



# NORTHERN GREEN OUTDOORS

AUGUST 11, 2026

Trade Show Hours:  
8:30am–2:30pm

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



# NORTHERN GREEN 2027

JANUARY 19–21

Trade Show Hours:  
Jan. 20, 9:00am–3:30pm  
Jan. 21, 9:00am–12:00pm

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

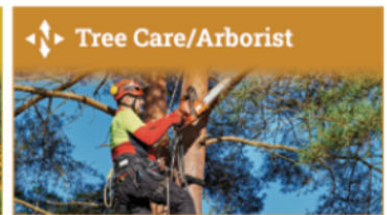
# NORTHERN GREEN EXHIBITOR CONTRACT

WITH EXHIBIT RULES AND REGULATIONS

**BOOTH  
SALES  
CONTACTS:**

**Betsy Pierre**  
Sales Manager  
763-295-5420  
betsy.pierre@ewald.com

**Louise Nemmers**  
Administration Lead  
651.633.4987  
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: Betsy Pierre, Sales Manager  
E-mail: [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com)

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



# NORTHERN GREEN OUTDOORS

The addition of an outdoor component to the Northern Green umbrella allows for more demonstrations, hands-on education and installations, and interactive experiences. On August 11, 2026, 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.



# NORTHERN GREEN 2027

We'll be back in St. Paul for our indoor winter event (January 19-21, 2027) at the Saint Paul RiverCentre, Roy Wilkins Auditorium, and other event and restaurant locations close by. The reviews from attendees and exhibitors have been overwhelmingly positive the last three years about our new home in St. Paul! The focused day for the trade show provides a highly effective and valuable marketing opportunity for your green industry business. Your clients and customers are at Northern Green!

## SAVE 5% WHEN YOU BOOK BOTH SHOWS AT THE SAME TIME!

On August 11, 2026, we'll be back at Aldrich Arena to build on the advantages of an outdoor show in season at Northern Green OUTDOORS 2026. Then, January 19-21, 2027, we'll be back at the Saint Paul RiverCentre to ignite the industry for the 2027 season. Buy early and streamline the buying process! Buy booths at **both shows at one time on the same contract**, and receive a 5% discount on both shows!

**NOTE: Must buy both shows at the same time on the same contract to qualify for the discount!**

### 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, professional gardening, snow and ice management, and commercial arborist and tree care. MTGF's mission 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.



Buy at the same time for  
**NG OUTDOORS '26** and  
**NG '27** and save 5%!

**NOTE: Must buy both shows at the same time on the same contract to qualify for the discount!**

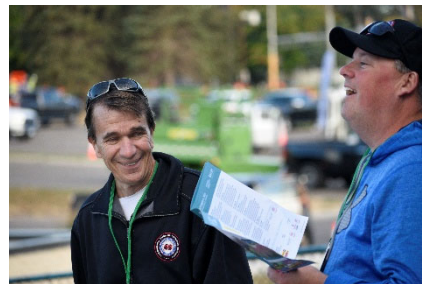


## Who will you meet at Northern Green OUTDOORS '26 and Northern Green '27?

We are expecting 750 for the outdoor show in August, and 4,500 for the indoor show in January. Both shows are attended by green industry professionals from these segments:

- Landscape Contractor – 36%
- Landscape Designer – 34%
- Hardscape Installer – 29%
- Snow & Ice Management – 20%
- Nursery Grower – 19%
- Landscape Management – 18%
- Gardening Services – 18%
- Parks/Recreation – 17%
- Garden Center – 15%
- Irrigation Contractor – 14%
- Golf Course – 12%
- Tree Care Services – 11%
- Sports Turf – 9%
- Arborist – 8%
- Flower Grower – 7%
- School Grounds – 5%
- Cemetery – 3%
- Sod Grower – 2%

*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 company can showcase your products where they were designed to be – outdoors!
- Northern Green in January is a highly customized and concentrated experience, making the most of your time and investment. With almost 4,500 individuals attending each year, and access to almost 2,000 green industry decision-makers, you'll be effectively marketing your products and services directly to your target audience.
- You must buy a booth to sell to this valuable audience. Non-exhibitors trying to solicit business for themselves is not permitted at Northern Green. Any non-exhibitor observed to be soliciting business will be asked to leave immediately.



