rivercentrecatering.org.

RESTRICTIONS IN OPERATION OF EXHIBITS

NG management reserves the right to decline/restrict exhibits which, because of noise, safety, conduct of exhibitors, or any other reason, become objectionable. And, to prohibit or to evict any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. This includes anything of a character which the management determines is objectionable. In the event of such restriction or eviction, NG is not liable for any refunds of rentals or other exhibit expense.

COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibitors' booths or displays. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Northern Green proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. Northern Green reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs, or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify and hold Northern Green, their agents and employees, harmless from all loss, cost, claims, causes of actions, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violations or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

INSURANCE

Each exhibitor is required to be covered by Public Liability Insurance (naming the NG/MNLA/MTGF as co-insured therein) in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$100,000 property damage for each accident, to protect against possible claims arising out of the operation of its booth.

Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. NG/MNLA/MTGF insurance policies do not include fire and theft coverage for individual exhibit booths.

LIMITATION OF LIABILITY

Each exhibitor must make provision for the safeguarding of its goods, materials, equipment, and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. Neither NG/MNLA/MTGF, its subcontractors, nor the Saint Paul RiverCentre and the City of Saint Paul will be responsible for property damage or loss by, or for, any cause, and exhibitor hereby waives any right to claim liability against them for the same.

The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibition, or convention activities, and Exhibitor agrees to defend, indemnify, and hold NG/MNLA/MTGF, its subcontractors and the Saint Paul RiverCentre and the City of Saint Paul harmless from all liability which might occur from any Act of God or any cause whatsoever arising out of the Exhibitor's participation in the exhibition or in convention activities. NG/MNLA/MTGF, its employees, subcontractors and Saint Paul RiverCentre and the City of Saint Paul will not be liable for injuries to any person or for damages to property owned or controlled by exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space, and the Exhibitor agrees to defend, indemnify and hold NG/MNLA/MTGF, its subcontractors and Saint Paul RiverCentre and the City of Saint Paul harmless against all such claims.

The Exhibitor expressly understands and agrees that the foregoing limitation of liability clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the Exhibitor's property and personnel from the Exhibition Hall and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibition.

NG/MNLA/MTGF, its employees, subcontractors, or Saint Paul RiverCentre and the City of Saint Paul will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the NG Trade Show for any samples taken, or by other means given them by the Exhibitor representatives.

AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the MNLA Executive Director. These rules and regulations may be amended at any time by the MNLA Executive Director and all amendments so made shall be binding on Exhibitors equally with the foregoing rules and regulations.

2023 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2024!

