



# NORTHERN GREEN EXHIBITOR PROSPECTUS



## NORTHERN GREEN OUTDOORS

OCTOBER 8, 2024

Trade Show Hours:  
Oct. 8, 9:00am-4:00pm

**EVENT LOCATION: Aldrich Arena + Grounds**  
1850 White Bear Ave, Maplewood, MN 55109



## NORTHERN GREEN 2025

JANUARY 21-23

Trade Show Hours:  
Jan. 22, 9:00am-3:30pm  
Jan. 23, 9:00am-12:00pm

**EVENT LOCATION: Saint Paul RiverCentre**  
175 Kellogg Blvd W, St. Paul, MN 55102

## NORTHERN GREEN BOOTH SALES

### Betsy Pierre

Sales Manager  
763.295.5420

[betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)

### Jon Horsman

Trade Show Manager  
651.633.4987

[info@northerngreen.org](mailto:info@northerngreen.org)

### Louise Nemmers

Trade Show Administrator  
651.633.4987

[info@northerngreen.org](mailto:info@northerngreen.org)

### 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](http://www.northerngreen.org)  
Contact: Jon Horsman, Trade Show Manager  
E-mail: [info@northerngreen.org](mailto:info@northerngreen.org)

### DECORATOR SERVICES

FERN  
Contact: Jessica Mulheron,  
Exhibitor Service Representative  
Phone: 763-458-7212  
E-mail: [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com)



Proceeds from Northern Green help MNLA and MTGF advance the green industry through education, research, public policy, and other activities.

# BUY TOGETHER AND SAVE!

We'll be back in St. Paul for our indoor winter event (January 21-23, 2025) and on October 8, 2024, we are moving Northern Green outdoors for the first time! If you buy a booth at both shows, you'll receive a 5% discount off your total!



Buy a booth at  
**NG OUTDOORS**  
and **NG 2025** and  
save 5% on both!



The indoor portion of the event will still take place at Saint Paul RiverCentre, Roy Wilkins Auditorium, and 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, social events, and peer sharing designed specifically for that 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.



The addition of an outdoor component to the Northern Green umbrella allows for more demonstrations, hands-on education and installations, and interactive experiences at the one-day event on October 8, 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.

## 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).

MNLA's mission is to empower, support, and cultivate a community of green industry businesses through advocacy, education, and connections. Members of MNLA are wholesale nursery growers, retail nurseries and garden centers, commercial flower growers, landscape contractors, landscape designers, irrigation contractors, and provide lawn and landscape management services, professional gardening services, snow and ice management services, and commercial arborist 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 at Northern Green 2025 and Northern Green OUTDOORS? We are expecting green industry professionals from these segments:

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%

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.
- At Northern Green OUTDOORS, your customers will enjoy a shopping experience that allows your company to showcase your products where they were designed to be – outdoors!
- Northern Green 2025 in January is the largest green industry show in the region with approximately 5,000 individuals attending. It's a highly customized and concentrated experience, making the most of your time and investment. Meet approximately 2,950 green industry decision-makers, providing you the chance to effectively market your products and services directly to your target audience.



#### 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 Some Northern Green 2024 Exhibitors Are Saying:

- "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!"
- "The volunteers ready to move everything to my booth location were amazing! They had their system down and were very efficient."

# Northern Green OUTDOORS Booth Options and Pricing



## Save Money! Be a member and be at both shows!

- Members of MNLA, MGCSA, MPSFMA, MSA, MASMS, MAC, MTA, or MTSC receive our best rate.
- If you buy a booth at both **Northern Green OUTDOORS** and **Northern Green 2025** in January, you'll receive a 5% discount on both. (*MUST pay full deposit for both when booking.*)

## Timing

**BY MAY 1:** For **2024** Northern Green exhibitors only! Fill out your contract and submit with full 60% deposit by May 1 to secure the same booth or to upgrade. Booths will be assigned/selected in priority order based on Northern Green 2024 participation, number of recent 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 phases, booths will be available to first-time exhibitors on a first-come, first-served basis.

**AUGUST 8:** Final payment for both shows is due. After August 8, full payment must accompany a filled-out contract to secure your booth.

*Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please contact Jon Horsman at [jon@mnl.biz](mailto:jon@mnl.biz), 651-633-4987 or toll-free 888-886-6652.*

## Pricing (see map on next page)

Northern Green OUTDOORS	Member Standard:	Non-Member Standard:
8x10' (outside) or 10x10' (inside)	\$600	\$699
20x20'	\$1,439	\$1,649
40x40'	\$1,839	\$2,599
Track Parking (booth add on)	\$120	\$149

## Exhibit Agenda (subject to change)

**SETUP HOURS:** Monday, October 7, from 9:00am – 3:00pm.

**SHOW HOURS:** Tuesday, October 8, 9:00am – 4:00pm. **TEARDOWN:** 4:15pm – 6:00pm.

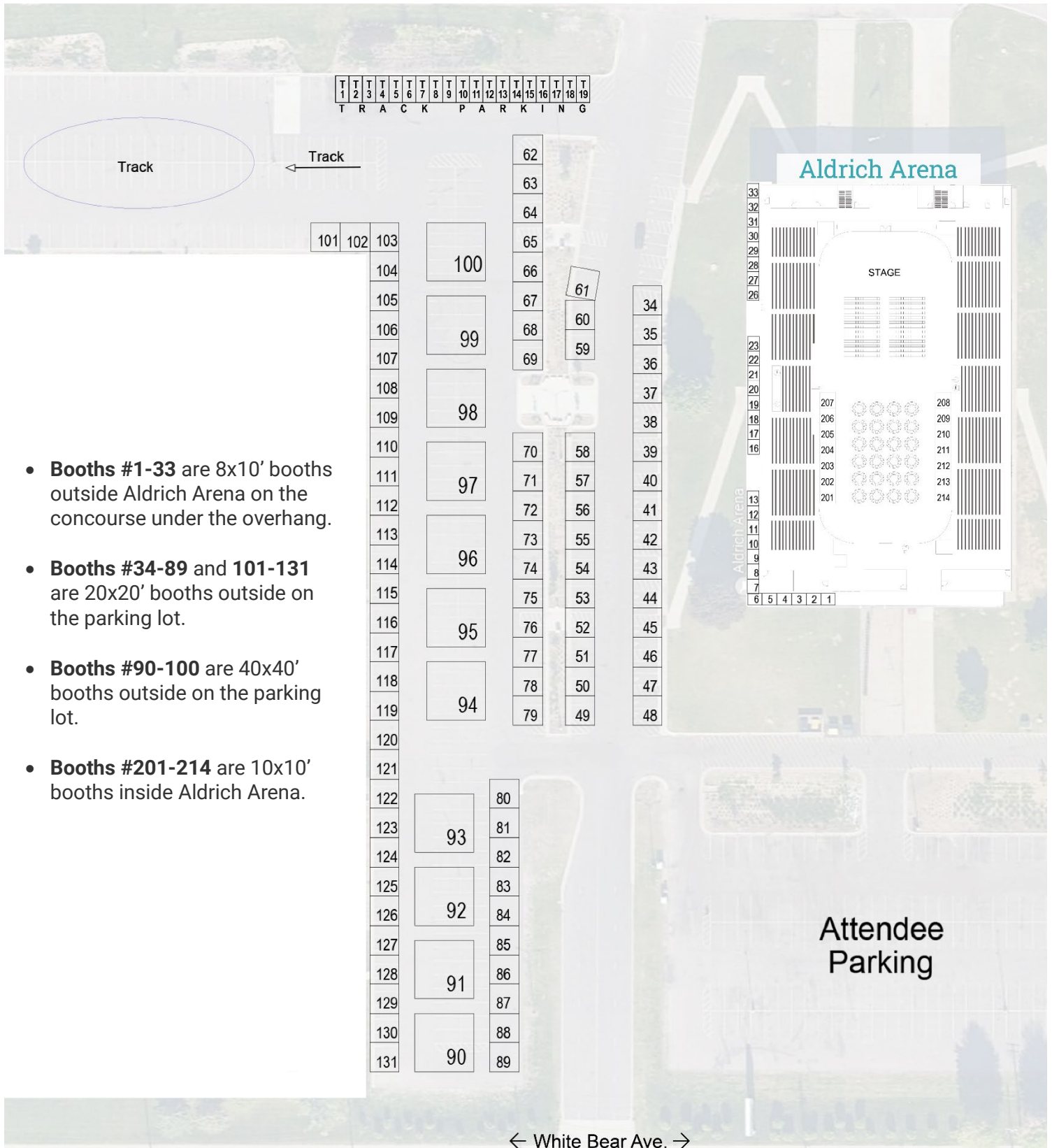
## BOOTH RENTAL INCLUDES:

- 2 free event passes per booth (additional passes available at \$49 each).
- Listing on NorthernGreen.org, the event mobile app, and inclusion in the Program exhibitor list. (*Exhibitors will not be listed until a signed contract is submitted with deposit.*)
- Opportunity to purchase a one-time use list of attendee mailing information for a post-show mailing.
- Outdoor booths will have corners marked on the ground. Indoor booths include 8' high pipe and drape back, 3' high draped side rails, and a 17" x 11" booth company identification sign.

*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 (Will be available for an additional fee.)
- Tents.
-

# Northern Green OUTDOORS Booth Spaces



- **Booths #1-33** are 8x10' booths outside Aldrich Arena on the concourse under the overhang.
- **Booths #34-89** and **101-131** are 20x20' booths outside on the parking lot.
- **Booths #90-100** are 40x40' booths outside on the parking lot.
- **Booths #201-214** are 10x10' booths inside Aldrich Arena.