### If you want to...

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

**...then you must exhibit at Northern Green!**

## What Northern Green Exhibitors & Attendees Are Saying:

- *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.*
- *I appreciate you making this so easy. This is so easy. It is truly never this easy.*
- *Nearly 90% of attendees surveyed strongly agree or agree that Northern Green is time well spent and provides a good return on investment!*
- *Nearly 65% of attendees strongly agree or agree that most vendors they do business with were present!*

# Northern Green OUTDOORS 2026

## Save the maximum amount!

- Members of MNLA, MGCSA, MPSFMA, MSA, MASMS, MAC, MTA, or MTSC receive our best rate.
- If you book with full deposit (60%) by June 15, you'll receive our special Early Bird Pricing.
- Buy early and streamline the buying process! Buy booths at both **Northern Green OUTDOORS 2026** and **Northern Green 2027** at one time on the same contract and receive a 5% discount on both!



Buy at the same time for **NG OUTDOORS '26** and **NG '27** and save 5%!

**NOTE:** Must buy **both shows** at the **same time** on the **same contract** to qualify for the discount!

## Booking Phases

- PHASE 1: UP TO APRIL 24—FOR 2025 EXHIBITORS ONLY:** Fill out contract and submit with full 60% deposit by APRIL 24 to secure the same booth or to upgrade. Booths will be assigned in priority order based on Northern Green '26 participation, number of recent years exhibiting, date of receipt of the required forms and payment, number of booths leasing, sponsorship level, and advertising support. *Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please contact Betsy Pierre at [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com) or 763-295-5420.*
- PHASE 2: AFTER APRIL 24:** Booths will be available on a first-come, first-served basis.

## Important Dates

- JUNE 15:** All exhibitors are eligible for Early Bird Pricing provided you fill out the contract and submit with full 60% deposit by June 15.
- JULY 31: Final payment for both shows is due.** After July 31, full payment must accompany a filled-out contract to secure your booth.

## Pricing (see map on next page)

Northern Green OUTDOORS	Member Standard:	Non-Member Standard:
8x10' (outside) or 10x10' (inside)	\$599	\$699
20x20'	\$1,499	\$1,699
40x40'	\$2,799	\$3,299
Track Parking (booth add on)	\$119	\$149

## Exhibit Agenda (subject to change)

**SETUP HOURS:** Monday, Aug. 10, 10:00am – 3:00pm and Tuesday, Aug. 11, 6:00 – 8:15am.

*Note: There will not be any hired security on Monday night in the parking lot at Aldrich Arena.*

*If this is a concern for you, you can set up Tuesday morning starting at 6:00am.*