- A1 Rent It
Albert J. Lauer, Inc.
Alert Distributing, Inc.
All Energy Solar
Alliance Designer Products
Alpha Professional Tools
Alta Falls & Pond Supplies
Amcon Concrete Products
American Pressure, Inc.
Anderson Nurseries, Inc.
Arborjet | Ecologel
Armada Technologies
Arrowhead Ornamentals
Aspen Equipment Co.
Astleford International
B & B Hoffman Sod Farms, Inc.
Bachman's Wholesale Nursery & Hardscapes
Bailey Nurseries
Belgard
BFG Supply Co.
Bissell Commercial
Borgert Products, Inc.
Breiwick Companies, Inc.
Brenny Transportation Inc.
Brickworks Supply
Bridgewater Tree Farms
Bullis Insurance Agency, LLC
Buyers Products Company
C5 Stone - a division of Plaisted Companies
Carlin Sales/ProGreen Plus
Cast Lighting, LLC
Central Lakes College
Central Landscape Supply
Central Turf & Irrigation Supply
Central Turf Farms
Central Wood Products
Ceres Environmental Services, Inc.
Cherokee Manufacturing
Circle K / Holiday Stationstores
Clesen Wholesale
Clesens
Club Car Minnesota
Collaborate
Compeer Financial
Contree Sprayer & Equipment Company, LLC
County Materials Corp.
COWSMO, INC.
Crushing Mechanics
Crysteel Truck Equipment, Inc.
- Cushman Motor Company
Custom Truck
D Rock Grizzly
Dailey Data
Dawn Industries
Defiance Snow Plows
Ditch Witch of Minnesota, Inc.
Don Marjama Nursery Co. Inc.
Duininck Golf
Dulcet Fountains & Aeration
Dundee Nursery and Landscaping
Dutchman Tree Spade
East Jordan Plastics
EC Grow Inc.
Eco Works Supply
Eden - Valders Stone
EDI Treemover
EnviroTech Services, Inc.
ERS-MidWest
Esch Construction Supply, Inc.
Evolve ActionCOACH
Excel Turf & Ornamental
Exmark
Feedbackwrench Web Design & Marketing
Fischer Stone
ForeverLawn Minnesota, Inc.
Fox Ridge Nursery
Frost Inc.
Gardenworld, Inc.
Gertens Wholesale & Professional Turf Supply
Goodmark Nurseries, LLC
Gopher State One Call
Greenleaf Nursery Company
GreenLife Supply
Greenscape Companies Inc.
Grove Nursery
Grower Direct Supply
Happy Land Tree Farms, Inc.
Hartman Companies Inc.
Hennen Equipment, Inc.
Hennepin Technical College
Heritage Professional Products
HLS Outdoor
Hoffman & McNamara Nursery and Landscape
Hotsy Minnesota
Hunter Industries & FX Luminaire
Huntington
Hyva
IBG Magic
- Iowa State University Horticulture Department
Iron Valley Equipment
Irrigation by Design
Iseli Nursery, Inc.
iSolar, LLC
Ivanhoe Nursery
J. Frank Schmidt & Son Co.
Jeff Martin Auctioneers, Inc
Jirik Sod Farm, Inc.
Johnson's Nursery, Inc.™
Kankakee Nursery Company
Keen Edge Company
Klaus Nurseries
Krukowski Stone Co. Inc.
Kubota Tractor Corp./Niebur Tractor & Equipment, Inc.
Landscape Management Network
Lano Equipment, Inc.
Legislative Action Center
LPA Retail Systems Inc.
Lumien Lighting
Magic Turf
Maguire Agency
Massaging Insoles
McKay Nursery Company
Metro Hardscape Supply LLC
MIDC Enterprises
Midland Concrete Products
Midwest Landscapes
Midwest Machinery Co.
Midwest Machinery Company
Midwest Specialty Sales, Inc.
Midwest Stihl
Milow Outdoors
Minnesota Clean Cities Coalition
Minnesota Department of Agriculture - Nursery & Export Unit
Minnesota Mulch & Soil
Minnesota Sodding Company
Minnesota State Horticultural Society
MN Propane Association
MN State Patrol
Monroe Truck Equipment
Monrovia
MTI Distributing, Inc.
Muskox
Mycorrhizal Applications
Netherland Bulb Co.
Norby Golf Course Design, Inc.
North Central DryJect
North Dakota State University
- Northern Family Farms
Northern Salt Inc.
Northland Capital Equipment Finance
Northland Monument, Inc.
Nuss Truck and Equipment
Oregon Pride Nurseries, Inc.
Oscar Wilson Engine and Parts
Ostvig Tree Care
Par Aide Products Co.
Passageway Financial
PBI-Gordon Corporation
Peat, Inc.
Plaisted Companies, Inc.
Plaisted Landscape Supply
Plantpeddler Inc.
PlantRight Solutions
Plants Beautiful Nursery
Plehal Blacktopping LLC
Plow World Power Equipment
Polycor
Prairie Restoration, Inc.
Prince Corporation
ProGreen Synthetic Turf
Project 2 Payment
Purple Wave Auction
Quality Forklift/Quality Equipment
Ramy Turf Products
RDO Equipment Company
Red-headed Woodpecker Recovery
Reinders, Inc.
Renewal by Andersen
RightLine
RMS Rentals
Rochester Concrete Products
Rock Hard Landscape Supply
SCP Distributors
Sester Farms Inc.
Seykora Asphalt Maintenance and Paving
Simple Flow, Inc.
SiteOne Landscape Supply
Skid Heaven LLC
Smart Level LLC
SMSC Organics Recycling Facility
SnoPower
Sparks Tractor
Specialized Environmental Technologies / The Mulch Store
Spring Meadow Nursery
Stillwell, Inc.
- StoneWall Retaining Walls / Trench'N edge Trencher
Stoneworks Architectural Precast/Cast Stone
Storm Equipment
Stumper Industries
Superior Tech Products
Superior Turf Services Inc.
Sustâne Natural Fertilizer, Inc.
Swanston Equipment
T.C. Winter Services
Techniseal
Terra Products
The Tessman Company
Toro Irrigation/Unique Lighting
Tillmann Wholesale Growers
Titan Machinery, Inc.
Top Notch Equipment
TouchStone Accent Lighting, Inc.
Traqnology North America
Tree Trust
Tri-State Bobcat, Inc.
Trimax Mowing Systems
Truck Center Companies
Truck Central
TURFCO
Twin City Seed Co.
Twin Star Equipment & Manufacturing
Twinkly Pro
Twisted Elements, Inc.
United Greenhouse Systems, Inc.
United Label & Sales
University of Minnesota - CFANS
University of Minnesota - Crookston
University of Wisconsin - River Falls
Versa-Lok Retaining Wall Systems
Versatile Vehicles, Inc.
Wagner Greenhouses, Inc.
Walters Gardens, Inc.
Wandell's Nursery, Inc.
Wheeler Landscape Supply
Willow Creek Paving Stones
Wilson's Nursery, Inc
Wilt-Pruf Products, Inc.
Wolcyn Tree Farms & Nursery
Xylem, Ltd. / Golden Valley Hardscapes LLC
Ziegler CAT
Zlimen & McGuiness PLLC Attorneys at Law

