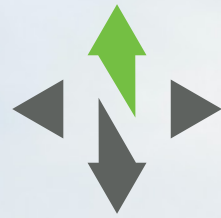


ADVERTISING & SPONSORSHIPS



NORTHERN GREEN OUTDOORS

October 7, 2025, 9:00am–4:00pm

TRADE SHOW HOURS: 9:00am–3:00pm

Aldrich Arena + Grounds, Maplewood

Featuring an outdoor trade show and interactive, hands-on education for these Northern Green Villages!

 Landscape/Hardscape Contractor



 Golf



 Turf, Grounds, & Snow Management



 Garden Center/Grower




 Landscape Design/
Landscape Architecture



 Water/Irrigation



 Professional Gardening Services



 Tree Care/Arborist



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

We are expecting green industry professionals from these segments:

Landscape Management	17%
Parks/Recreation	16%
Landscape Contractor	15%
Landscape Designer	12%
Hardscape Installer	12%
Snow & Ice Management	11%
Gardening Services	10%
Garden Center	8%
Nursery Grower	6%

Golf Course	4%
Irrigation Contractor	4%
Sports Turf	4%
Arborist	3%
Tree Care Services	3%
School Grounds	3%
Flower Grower	2%
Cemetery	1%
Sod Grower	1%

Note: Many attendees indicate more than one specialty.



Your Northern Green OUTDOORS Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 | betsypierre@ewald.com

Marketing & Sponsorship Opportunities (subject to change)

Deadlines apply. For maximum visibility contact us early. Those participating with these Marketing Opportunities must have an exhibitor presence (or pay fee equivalent to price of one booth). Sponsors receive logo recognition in pre-promotion and at event.



MAJOR EVENT SPONSOR - \$2,999

Position yourself as an industry leader with a major sponsorship of Northern Green OUTDOORS.

Benefits include:

- Generously Supported by logo in Program
- Generously Supported by hotlinked logo from NG.org (June-event)
- Generously Supported by logo in The Scoop
- Generously Supported by logo in Clippings
- Generously Supported by logo in Northern Green OUTDOORS Emails
- Generously Supported by logo on onsite signage
- Acknowledgment as sponsor in Northern Green OUTDOORS App
- Participation in Booth Traffic Driver (Standard)
- Positioned as Northern Green OUTDOORS Reception Supporter
- Sponsor recognition for your Village of choice

SUPPORT YOUR VILLAGE(S) - \$999 PER VILLAGE (SHARED)

Focus on your customer base while encouraging camaraderie, friendship, mentorship, and fun! Each industry village will enjoy at least one interactive, educational activity!

BOOTH TRAFFIC DRIVER WITH GROWdeo ELEMENT OPTION (MAX. 16) - Standard: \$379 / GROWdeo Station: \$449

Always a popular exhibitor choice! Be featured on this year's booth traffic driver card steering traffic to your booth. A limited number of participants can choose to host a GROWdeo station where attendees may compete in official Northern Green OUTDOORS games (bucket stacking, hose coiling and pallet loading). Exhibitors hosting a GROWdeo station manages the GROWdeo game from their booth space. A fun way to engage with visitors to your booth!



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

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

STAGE SPONSOR - \$699 (SHARED)

Capture attention by sponsoring the event's indoor stage where all eyes will be at various times throughout the day! Sponsor may submit a commercial to air five times on the stage screen (max. 60 seconds / .mp4 file required).

PRODUCT PITCH - TWO OPTIONS, \$699 PER

Choose between:

1. Take the event stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A) - MAX. 1

OR

2. Host a 30-minute session from your booth to be officially included in the event's schedule and promoted from the event Program. - MAX. 2

STUDENT DAY SPONSOR - \$499 (SHARED)

Help bring in buses of high school students to learn about the green industry! Your sponsorship will assist with transportation and lunch for students and offer the opportunity to interact with the students the day of the event.

Northern Green OUTDOORS Advertising

Package price for all three \$2,199*!

OUTDOORS E-MAIL CAMPAIGN

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

Deadline: For maximum visibility, contact us by April 15. Ad commitments beyond this date will be placed as soon as possible.

Circulation: 9,700

Average open rate: 34%

Distribution: At least one email per month, June-October. Bonus email morning of Northern Green OUTDOORS!