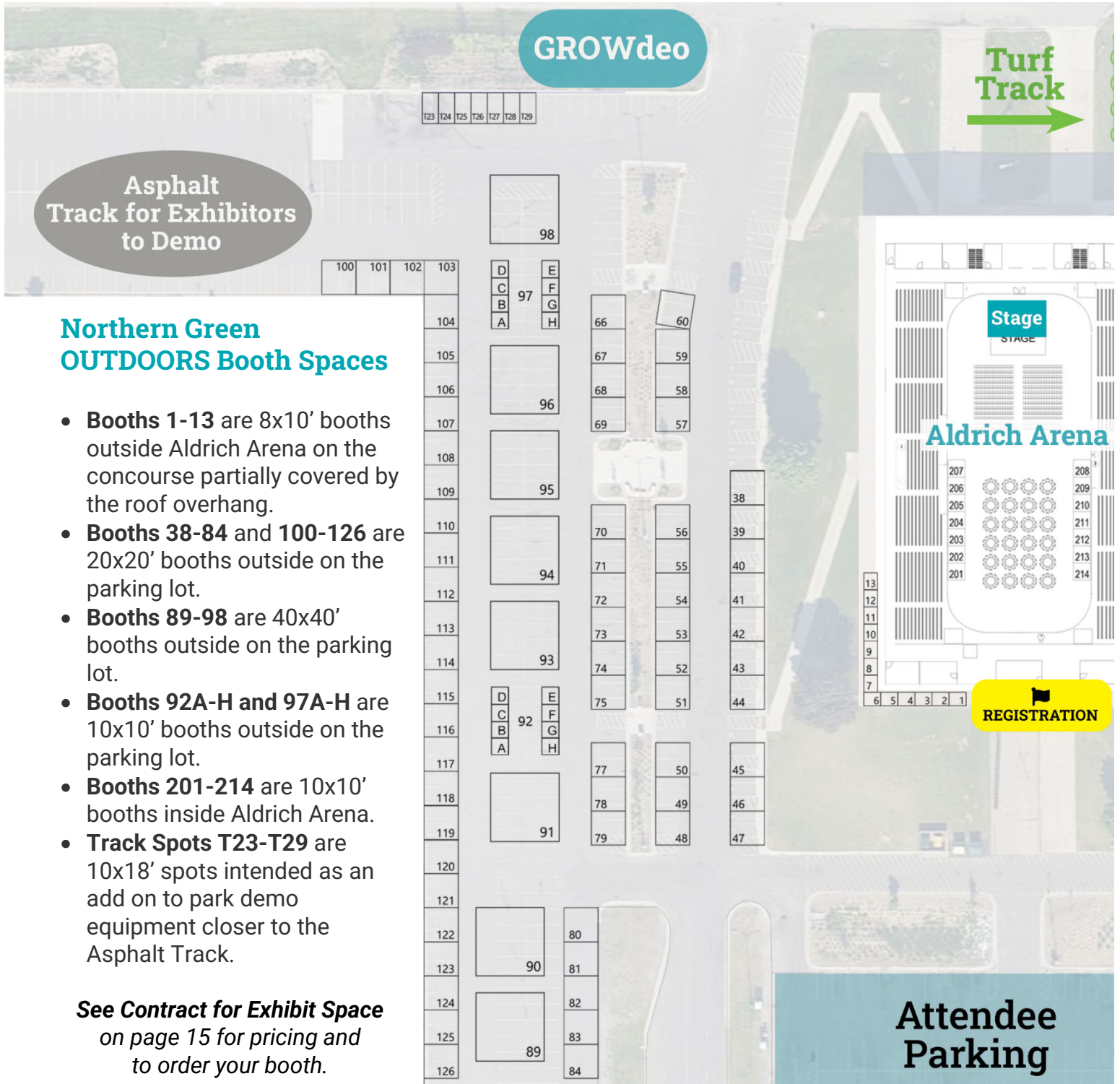
**SHOW HOURS:** Tuesday, August 11, 8:30am – 2:30pm. **TEARDOWN & MOVE-OUT:** 2:45pm – 4:30pm.

## BOOTH RENTAL INCLUDES:

- A limited number of free passes (*If you require more passes, you will be invoiced at \$49 per pass*):
  - (1) 8x10 or 10x10 rented = Two (2) event pass.
  - (1) 20x20 rented = Four (4) event passes.
  - (1) 40x40 rented = Six (6) event passes.
- Listing on NorthernGreen.org, the event mobile app, and inclusion in the Program exhibitor list (deadlines apply). *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:**

- Furniture: Tables, chairs, booth carpeting, or other furniture for your booth.
  - For indoor booths, these items can be rented through the show decorator, Fern, in advance or on site. Contact Fern’s Jessica Mulheron, at [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com).
  - For outdoor booths, Hejny Rental has outdoor furniture for rent. They are across the street from Aldrich at 1829 White Bear Ave North, Maplewood, MN 55109. Call 651-770-3841 to arrange.
  - Tents can be rented from Hejny Rental. Call 651-770-3841 to order.
- Electricity: If you need electricity for your booth, let Northern Green staff know by July 31, 2026 at [info@northerngreen.org](mailto:info@northerngreen.org). The cost will be approximately \$177, and availability is limited.