NORTHERN GREEN 2024 CONTRACT FOR EXHIBIT SPACE

January 23-25, 2024 | Exhibit Date: January 24 | Saint Paul RiverCentre
Northern Green Office: 1813 Lexington Ave N, Roseville, MN 55113
p. 651-633-4987 | f. 651-633-4986 | www.NorthernGreen.org | info@NorthernGreen.org
763-295-5420 | Attn: Betsy Pierre | betsy@pierreproductions.com

Company: _____
Contact Person: _____
Email: _____
Phone: _____ Cell: _____
Address: _____
City: _____ State: _____ Zip: _____
Website: _____

FOR OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED: _____
Date Rec'd: _____
Amt. Rec'd \$ _____
Date Amt. Rec'd: _____
Balance Due \$ _____
Approved By _____
Date Bal. Rec'd: _____
 FP Initial email sent
 Packet mailed FERN
Move-In Time: _____
Notes: _____

LOCATION PREFERENCE

(See booth selection guidelines and floor plan/trade show map on pages 5-10 for further details.)

1st _____ 2nd _____
3rd _____ 4th _____

Companies you want to be near:

Companies you do not want to be near:

Comments/special requests:

Every effort will be made to accommodate your requests, but there is no guarantee those space(s) will be available.

Acceptance of this application by Northern Green management constitutes a contract. We agree to abide by the rules and regulations of the Northern Green 2024 Trade Show, which are printed on pages 8-10 of this document, and to all conditions under which exhibit space is leased to Northern Green.