Please see Contract for Exhibit Space on page 14 to order your booth.

# Northern Green 2025 Booth Options and Pricing



## Save Money! Be a member and be at both shows!

- Members of MNLA, MGCSA, MPSFMA, MSA, MASMS, MAC, MTA, or MTSC receive our best rate.
- If you buy a booth at both **Northern Green OUTDOORS** and **Northern Green 2025** in January, you'll receive a 5% discount on both. (*MUST pay full deposit for both when booking.*)

## Timing

**BY MAY 1:** For **2024** Northern Green exhibitors only! Fill out your contract and submit with full 60% deposit by May 1 to secure the same booth or to upgrade. Booths will be assigned/selected in priority order based on Northern Green 2024 participation, number of recent 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 phases, booths will be available to first-time exhibitors on a first-come, first-served basis.

**AUGUST 8:** Final payment for both shows is due. After August 8, full payment must accompany a filled-out contract to secure your booth.

*Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please contact Jon Horsman at [jon@mnl.biz](mailto:jon@mnl.biz), 651-633-4987 or toll-free 888-886-6652.*

## Pricing (see maps on following pages)

Northern Green 2025 (January)	Member Standard:	Non-Member Standard:
Standard 10x10'	\$1,009	\$1,189
Premium 10x10'	\$1,259	\$1,469
Entrance Square	\$6,139	\$6,359
Rotunda Square	\$8,319	\$8,549

## Exhibit Agenda (subject to change)

### SETUP HOURS (Your specific setup time will be assigned by Northern Green.):

- Monday, Jan. 20 from 12:00pm – 5:00pm
- Tuesday, Jan. 21 from 6:00am – 7:00pm

### SHOW HOURS:

- Wednesday, Jan. 22, 9:00am – 3:30pm. (All-industry party from 3:30-5:00pm in the Ballroom.)
- Thursday, Jan. 23, 9:00am – 12:00pm.

### TEARDOWN HOURS:

Thursday, Jan. 23 from 12:30pm – 7:30pm.

## Booth Rental Includes:

- 9.5 hours of trade show time, with 6.5 hours on Wednesday of a focused Trade Show Only day!
- 8' high pipe and drape back and 3' high draped side rails.
- A 17" x 11" booth company identification sign.
- Listing on NorthernGreen.org, the event mobile app, and inclusion in the Advance Program and Program Update exhibitor lists. (*Exhibitors will not be listed until a signed contract is submitted with deposit.*)
- 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) Trade Show Only Passes.
  - 2 booths rented = Eight (8) Trade Show Only Passes.
  - 3-4 booths rented = One (1) education pass + twelve (12) Trade Show Only Passes.
  - 5-7 booths rented = Two (2) education passes + sixteen (16) Trade Show Only Passes.
  - 8-10 booths rented = Three (3) education passes + thirty-two (32) Trade Show Only Passes.

*NOTE: If you require more than the allotted free passes, you will be invoiced accordingly.*
- Access for booth personnel to Wednesday afternoon's social function.

## 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 found on page 14 to reserve your booths for these Northern Green events. If you have any questions, please contact Betsy Pierre, Sales Manager, at 763.295.5420 or [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com).

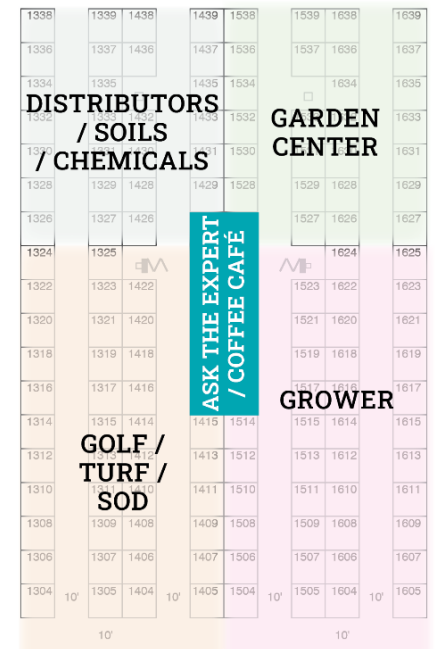
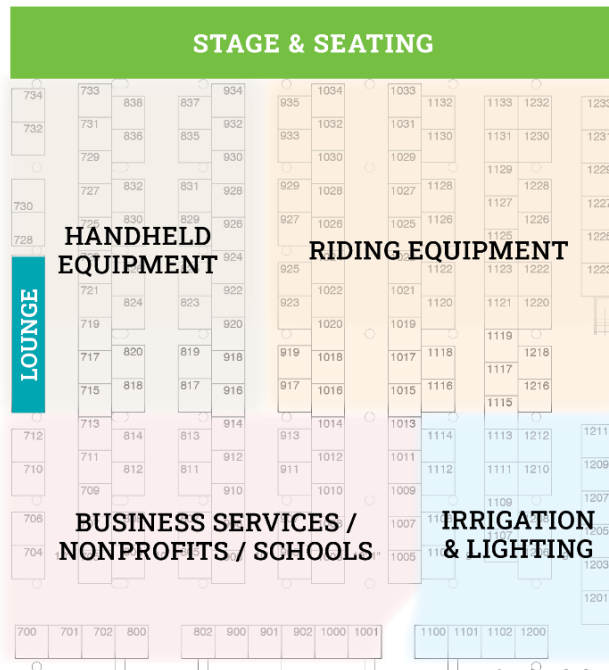
# Northern Green 2025 Booth Groupings