**Asphalt Track for Exhibitors to Demo**

**Northern Green OUTDOORS Booth Spaces**

- **Booths 1-13** are 8x10’ booths outside Aldrich Arena on the concourse partially covered by the roof overhang.
- **Booths 38-84** and **100-126** are 20x20’ booths outside on the parking lot.
- **Booths 89-98** are 40x40’ booths outside on the parking lot.
- **Booths 92A-H and 97A-H** are 10x10’ booths outside on the parking lot.
- **Booths 201-214** are 10x10’ booths inside Aldrich Arena.
- **Track Spots T23-T29** are 10x18’ spots intended as an add on to park demo equipment closer to the Asphalt Track.

**See Contract for Exhibit Space on page 15 for pricing and to order your booth.**

# Northern Green 2027

## Save the maximum amount!

1. Members of MNLA, MGCSA, MPSFMA, MSA, MASMS, MAC, MTA, or MTSC receive our best rate.
2. If you book with full deposit (60%) by June 15, you'll receive our special Early Bird Pricing.
4. Buy early and streamline the buying process! Buy booths at both **Northern Green OUTDOORS 2026** and **Northern Green 2027 at one time on the same contract** and receive a 5% discount on both!



Buy at the same time for **NG OUTDOORS '26** and **NG '27** and save 5%!

**NOTE:** Must buy **both shows** at the **same time** on the **same contract** to qualify for the discount!

## Pricing (see maps on following pages)

Northern Green 2027 (January)	Member Standard:	Non-Member Standard:
Standard 10x10'	\$1,119	\$1,309
Premium 10x10'	\$1,389	\$1,609
Entrance Square	\$6,699	\$7,819
Rotunda Square	\$7,699	\$9,009

## Booking Phases

1. **PHASE 1: UP TO APRIL 24 – FOR 2026 EXHIBITORS ONLY:** Fill out your contract and submit with full 60% deposit by April 24 to secure the same booth or to upgrade. Booths will be assigned in priority order based on Northern Green '26 participation, number of recent years exhibiting, date of receipt of the required forms and payment, number of booths leasing, sponsorship level, and advertising support. *Northern Green management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please contact Betsy Pierre at [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com) or 763-295-5420.*
2. **PHASE 2: AFTER APRIL 24:** Booths will be available on a first-come, first-served basis.

## Important Dates

- **JUNE 15:** All exhibitors are eligible for Early Bird Pricing provided you fill out the contract and submit with full 60% deposit by June 15.
- **JULY 31: Final payment for both shows is due.** After July 31, full payment must accompany a filled-out contract to secure your booth.

## Exhibit Load-In & Setup Time (Do not arrive earlier than your time slot.)

**Your specific load-in time will be assigned by Northern Green. It will be shared from information emails sent to all exhibitors and available from the FAQ section on [www.NorthernGreen.org](http://www.NorthernGreen.org) (once available).**

1. You will have up to 20 minutes to unload your vehicle before you need to vacate the move-in zone.
2. Once inside the facility, committee member volunteers will direct you where to park and unload. If available, students will help unload your vehicle and get your booth materials to your booth.
3. Once your vehicle is unloaded, drive out of the facility, park, and come back to set up your booth.
  - a. Parking is available for standard vehicles at many ramps around the RiverCentre.
  - b. For larger vehicles, Saint Paul College parking lot D will be available.
4. If you have other questions, check our Exhibitor FAQ page on [www.NorthernGreen.org](http://www.NorthernGreen.org).
5. The trade show floor closes Monday, Jan. 18 at 5:00pm, and on Tuesday, Jan. 19 at 6:00pm. Please finish up your work and exit the trade show floor by that time.
6. If you have a short booth setup and can walk your booth materials in using pedestrian doors, you can also setup Wednesday, Jan. 20 starting at 7am. Your booth must be in final form by 8:45am.