Exhibitor Signature: _____
Printed Name: _____
Date: _____

COMPLETE TO CALCULATE AMOUNT DUE

Step 1: Booth Selection & Rate:

To verify member rate, check your membership organization:

- MNLA MGCSA MPSTMA MSA MASMS MAC MTA MTSC




Standard 10x10 - Member \$870 per: _____ @ \$870 = _____
Standard 10x10 - Non-Member \$1,025 per: _____ @ 1,025 = _____
Premium 10x10 - Member \$1,090 per: _____ @ 1,090 = _____
Premium 10x10 - Non-Member: \$1,275 per: _____ @ 1,275 = _____
Coffee Cocktail: \$559 (one per company, limited availability) @ \$559 = _____
Entrance Square: \$5,299 (one per company, limited availability) @ \$5,299 = _____
Rotunda Square: \$6,999 (one per company, limited availability) @ \$6,999 = _____
Subtotal = \$ _____

Step 2: Calculate Deposit Amount Required

Total Booth Rental Fee = \$ _____ X .60 = \$ _____
60% DEPOSIT

Deposit must accompany contract.

Final payment for booths due Oct. 13, 2023. Full payment due at time of reservation for booths reserved after Oct. 13, 2023.

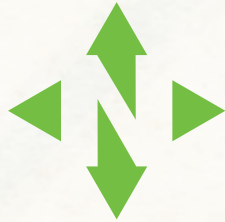
Amount Enclosed: \$ _____
 Check enclosed Credit Card   
Number _____
Expiration Date (required): _____
Billing Zip Code (required): _____



NORTHERN GREEN

ADVERTISING & SPONSORSHIPS

A NEW Northern Green—the largest industry trade show and educational conference in the region—is coming to St. Paul in January 2024! Thousands of industry professionals representing multiple industry segments will converge to connect and grow!



NORTHERN GREEN

2024

JANUARY 23–25

EXHIBIT DATE: JAN. 24

St. Paul RiverCentre

Hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation.

Who Attends?

Average Registered Attendance: 5,000

2023 Attendees by Industry Segment (Decision-makers: 58.8%)

Landscape Contractor.....	20%
Snow & Ice Management.....	18%
Landscape Designer.....	17%
Landscape Management.....	16%
Parks/Recreation.....	16%
Garden Center.....	15%
Hardscape Installer.....	14%
Gardening Services.....	14%
Arborist.....	11%

Golf Course.....	9%
Nursery Grower.....	9%
Tree Care Services.....	9%
Irrigation Contractor.....	8%
Flower Grower.....	6%
Sports Turf.....	5%
School Grounds.....	4%
Sod Grower.....	1%
Cemetery.....	1%

Note: Many attendees indicate more than one specialty.



Northern Green Packages



2024 MARKETING PACKAGES/BENEFITS Deadlines apply. For maximum benefit, contact us by July 1.	Top-Tier Partner		Support Leader		Business Builder	
	Benefit	Value	Benefit	Value	Benefit	Value
Choice of 1 Village for Premium Village Sponsorship (see next page for benefits)	✓	\$4,999				
Choice of 1 Village for Supporting Village Sponsorship (see next page for benefits)			✓	\$2,999		
20 drink tickets to distribute from your booth to be redeemed at the concession/bar areas	✓	\$230				
CHOOSE: Recognition as Attendee Badge Sponsor* (max. 2) OR 30-60 second commercial during Keynote Preroll (max. 2)	✓	\$2,000				
Comp RiverCentre 4-Day Dock Pass (available to first four Top-Tier Partners - after, one parking pass per day in ramp)	✓	\$300				
50 trade show only passes to distribute to customers or use for your team	✓	\$2,250	✓	\$2,250		
Generously Supported by logo in Program	✓	\$1,000	✓	\$1,000		
Generously Supported by hotlinked logo from NG.org	✓	\$500	✓	\$500		
Generously Supported by logo in The Scoop Pre and Post	✓	\$500	✓	\$500		
Generously Supported by logo in Clippings	✓	\$500	✓	\$500		
Generously Supported by logo in Northern Green Emails	✓	\$500	✓	\$500		
Logo on Hanging Banner in Main Lobby	✓	\$2,000	✓	\$2,000		
Generously Supported by logo in MNLA Directory	✓	\$250	✓	\$250		
Recognition as Keynote Speaker Supporter (both days)	✓	\$999	✓	\$999		
Generously supported by logo on Program Update distributed onsite	✓	\$499	✓	\$499		
Bingo Booth Traffic Driver Participant	✓	\$379	✓	\$379	✓	\$379
Positioned as Northern Green Block Party Supporter	✓	\$2,999	✓	\$2,999	✓	\$2,999
Acknowledgment as sponsor in Northern Green App	✓	\$399	✓	\$399		
Generously Supported by logo on Entrance Door Cling in Main Lobby	✓	\$1,500	✓	\$1,500		
Full Page Ad in Program					✓	\$1,295
1/4 page ad in November registration print promo**					✓	\$999
1/2 page ad on Program Update Distributed Onsite***					✓	\$999
Northern Green Email Campaign Ad					✓	\$999
NorthernGreen.org Ad					✓	\$599
Digital Swag Bag					✓	\$349
Value		\$21,804		\$17,274		\$8,618
Price		\$11,499		\$8,499		\$5,499
Package Savings		\$10,305		\$8,775		\$3,119
% off other Northern Green Marketing Opportunities****		25%		20%		10%