Dimensions: 600w x 100h pixels

Cost: \$899

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



OUTDOORS PROGRAM

All things Northern Green OUTDOORS will be detailed in the event Program. Distributed digitally prior to the event and available onsite for attendees to grab!

Deadline: July 15

Estimated Circulation:
Print - 1,200 (with bonus digital distribution prior to event on website and via emails).

Ad Options (full color):**

Outside Back Cover—\$1,199

Inside or Opposite Inside Front Cover (Full)—\$1,199

Front Cover 1/3 page horizontal—\$1,199

Full page—\$999

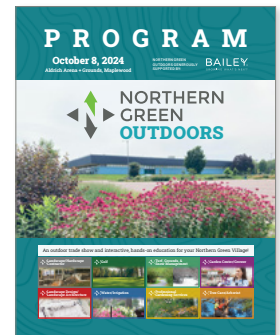
1/2 page horizontal or vertical—\$499

1/4 page—\$299

Preferred, non-cover placement add \$99

*Package includes Email, .ORG and Program Full Page ad. Package does not include the Windshield Flyer.

**See Scoop info for ad dimensions with the exception of the Front Cover 1/3 page horizontal which is 8.5" w x 3.75" h (plus 1/8" bleeds on both sides and bottom).



NORTHERNGREEN.ORG AD

Great visibility on every page of the website (ads rotate with other ads)!

2024 Stats:

11,089 impressions per ad

4 clicks per ad

24,738 visits to site

Timing: June–event

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

Cost: \$599

Deadline: For maximum visibility, contact us by May 15. Ad commitments beyond this date will be placed as soon as possible.



PARKING LOT WINDSHIELD FLYER (Max 3)

Send attendees home with a special message or offer

– participate as a windshield flyer advertiser! A quantity of 750 flyers (max size 8.5 x 11 – can be folded) to be supplied to MNLA by deadline. Northern Green staff to place on windshields in parking lot.

Cost: \$799

Deadline: September 15



October 7, 2025, 9:00am–4:00pm
TRADE SHOW HOURS: 9:00am–3:00pm
Aldrich Arena + Grounds, Maplewood

Your Northern Green OUTDOORS Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 | betsy.pierre@ewald.com



ADVERTISING & SPONSORSHIPS



**NORTHERN
GREEN**
2 0 2 6

JAN. 20–22

**EXHIBIT DATES:
JAN. 21,22**

St. Paul RiverCentre

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

In January 2026, thousands of industry professionals representing multiple industry segments will converge to connect and grow!

We've had great feedback from Northern Green 2025 exhibitors:

- *I think with the move to St. Paul more of my core customers attend. Wednesday was a great crowd!*
- *We are firm believers in this show – the networking and connectivity part matters!*
- *I really liked the additional three hours of trade show on Thursday as it gave us more time to touch base with other exhibitors that we would not have otherwise had time for on Wednesday.*
- *Easy to get equipment in the loading dock, unloaded and to the booth. The helpers you had were great. I really liked the move-in-time schedule that you provided.*
- *Every year at Northern Green, I'm reminded of just how tight-knit and special the green industry is.*

Who Attends?

Average Registered Attendance: 5,000

2025 Attendees by Industry Segment (Decision-makers: 42.4%)

Landscape Contractor.....	32%
Snow & Ice Management.....	27%
Landscape Designer.....	26%
Landscape Management.....	26%
Hardscape Installer.....	23%
Irrigation Contractor.....	17%
Parks/Recreation.....	14%
Gardening Services.....	13%
Tree Care Services.....	13%

Sports Turf.....	9%
Garden Center.....	8%
Golf Course.....	8%
Nursery Grower.....	8%
Arborist.....	7%
Flower Grower.....	4%
School Grounds.....	3%
Cemetery.....	2%
Sod Grower.....	1%

Note: Many attendees indicate more than one specialty.