Booth groupings are designed to direct attendees to the areas in the floor layout most relevant to them. Our goal is to make the user experience easier so attendees can find what they're looking for from vendors to colleagues.

Roy Wilkins Exhibit Hall ("Lower Wilkins")

Roy Wilkins Auditorium ("Upper Wilkins")

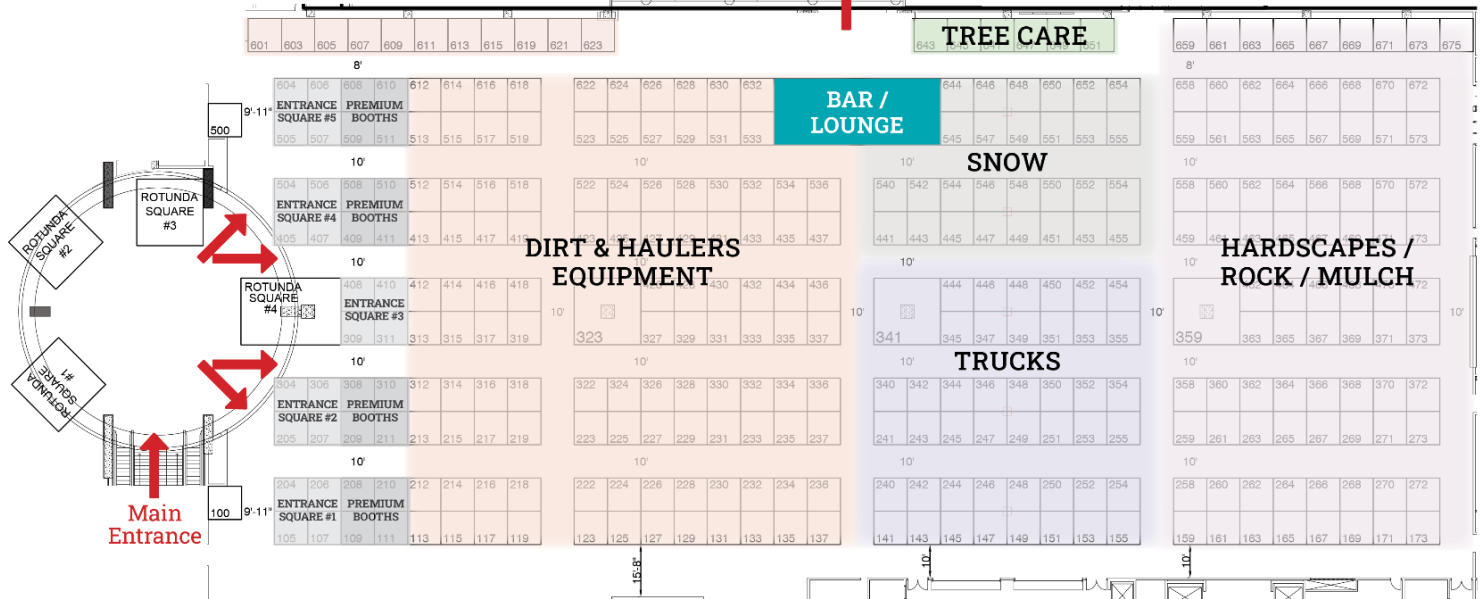
↑ = Flow of traffic



To Upper Wilkins

From Lower Wilkins

RiverCentre Exhibit Halls A & B