*Maximum two badge sponsors. Submit black & white vector logo. Logos do not appear on exhibitor badges.

**Registration Print Promo art deadline: September 8. 3.5"w x 5"h full color art.

***Program Update art deadline: December 15. 7.5"w x 5"h full color art.

****Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Clings nor Advertising.

Village Education Day Sponsorship Packages

Village Education Days will bookend Wednesday's Northern Green Trade Show with four industry-specific Villages meeting Tuesday and four meeting Thursday. Actively target your customer by supporting their Village! Northern Green 2024's eight Villages are:

TUESDAY



THURSDAY



VILLAGE SPONSOR BENEFITS (Sponsor chooses Village to apply sponsorship.)	Premium Sponsor (max 3/Village)		Supporting Sponsor	
	Benefit	Value	Benefit	Value
Logo on Village giveaway distributed to participants	✓	\$999		
Opportunity to participate as host/moderator for the day (may be shared)	✓	\$999		
Tabletop presence in Village classroom (if desired)	✓	\$499		
Opportunity to provide an email message to all Village participants post-event (Text and images only - subject to approval.)	✓	\$999		
Opportunity to show a 30 sec. commercial 1x during Village educational experience	✓	\$999		
2 complimentary registrations to sponsored Village*	✓	\$458		
Host a display in the Village gathering area in Main Lobby	✓	\$999		
Recognition in Village promotions	✓	\$499	✓	\$499
Logo on signage at entrance to classroom	✓	\$499	✓	\$499
Recognition from the podium during the day	✓	\$799	✓	\$799
Logo visibility at Village social function (note: may be combined with other Villages)	✓	\$549	✓	\$549
Lunch sponsor	✓	\$599	✓	\$599
Large banner logo recognition in the Hall of Village Education	✓	\$999	✓	\$999
Logo in registration confirmation to participants	✓	\$599	✓	\$599
Opportunity to set one swag item at each Village participant chair**	✓	\$299	✓	\$299
Logo recognition in post-event survey	✓	\$299	✓	\$299
Recognition in the Northern Green app	✓	\$599	✓	\$599
Logo recognition in Village Gathering area in Main Lobby	✓	\$699	✓	\$699
Value		\$12,391		\$6,439
Price		\$4,999		\$2,999
Package Savings		\$7,392		\$3,440

*Deadline of December 20 to submit registrant names.

**Sponsor provides item.

Marketing Opportunities (subject to change)

Deadlines apply. For maximum visibility contact us by July 1. Those participating with these Marketing Opportunities must have an exhibitor presence (or pay added \$870 fee). Sponsors receive logo recognition in pre-promotion and at event.

À La Carte Options

NORTHERN GREEN TRADE SHOW BLOCK PARTY - \$2,999 (SHARED)

Join in hosting the official Northern Green Trade Show Block Party in the RiverCentre Ballroom. Sponsor will have a designated "house on the block" with large/prominent logo recognition, food nearby and a fun lawn game to engage and entertain (if preferred, sponsor can provide game OR Northern Green will supply).

