

ADVERTISING & SPONSORSHIPS



**NORTHERN
GREEN**
2 0 2 5

JAN. 21–23
EXHIBIT DATES:
JAN. 22,23
St. Paul RiverCentre

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

In January 2025, thousands of industry professionals representing multiple industry segments will converge to connect and grow!

We've had great feedback from Northern Green 2024 exhibitors:

- "A dedicated trade show day was great. We had more traffic to our booth than ever before even when the trade show was 3 days. This made great use of the attendees' and exhibitors' time."
- "Very happy at how well it was attended! Those who came by our booth were very intentional and we had a lot of leads! Great show!"
- "Easiest show to get in and out of! I really appreciated the helpfulness of the entire team!"

Who Attends?

Average Registered Attendance: 5,000
2024 Attendees by Industry Segment (Decision-makers: 58.8%)

Landscape Contractor.....	20%	Golf Course	9%
Snow & Ice Management.....	18%	Nursery Grower	9%
Landscape Designer.....	17%	Tree Care Services	9%
Landscape Management.....	16%	Irrigation Contractor.....	8%
Parks/Recreation	16%	Flower Grower.....	6%
Garden Center.....	15%	Sports Turf	5%
Hardscape Installer.....	14%	School Grounds.....	4%
Gardening Services.....	14%	Sod Grower.....	1%
Arborist.....	11%	Cemetery.....	1%

Note: Many attendees indicate more than one specialty.



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
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Northern Green Packages



2025 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				
CHOOSE: 50 Trade Show Only Passes to distribute to customers or use for your team, OR 6 complimentary registrations to Village education + 20 Trade Show Only Passes	✓	\$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	✓	\$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 Splash Ad - Education Room Doors					✓	\$999
Value		\$21,804		\$17,274		\$9,268
Price		\$11,499		\$8,499		\$5,699
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 the 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 2025'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		
Logo recognition on Village Podium	✓	\$699		
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		
Logo recognition on table tents lining Hall of Villages	✓	\$499		
Recognition in Village promotions	✓	\$499	✓	\$499
Logo on signage at entrance to classroom	✓	\$499	✓	\$499
Verbal 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 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 Main Lobby	✓	\$999	✓	\$999
Value		\$12,391		\$6,739
Price		\$4,999		\$2,999
Package Savings		\$7,392		\$3,440

*Deadline of December 20 to submit registrant names. **Sponsor provides item.

*** Have the option of handling ALL duties for a half or for the full day.



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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 \$1,189 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 unique bag toss challenge to engage and entertain (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 compliment each Village Education Day experience.

- 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 - \$1,299 (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 20 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 - \$699 (MAX 2)

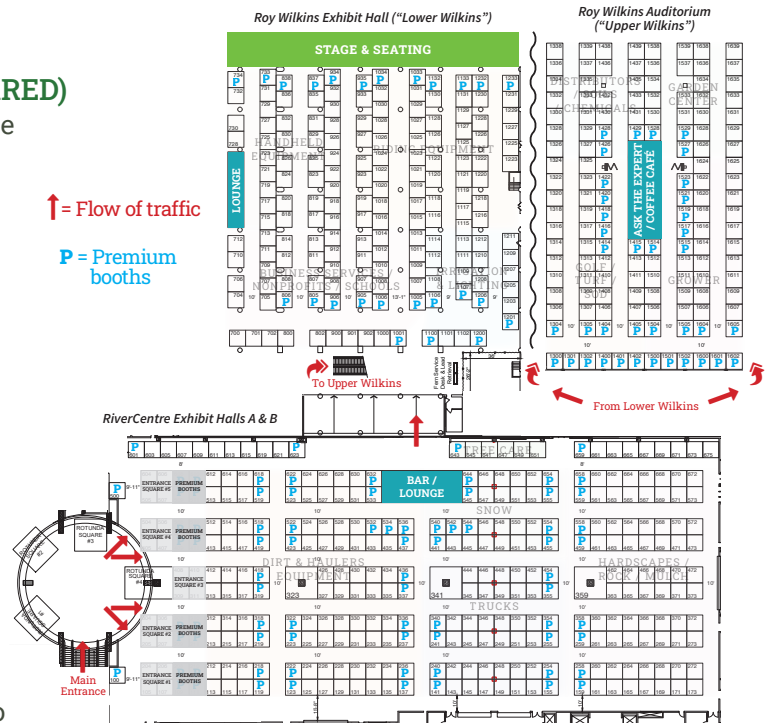
Take the trade show stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A)

COFFEE CAFÉ - \$699 (SHARED)

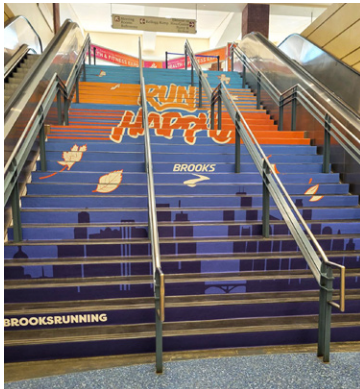
Help fill the trade show with energy as a sponsor of its Coffee Café, the only place Wednesday morning for attendees to enjoy free coffee!

ASK THE EXPERT - \$699 (SHARED)

Be part of this 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!

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!

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.

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.

TRADE SHOW HIGH WINDOW CORRIDOR CLINGS (48"W X 68"H)

CHOOSE FROM: 18 CLINGS - \$4,999
12 CLINGS - \$3,750 | 6 CLINGS - \$2,750

Double sided clings in high trade show windows, viewable both from first trade show area as well as along RiverCentre entrance corridor accessible from Rice Park (a common path in for Wild game attendees).



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

Circulation: 10,500

Average open rate: 38%

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

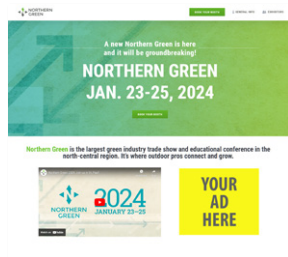
Dimensions: 600w x 100h pixels

Cost: \$999

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

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)



2024 Stats:

- 15,650 impressions per ad
- 180 clicks per ad
- 28,000 visits to site

Timing: Oct. 2024–Feb. 2025

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

Cost: \$599

Deadline: For maximum visibility, contact us by Sept. 25. Ad commitments beyond that date will be placed as soon as possible.

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 11

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.)



DIGITAL SPLASH AD - EDUCATION ROOM DOORS

Deadline: November 15

Capture attention with an ad on the digital room signage lining the Hall of Villages. Up to 5 ads will rotate in with each room's schedule. Approximate rotation will have static ads appearing for roughly 30 seconds separated by 2 minutes of the schedule. There will be an estimated 5-6 room signs in total.

Specifications: Submit jpegs in two pixel sizes: 224w x 756h, and 720w x 1280h.

Cost: \$999 (max. 5)