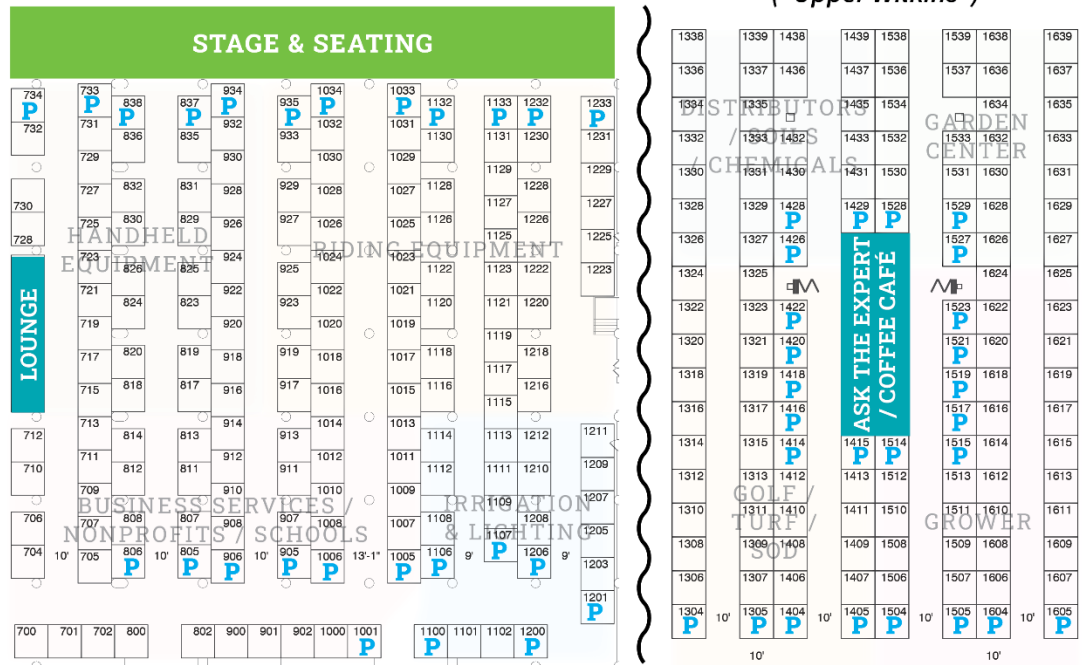
# Northern Green 2025 Booth Numbers and Premium Spaces

## Roy Wilkins Exhibit Hall ("Lower Wilkins")

## Roy Wilkins Auditorium ("Upper Wilkins")

↑ = Flow of traffic

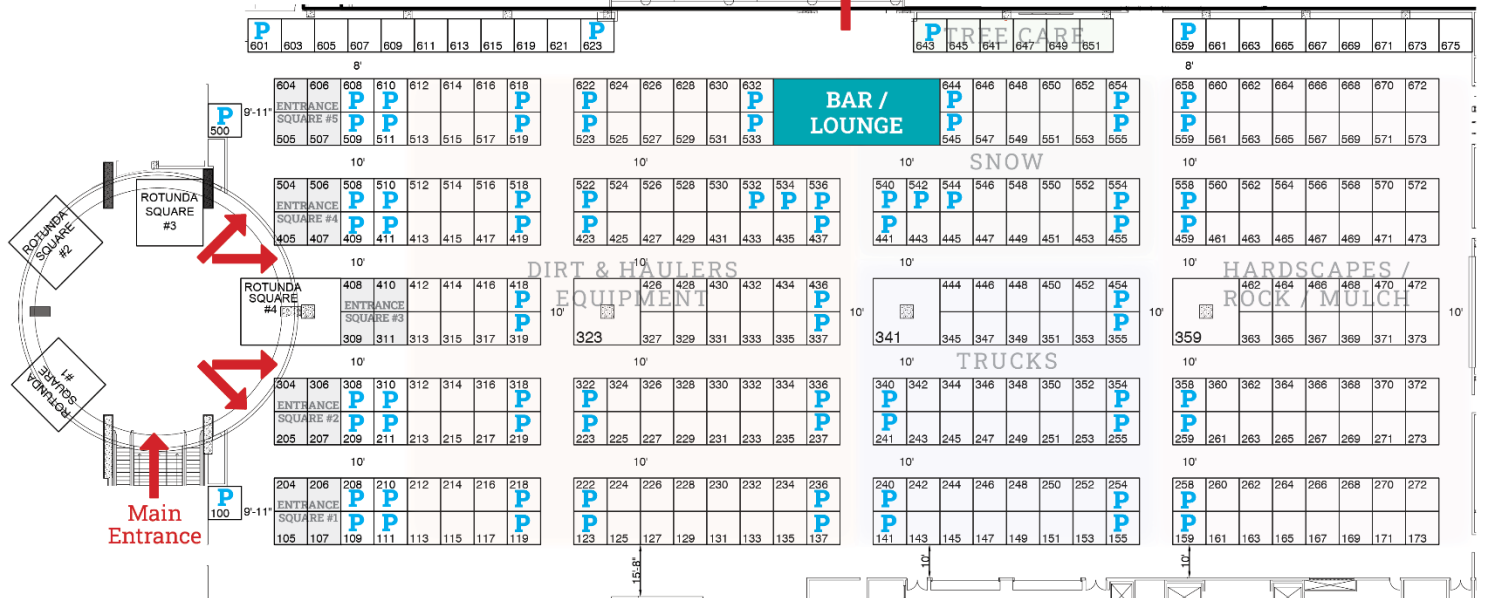
P = Premium booths



To Upper Wilkins

From Lower Wilkins

## RiverCentre Exhibit Halls A & B



Please see Contract for Exhibit Space on page 14 to order your booth.