**SHOW HOURS (subject to change):**

- Wednesday, Jan. 20, 9:00am – 3:30pm. (All-industry party from 3:30-5:00pm in the Ballroom.)
- Thursday, Jan. 21, 9:00am – 12:00pm.

**TEARDOWN HOURS:**

Thursday, Jan. 21, 12:30pm – 6:00pm. ALL booths must move out on Thursday. Your specific load-out time will be assigned by Northern Green. (However, if you can pack up your booth materials and walk them out using pedestrian doors to a nearby parking ramp, feel free to do that any time after 12:30pm.)

**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 4,500 attendees including approximately 2,000 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:**

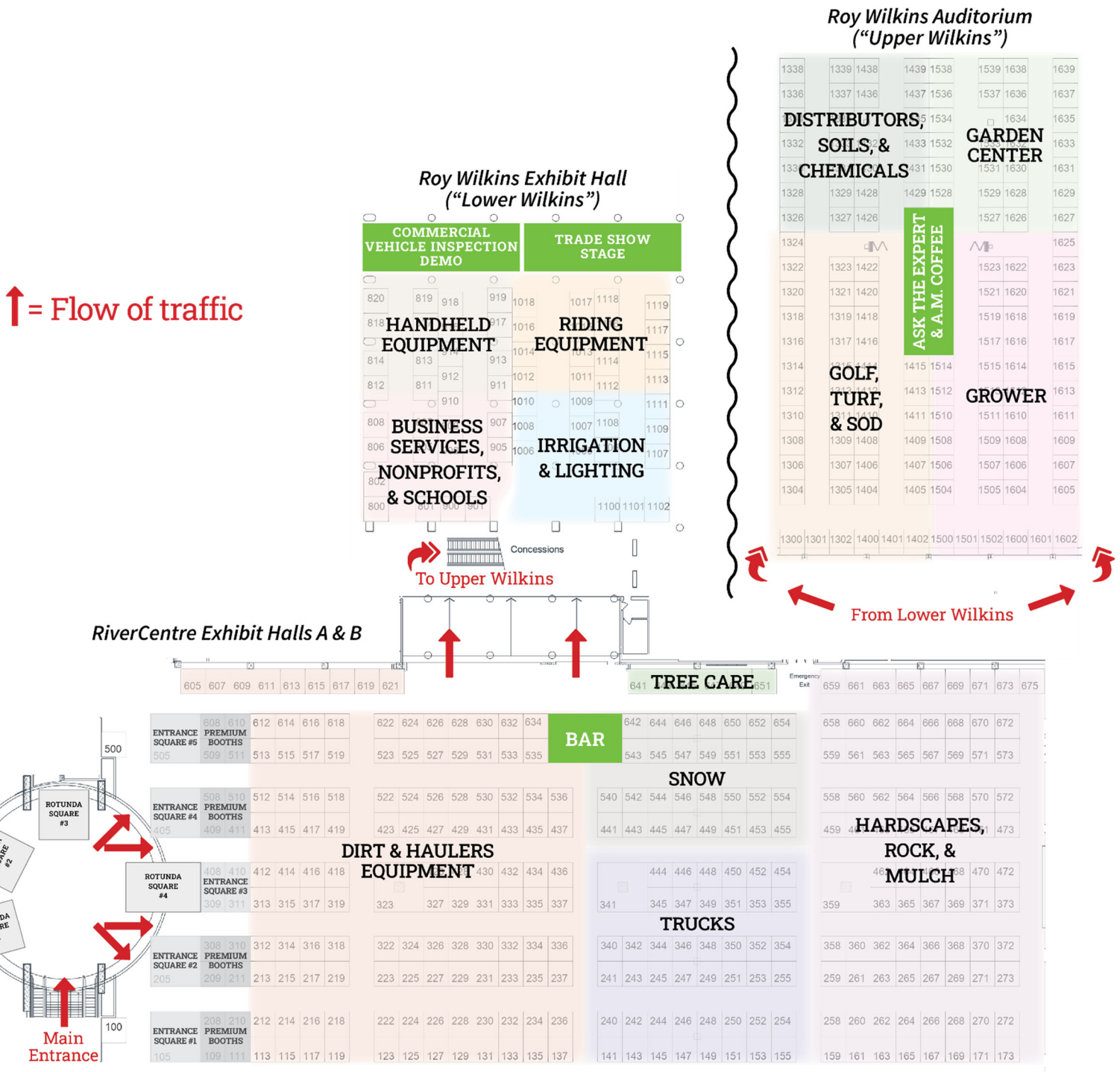
- Tables, chairs, booth carpeting, or other furniture for your booth. These items can be rented through the show decorator in advance or onsite, or brought in by your company. Contact Fern's Jessica Mulheron, at [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com).
- Electricity. Order through the 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 15 to reserve your booths for these Northern Green events. If you have any questions, please contact Betsy Pierre at [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com) or 763-295-5420.