KEYNOTE SPEAKERS - \$699 FOR TUESDAY OR THURSDAY; \$999 FOR BOTH DAYS (SHARED)

Lead the way into a day filled with targeted education and networking! Both Village Education Days at Northern Green will kick off with an exciting, large gathering of the day's village participants for a keynote address.

VILLAGE GATHERINGS/SOCIAL FUNCTIONS - \$549 PER (SHARED)

Note: Choose 1 or more, some villages may be combined. A single fee would apply for combined functions.

Focus on your customer base while encouraging camaraderie, friendship, mentorship, and fun! Be involved in the group gatherings/socials that will end each Village Education Day.

- Landscape/Hardscape Contractor
- Landscape Design/Landscape Architecture
- Golf
- Water/Irrigation
- Turf, Grounds, & Snow Management
- Professional Gardening Services
- Garden Center/Grower
- Tree Care/Arborist

WIFI SPONSOR - \$1,999 (EXCLUSIVE)

Create an impression by putting your logo on the WiFi splash screen visitors have to go through to join the facility's WiFi. Sponsor gets naming rights for the event's WiFi network (within character limits).

PRE-CONFERENCE SESSIONS - \$529 (SHARED)

Back green industry continuing education by supporting PLT Relicensure and Pesticide Recertification workshops available on Monday, January 22 at the Northern Green venue.

MANAGEMENT PATH - \$349 FOR BOTH DAYS (SHARED)

Foster industry business skills. An alternate option for all Village Education Day participants – a track of business management classes will run throughout the day and will be available for all attendees from all villages.

BINGO BOOTH TRAFFIC DRIVER - \$379 (MAX 16)

Our annual booth traffic driver games have always been popular among exhibitors. Participants will fill their bingo card out as they visit exhibitors throughout the day. A cover-all gets prize drawing entry. Drawing to be held at the Trade Show Block Party.

NORTHERN GREEN GIVEAWAY ITEM - \$369 PER ITEM + COST OF ITEM

Build your brand – put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens, notebooks – even cups, napkins, coffee sleeves, etc.



Trade Show Elements

TRADE SHOW BARS - \$999 FOR BOTH BARS (SHARED)

Socializing is a Northern Green tradition – enjoy a presence in the trade show beyond your booth as attendees gather.

STAGE SPONSOR - \$999 (SHARED)

Be involved in supporting education on the trade show floor - always a popular element!

PRODUCT PITCH - \$599 (MAX 2)

Take the trade show stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A)

COFFEE CAFÉ - \$699 (SHARED)

Help fill the trade show with energy as a sponsor of its Coffee Café, the only place Wednesday morning for attendees to enjoy free coffee!

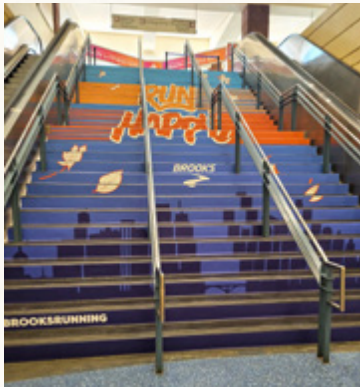
GENIUS BAR - \$699 (SHARED)

Be part of this new attendee resource – an option for visitors to stop in and ask the genius all of their burning questions!



Clings!

Cling advertiser sends art at 100 ppi for production. Art deadline for clings: December 1.



TRADE SHOW STAIR "RISE" CLING (6"H X 190"W)

29 CLINGS - \$3,999
15 CLINGS - \$2,999 (EXCLUSIVE)

Make a VISUAL IMPACT filling the stairs leading to/from the tradeshow with your image/brand!

ESCALATOR CLINGS – MAIN LOBBY (18" CIRCLES) - \$1,999 (EXCLUSIVE)

Fourteen circle clings lining the glass of the down/up escalator to the 2nd floor (location of Village education and Block Party). On bank closest to registration/trade show entrance.