## **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 Northern Green 2024 participation, number of recent 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 phases, booths will be available to first-time exhibitors 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 May 1, 2024, see [www.NorthernGreen.org](http://www.NorthernGreen.org) for a map showing locations of exhibitors and available booths.
- 2. Plant Material:** For the January event, 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.
- 4. Weather:** Northern Green events will be held regardless of the weather.

### **RENTAL CHARGE**

For booths reserved prior to August 8, 2024, contract and deposit must be submitted for booth reservation, and after August 8, 2024, full payment must be received by NG to secure booth reservations for NG Outdoors and NG January. If not paid, NG may sell the space herein contracted for to another exhibitor. For booths reserved after August 8, 2024, 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 must be submitted on the contract found on page 15, along with the deposit (or full payment depending on the date). No telephone reservations will be accepted. Each firm represented in the Saint Paul RiverCentre or Aldrich Arena + Grounds 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**

To cancel a booth reservation, you must submit a written notice to NG management. For a full refund, this notice must be received no later than 2 months before the start of each show date. However, a 15% processing fee will be applied to all cancellations, and if you received a dual show discount, that discount will be voided, with additional fees charged or refunded accordingly. If you cancel your space after the 2-month mark, but before 1 month prior to the start of each show date, you will receive a 50% refund of your payment, minus processing fees and the voided discount if applicable. Cancellations made within 1 month of the starting show date will not be eligible for any refunds.

### **SPECIAL NON-ASSOCIATION SERVICE**

NG Outdoors: Indoor booths include 8' high pipe and drape back, 3' high draped side rails, and a 17" x 11" booth company identification sign. Outdoor booths will have the corner marked on the ground upon arrival. 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.

NG January: Each booth includes 8' high pipe and drape back, 3' high draped side rails, and a 17" x 11" booth company identification sign. 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.

## SETUP/TEARDOWN

NG Outdoors: Set up will be Monday, Oct. 7 from 9:00am – 3:00pm. Booth displays must be in complete form by 8 a.m. on Tues., October 8. Exhibitors not in place by this time may forfeit their space. Call NG for special arrangements.

- No one under age 16 is allowed during setup/teardown.
- Teardown will occur on Tuesday, Oct. 8 from 4:15pm – 6:00pm.

NG January: Set up will be Monday, Jan. 20 from 12:00pm – 5:00pm; and Tuesday, Jan. 21 from 6:00am – 7:00pm. YOUR SPECIFIC SETUP TIME WILL BE ASSIGNED BY NORTHERN GREEN. Booth displays must be in complete form by 8 a.m. on Wed., Jan. 22, 2025. 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 setup/teardown.
- Teardown will occur on Thursday, Jan. 23 from 12:30pm – 7:30pm.
- All exhibitors are invited to attend the Wednesday afternoon party upstairs in the RiverCentre ballroom.

## SPECIAL EXHIBIT RULES

- Exhibits must be wholly contained within the contracted exhibit space.
- 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.
- NG January: 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 and Aldrich Arena 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 premises. Exhibitors are not permitted to sell, distribute, or provide samples of food and beverage products without written permission from Saint Paul RiverCentre or Aldrich Arena 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, the City of Saint Paul, nor Aldrich Arena and the City of Maplewood.

NG Outdoors: For additional information or to receive written permission to sample product please contact Jon Horsman at MNLA who will put you in touch with the appropriate contacts at Aldrich Arena at 651.633.4987 or jon@mnla.biz.

NG January: 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 or Outdoor premises. Neither NG/MNLA/MTGF, its subcontractors, nor the Saint Paul RiverCentre, the City of Saint Paul, Aldrich Arena or the City of Maplewood 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, the City of Saint Paul, Aldrich Arena, and the City of Maplewood 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, the City of Saint Paul, Aldrich Arena, and the City of Maplewood 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, the City of Saint Paul, Aldrich Arena, and the City of Maplewood 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/space 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, the City of Saint Paul, Aldrich Arena, and the City of Maplewood 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.