# Northern Green 2027 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.

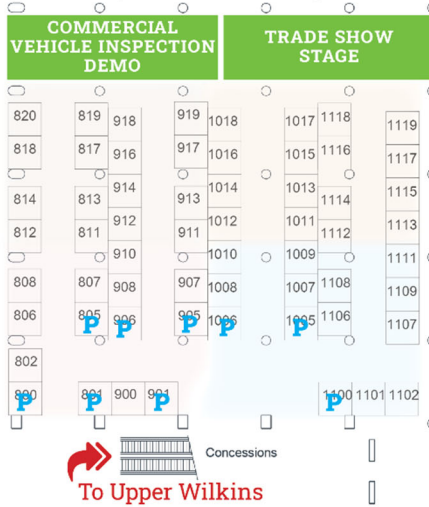


# Northern Green 2027 Booth Numbers and Premium Spaces

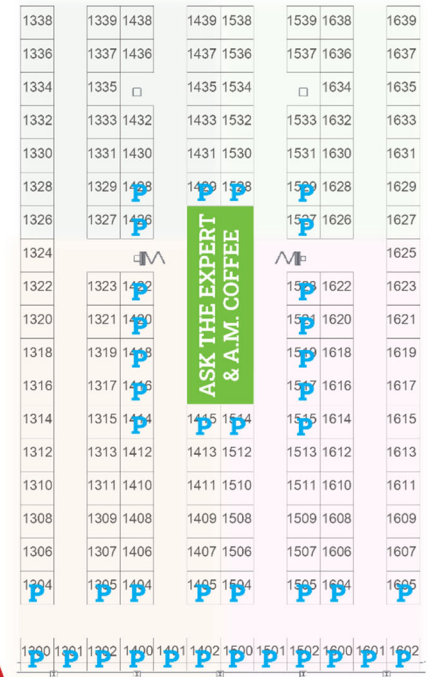
↑ = Flow of traffic

P = Premium booths

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



## Roy Wilkins Auditorium ("Upper Wilkins")



## RiverCentre Exhibit Halls A & B



Please see Contract for Exhibit Space on page 15 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. NG management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please email Betsy Pierre at [betsy.pierre@ewald.com](mailto:betsy.pierre@ewald.com).

## ASSIGNMENT/SELECTION OF BOOTH SPACE

Booth space will be assigned/selected in priority order based on Northern Green 2026 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 all 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 April 24, 2026, 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 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. NG onsite staff and volunteers will assist when possible with finding warmer places to store plants until Wednesday morning.
- 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 July 31, contract and deposit must be submitted for booth reservation, and after July 31, full payment must be received by NG to secure booth reservations for NG Outdoors and NG January. Exhibitors failing to make final, full booth payment by July 31 will be charged 5% interest per month on remaining booth fee due. If not paid, NG may sell the space herein contracted for to another exhibitor. All checks for space rental fees shall be made payable to Northern Green, 1813 Lexington Ave. N, Roseville, MN 55113. No exhibitor shall set up unless payment has cleared.