Landscape/Hardscape Contractor



Golf



Turf, Grounds, & Snow Management



Garden Center/Grower



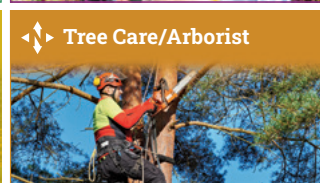
**Landscape Design/
Landscape Architecture**



Water/Irrigation



Professional Gardening Services



Tree Care/Arborist

NORTHERN GREEN 2026 MARKETING PACKAGES/BENEFITS Deadlines apply. For maximum benefit, contact us by June 15.	Presenting Sponsor (max 2)		Top-Tier Partner (max 4)		Support Leader		Business Builder	
		Value		Value		Value		Value
Choice of 1 Village for Premium Village Sponsorship (see next page for benefits)	✓	\$4,999	✓	\$4,999				
Choice of 1 Village for Supporting Village Sponsorship (see next page for benefits)					✓	\$2,999		
30 drink tickets for Block Party bar	✓	\$390						
20 drink tickets for Block Party bar			✓	\$260				
Large Presented by logo visibility on rotunda signage at Trade Show Entrance	✓	\$2,500						
CHOOSE: Recognition as Attendee Badge Sponsor* (max. 2) OR 30-60 second commercial during Keynote Preroll (max. 2)			✓	\$2,000				
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	✓	\$2,350	✓	\$2,350	✓	\$2,350		
Largest, Presented by logo recognition in all of the below in green	✓	\$2,500						
Generously Supported by logo in Program	✓	\$1,000	✓	\$1,000	✓	\$1,000		
Generously Supported by hotlinked logo from NG.org	✓	\$500	✓	\$500	✓	\$500		
Generously Supported by logo in The Scoop Pre and Post	✓	\$500	✓	\$500	✓	\$500		
Generously Supported by logo in Clippings	✓	\$500	✓	\$500	✓	\$500		
Generously Supported by logo in Northern Green Emails	✓	\$500	✓	\$500	✓	\$500		
Logo on Hanging Banner in Main Lobby	✓	\$2,000	✓	\$2,000	✓	\$2,000		
Generously Supported by logo in MNLA Directory	✓	\$250	✓	\$250	✓	\$250		
Generously supported by logo on Program Update distributed onsite	✓	\$499	✓	\$499	✓	\$499		
Generously Supported by logo on Entrance Door Cling in Main Lobby	✓	\$1,500	✓	\$1,500	✓	\$1,500		
Recognition as Keynote Speaker Supporter (both days)	✓	\$999	✓	\$999	✓	\$999		
Acknowledgment as sponsor in Northern Green App	✓	\$399	✓	\$399	✓	\$399		
Booth Traffic Driver Participant	✓	\$399	✓	\$399	✓	\$399	✓	\$399
Positioned as Northern Green Block Party Supporter	✓	\$2,999	✓	\$2,999	✓	\$2,999	✓	\$2,999
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							✓	\$1,099
NorthernGreen.org Ad							✓	\$649
Digital Splash Ad - CHOOSE: Education Room Doors OR Trade Show							✓	\$999
Value		\$24,784		\$21,654		\$17,394		\$9,438
Price		\$15,209		\$11,699		\$8,709		\$5,839
Package Savings		\$9,575		\$9,955		\$8,685		\$3,599
% off other Northern Green Marketing Opportunities****		30%		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.

*****First four sponsors at Top Tier or above can claim a 4-Day Dock Pass.



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 | betsy.pierre@ewald.com

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 2026'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		
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		\$11,392		\$6,739
Price		\$4,999		\$2,999
Package Savings		\$6,393		\$3,740

*Deadline of December 19 to submit registrant names. **Sponsor provides item.

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

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 \$1,289 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 large/prominent logo recognition on wall and table tent recognition.

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 - \$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 - \$549 (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 - \$369 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.

SPANISH TRACK (THURSDAY) - \$399 (SHARED)

Answering the demand - A NEW Northern Green opportunity! Support this educational track - a day of education, covering various topics, presented in Spanish.

BIG MONEY BOOTH WALK TRAFFIC DRIVER - \$399 (MAX 16)

Our annual booth traffic driver games have always been popular among exhibitors. Participants will fill their card out as they visit exhibitors throughout the day to be entered in prize drawing.

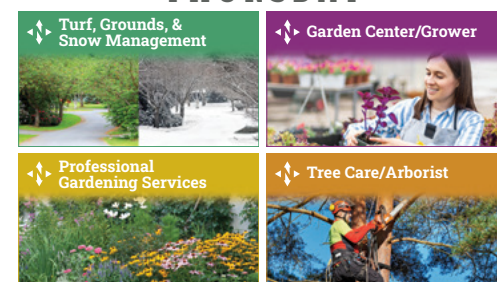
NORTHERN GREEN GIVEAWAY ITEM - \$369 PER ITEM + COST OF ITEM

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.