# JANUARY 2024 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2025!

316 Stone	Crushing Mechanics	J. Frank Schmidt & Son Co.	Orec America, Inc.	Superior Turf Services Inc.
A1 Rent It	Crysteel Truck Equipment, Inc.	J&W Asphalt	Oregon Pride Nurseries, Inc.	Sustâne Natural Fertilizer, Inc.
ABM Equipment	Cushman Motor Company	Jeff Belzer's Chevrolet	Original Magic	Swanston Equipment
Agricultural Utilization Research Institute	D Rock Grizzly	Jirik Sod Farm, Inc.	Oscar Wilson Engine and Parts	Swap Hog Roll Off Systems
Albert J. Lauer, Inc.	Dailey Data	John Deer - Midwest Machinery - Minnesota Eq	Ostvig Tree Care	Synergy Chiropractic, P.A.   Fastest Labs
All Energy Solar	Dawn Industries	Johnson's Nursery, Inc.™	Par Aide Products Co.	SynkedUP
Alliance Designer Products	Dayton Bag & Burlap	Kankakee Nursery Company	PBI-Gordon Corporation	Synthetic Grass Supply   ForeverLawn Minnesota
Alta Falls & Pond Supplies	Defiance Snow Plows	Keen Edge Company	Peat, Inc.	Techniseal
Amcon & Borgert: TCC Group Companies	Ditch Witch of Minnesota, Inc.	Kenwood / WS Communications	Plaisted Companies, Inc.	Techo-Bloc
American Pressure, Inc.	Duininck Golf	Kichler Lighting LLC	Plaisted Landscape Supply	Terrapin Landscape
Anderson Nurseries, Inc.	Dundee Nursery and Landscaping	Kress Outdoor Equipment	Plantpeddler Inc.	The Tessman Company
ArboRisk Insurance	EC Grow Inc.	Kubota	PlantRight Solutions	The Toro Company - Irrigation
Arborjet   Ecologel	Eco Works Supply	KX Tree Shears   Jokela Power Equipment	Plants Beautiful Nursery	Titan Machinery, Inc.
Arborwear LLC	Eden - Valders Stone	Landscape All	Plehal Blacktopping LLC	Top Notch Equipment
Artic	Edney Distributing Co., Inc.	Legacy-Trees LLC	Plow World Power Equipment	TouchStone Accent Lighting, Inc.
Aspen Equipment Co.	EnviroTech Services, Inc.	Legislative Action Center	Polycor	Traqnology North America
Astleford International	EServ	LMN	Prairie Restoration, Inc.	Tree Trust
Bachman's Wholesale Nursery & Hardscapes	Exmark	LTR Design	Precision Organics	Trenchers Plus, Inc.
Bailey Nurseries	Fairchild Equipment	Magic Turf	Prince Corporation	Tri-State Bobcat, Inc.
Belgard	Fischer Stone	Maguire Agency	Project 2 Payment	Turf Tank
BFG Supply Co.	Flowering Lawn	McHutchison	Purple Wave Auction	TURFCO
Bowie Hydro Mulchers	Fox Ridge Nursery	Metal Pless	Quality Equipment	Twin City Seed Co.
Brandt	Fredrickson	Metro Testing & Education	Rainbow Ecoscience	Twin Star Equipment & Manufacturing
Breiwick Companies, Inc.	Frost Inc.	MIDC Enterprises	Ramy Turf Products	Unilock Chicago
Brenny Transportation Inc.	Gardenworld, Inc.	Midland Concrete Products	RDO Equipment Co.	Universal Truck Service
Brickworks Supply	Gertens Wholesale & Professional Turf Supply	MidPoint Equipment Finance	RDO Vermeer	University of Minnesota - CFANS
Bright Fleet Services & Mfg	Goodmark Nurseries, LLC	Midwest Landscapes	Red-headed Woodpecker Recovery	University of Minnesota - Crookston
Bullis Insurance - Arachas Group	Gopher State One Call	Midwest Stihl	Reinders, Inc.	University of Minnesota - Technology Commercialization
Buyers Products Company	Green Acres Tree Moving	Minnesota Clean Cities Coalition	Rivard - Central Wood Products	University of Wisconsin - River Falls
Camion	Greenleaf Nursery Company	Minnesota Concrete Products	RJ Hunt Seed	Van Wall Equipment
Carlin Horticultural Supplies	GreenLife Supply	Minnesota Department of Agriculture	RMS Rentals	Versa-Lok Retaining Wall Systems
Cast Lighting, LLC	Greenscape Companies Inc.	Minnesota Propane Association	Rochester Concrete Products	Versatile Vehicles, Inc.
CBIZ Insurance Services	Grove Nursery	Minnesota State Horticultural Society	Rock Hard Landscape Supply	Wagner Greenhouses, Inc.
Central Landscape Supply	Happy Land Tree Farms, Inc.	MN State Patrol	RTL Equipment	Walden Backyards LLC
Central Turf & Irrigation Supply	Hartman Companies Inc.	MNL	SCP Distributors	Walters Gardens, Inc.
Central Turf Farms	Hennen Equipment, Inc.	Monrovia	Sester Farms Inc.	Wandell's Nursery, Inc.
Cherokee Manufacturing	Hennepin Technical College	MOR Golf & Utility, Inc.	Seykora Asphalt Maintenance and Paving	Wheeler Landscape Supply and Bridge
Chippewa Valley Technical College - Landscape Plant & Turf Mgmt Program	Heritage PPG	MTI Distributing, Inc.	Simple Flow, Inc.	Willow Creek Paving Stones
Chore Warrior - Power Assisted Technology LLC	HLS Outdoor	Mulch Ninjas	SiteOne Landscape Supply	Wilson's Nursery, LLC
Clean 'N Seal	Hoffman & McNamara Nursery and Landscape	Muskox	Skid Heaven LLC	Wolcyn Tree Farms & Nursery
Clesens	Hotsy Pressure Washers & FX Luminaire	Netherland Bulb Co.	SMSC Organics Recycling Facility	Xylem, Ltd. / Golden Valley Hardscapes LLC
Club Car Minnesota	Hunter Industries & FX Luminaire	Norby Golf Course Design, Inc.	SnoPower	Your Home Improvement Company
Compeer Financial	Hyva Hooklifts	Nordic	Snow & Ice Management Assoc	Ziegler CAT
Concrete Masonry & Hardscapes Association	Iowa State University Horticulture Department	North Dakota State University	Spring Meadow Nursery	Zlimen & McGuiness PLLC
Conterra	Iron Valley Equipment & Mfg LLC	Northland Monument, Inc.	SRW Products	
County Materials Corp.	Irrigation by Design	Nuss Truck and Equipment	Stoneworks Architectural Precast/Cast Stone	
COWSMO, INC.	Iseli Nursery, Inc.		Storm Equipment	
	iSolar, LLC		Superior Tech Products	