ESCALATOR CLINGS – TRADE SHOW (18" CIRCLES) - \$1,999 (EXCLUSIVE)

Fourteen circle clings lining the metal surface of the down/up escalators to the trade show entrance.

FLOOR CLINGS (46" X 46") - \$1,999 (EXCLUSIVE)

Three strategically placed, Main Lobby clings. Two near down/up escalators to the 2nd floor (location of Village education and Block Party) and one at the top of the escalators/stairs leading to the trade show main entrance.

TRADE SHOW FLOOR CLINGS (1.5' X 1.5") - \$1,999 (MAX. 2)

Ten floor clings leading the way from the trade show entrance to your booth!

Combo Clings

TWO (2) ESCALATOR WINDOW CLINGS (3' X 3') & FOUR (4) MAIN LOBBY FRONT WINDOW CLINGS (2' X 2') - \$1,299 (EXCLUSIVE)

Varied visibility with two well-placed window clings at entrance to up escalators leading to the 2nd floor (location of Village education and Block Party) PLUS four clings along the Main Lobby front windows.

Northern Green Advertising

NORTHERN GREEN E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. **Your hotlinked ad appears in all!**

Bonus morning emails Tuesday, Wednesday and Thursday of Northern Green. Be visible when attendees are engaged with the event!

Deadline: August 25 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 6,700

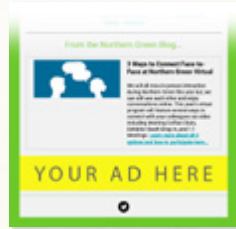
Average open rate: 34%

Distribution: Minimum two emails per month, Sept. through Jan.

Dimensions: 600w x 100h pixels

Cost: \$999

*New art may be submitted monthly by the 25th of the month prior.



NORTHERN GREEN PROGRAM

All things Northern Green will be detailed in the event Program. Distributed digitally and via mail prior to the event AND available for attendees to grab at the event!

Deadline: October 6

Estimated Circulation: 8,000 (Print 6,500/Online 1,500)

Ad Options*(full color):

Outside Back Cover—\$1,595

Inside or Opposite Inside Front Cover (Full)—\$1,595

Center Spread—\$2,199

Full page—\$1,295

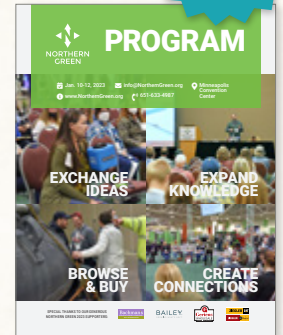
1/2 page horizontal or vertical—\$699

1/4 page—\$369

Preferred, non-cover placement add \$99

*See Scoop info for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim 8-1/2"w x 8"h. Bleed 1/8" off. Keep live area 3/8" inside trim. Include crop marks set at least 1/8" outside trim.)

New – distributed onsite as well!



NORTHERNGREEN.ORG AD

82% of attendees surveyed say they use the website prior to attending - great visibility on every page of the website (ads rotate with other ads)

2023 Stats:

12,500 impressions per ad
31,000 visits to site

Timing: Oct. 2023–Feb. 2024

Specs: 510w x 425h pixels on home page (will scale down on interior pages)

Cost: \$599

Deadline: For maximum visibility, contact us by Sept. 19. Ad commitments beyond that date will be placed as soon as possible.



DIGITAL SWAG BAG

Deadline: December 15

Provide your best offer in our "Thanks for attending!" email the week following Northern Green. Ad will appear both in email and on the Post-Northern Green Swag Bag landing page at NorthernGreen.org/SwagBag.

Specifications: Submit PDF set to 8.5"w x 11"h. (If desired, submit additional .jpg or .png. for email/webpage at 300w x 388h pixels.)

Cost: \$349 (max. 8)

2023 open rate: 55%

Circulation: Emailed to all Northern Green participants