TUESDAY



THURSDAY



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 | betsy.pierre@ewald.com

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)

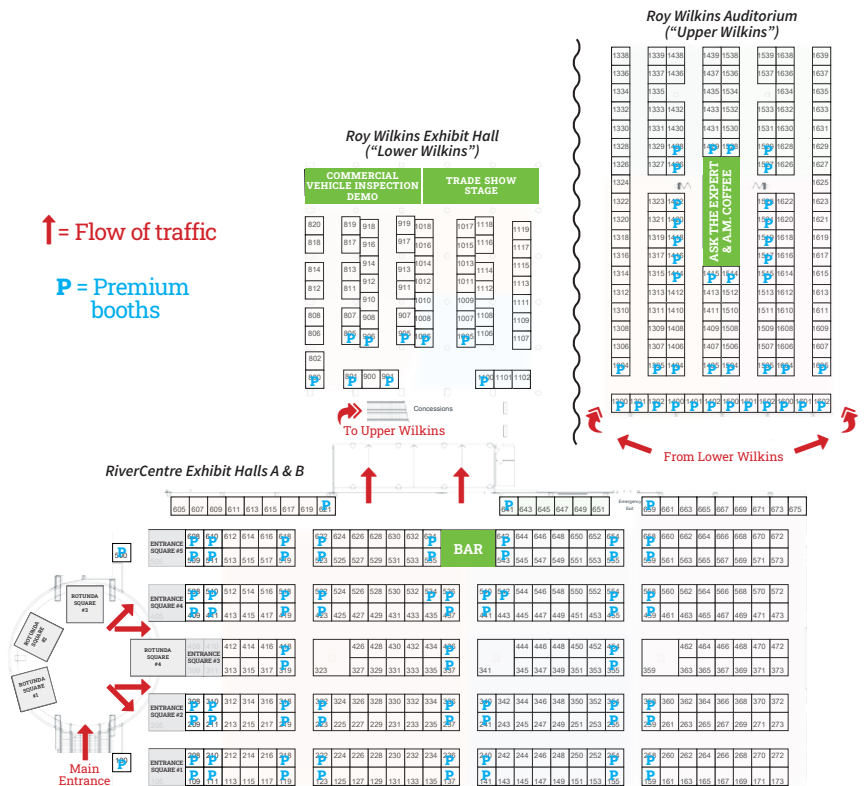
Take the trade show stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A)

COFFEE CAFÉ - \$699 (SHARED)

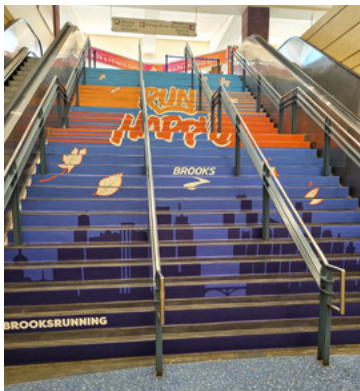
Help fill the trade show with energy as a sponsor of its Coffee Café, the only place Wednesday morning for attendees to enjoy free coffee!

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 - \$4,499
15 CLINGS - \$3,499
(EXCLUSIVE)

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

3 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.

10 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!

14 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.

14 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.

2 ESCALATOR WINDOW CLINGS (3' X 3') & 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: September 25 to be included in October emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 9,700

Average open rate: 34%

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

Dimensions: 600w x 100h pixels

Cost: \$1,099

*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 10

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 7½" x 7½" (Trim 8½" 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.)



NORTHERNGREEN.ORG AD

80% of attendees surveyed say they use the website prior to attending - great visibility on every page of the website (ads rotate with other ads).

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

2025 Stats:

72,950 impressions per ad

34 clicks per ad

31,000 visits to site

Timing: Oct. 2025–Feb. 2026

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

Cost: \$649



DIGITAL SPLASH AD EDUCATION ROOM DOORS OR TRADE SHOW

Choose between these eye catching digital signage options!

Deadline: November 14

Education Room Doors lining the Hall of Villages: Up to 3 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.

Trade Show Signs: Up to 5 ads will rotate in with directional messages. Approximate rotation will have static ads appearing for roughly 30 seconds separated by 1 minute of trade show directional information. There will be 2 trade show signs in total.

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

Cost: \$999 per option



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 | betsy.pierre@ewald.com