**CONTRACT FOR EXHIBIT SPACE** (fill out completely)

Booth Sales Representative: Betsy Pierre | [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com) | 763-295-5420

[www.NorthernGreen.org](http://www.NorthernGreen.org) | [info@NorthernGreen.org](mailto:info@NorthernGreen.org)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Cell:** \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

**NG OUTDOORS Location Preference:**

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**NG 2025 Jan. Location Preference:**

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

Requests/companies to be near or avoid:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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

**1 Are you a member of MNLA or MTGF?**

**Yes**

**MEMBERSHIP:** (check all that apply):  MNLA  MGCSA  
 MPSFMA  MSA  MASMS  MAC  MTA  MTSC

**No. Non-Member pricing below. ↓**

Northern Green OUTDOORS				Qty.	Standard:	=	Northern Green OUTDOORS					
8x10' (outside) or 10x10' (inside)					x \$600		8x10' (outside) or 10x10' (inside)					
20x20'					x \$1,439		20x20'					
40x40'					x \$1,839		40x40'					
Track Parking (booth add on)					x \$120		Track Parking (booth add on)					
Northern Green 2025				Qty.	Standard:	=	Northern Green 2025					
Standard 10x10'					x \$1,009		Standard 10x10'					
Premium 10x10'					x \$1,259		Premium 10x10'					
Entrance Square					x \$6,139		Entrance Square					
Rotunda Square					x \$8,319		Rotunda Square					
MEMBER SUBTOTAL:							NON-MEMBER SUBTOTAL:					


**2 5% Multi-Show Discount (buy both now)**

SUBTOTAL: = \$  X .95 = \$ \_\_\_\_\_

**60% Deposit Amount Required**

Total Booth Fee = \$ \_\_\_\_\_ X .60 = \$ \_\_\_\_\_

**3 Deposit must accompany contract. Final payment for booths due Aug. 8, 2024. After Aug. 8, full payment due at time of reservation.**

Amount Enclosed: \$ \_\_\_\_\_   

Check enclosed  Credit Card

Number \_\_\_\_\_ CVV: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

*Acceptance of this application by Northern Green management constitutes a contract. We agree to abide by the rules and regulations of Northern Green, and to all conditions under which exhibit space is leased to Northern Green.*

**Exhibitor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**FOR OFFICE USE ONLY**  FP-NGO  FP-NG25  Initial email sent  Packet mailed  FERN Move-In Time: \_\_\_\_\_

BOOTH #-NGO: \_\_\_\_\_ Date Rec'd: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_ Date Amt. Rec'd: \_\_\_\_\_

BOOTH #-NG25: \_\_\_\_\_ Amt. Rec'd Oct \$ \_\_\_\_\_ Balance Oct \$ \_\_\_\_\_ Date Bal. Rec'd: \_\_\_\_\_

Notes: \_\_\_\_\_ Amt. Rec'd Jan \$ \_\_\_\_\_ Balance Jan \$ \_\_\_\_\_