## 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 two (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 two-month mark, but before one 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 one month of the starting show date will not be eligible for any refunds.

## SETUP/TEARDOWN

**NG Outdoors:** Monday, Aug. 10, 10:00am – 3:00pm and Tuesday, Aug. 11, 6:00 – 8:15am. *Note: There will not be any hired security on Monday night in the parking lot at Aldrich Arena. If this is a concern for you, you can set up Tuesday morning starting at 6:00am.* Teardown will occur on Tuesday, Aug. 11 from 2:45pm – 4:30pm.

**NG January:** YOUR SPECIFIC SETUP TIME WILL BE ASSIGNED BY NORTHERN GREEN. It will be shared from information emails sent to all exhibitors and available from the FAQ section on [www.NorthernGreen.org](http://www.NorthernGreen.org) (once available). Booth displays must be in complete form by 8:45 a.m. on Wed., Jan. 20, 2027. Exhibitors not in place by this time may forfeit their space.

- No one under age 16 is allowed in the exhibit halls during setup/teardown.
- Teardown will occur on Thursday, Jan. 21, 12:30pm – 6:00pm. ALL booths must move out on Thursday. Your specific load-out time will be assigned by Northern Green. (However, if you can pack up your booth materials and walk them out using pedestrian doors to a nearby parking ramp, feel free to do that any time after 12:30pm.)

- **FORKLIFTS:** Exhibitors needing forklifts to load/unload booth materials may use their own forklifts for move-in before 2pm on Monday, and for move-out after 3:30pm on Thursday. If you need a forklift at another time, schedule a forklift via Fern by contacting Jessica Mulheron at [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com) or onsite at the Fern desk.
- **GAS TANKS:** Display vehicles and equipment exhibited inside the building, including any gas-powered items, must have gas caps taped or locked and batteries disconnected, and shall not be fueled in the building. Fuel in the fuel tank shall not exceed 1/4 of the tank capacity or 5 gallons, whichever is less. *MSFC 314.4*
- **FREE WIFI:** Saint Paul RiverCentre has free, venue-wide Wi-Fi available for all events. Note that wireless internet use is available for casual use, such as checking email, browsing the internet, or displaying websites.
- **FIRE/PROPANE:**
  - Exhibitors shall treat flammable materials with fire retardant.
  - Product demonstrations including fire are allowed provided the propane is in a maximum 5-pound container. You'll also need to have a fire extinguisher in your booth\*. The fire marshal will come through on Tuesday and/or Wednesday of Northern Green week to inspect booths. To ensure compliance, the official St. Paul guidelines are *"Propane inside assembly occupancies shall be limited to 5-pound containers, 20 feet apart. Propane must be in approved containers, and connections must be inspected and approved."*
  - If your booth display includes a tent, canopy or roof of any kind, you will be required to have a fire extinguisher located in your booth\*.
    - \*You can bring your own fire extinguisher or rent one from the RiverCentre by ordering online on the RiverCentre Exhibitor Services website. If the Exhibitor Services staff or the Fire Marshal finds your booth is in need of a fire extinguisher and does not have one, you will be required to rent a fire extinguisher immediately.

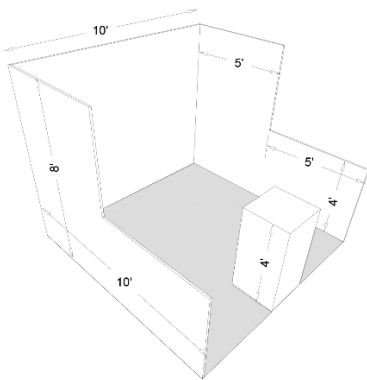
### FAILURE TO MOVE-OUT BY END OF MOVE-OUT TIME

Exhibitors who fail to remove their booths and materials by the designated, published move-out time risk having their property removed, treated as trash, or re-routed by the show decorator or NG. There will be a \$499 NG penalty for failure to remove all booth items by end of move-out time. In addition, exhibitor will be responsible for any other fees and expenses related to a failure to remove all materials by end of move-out.

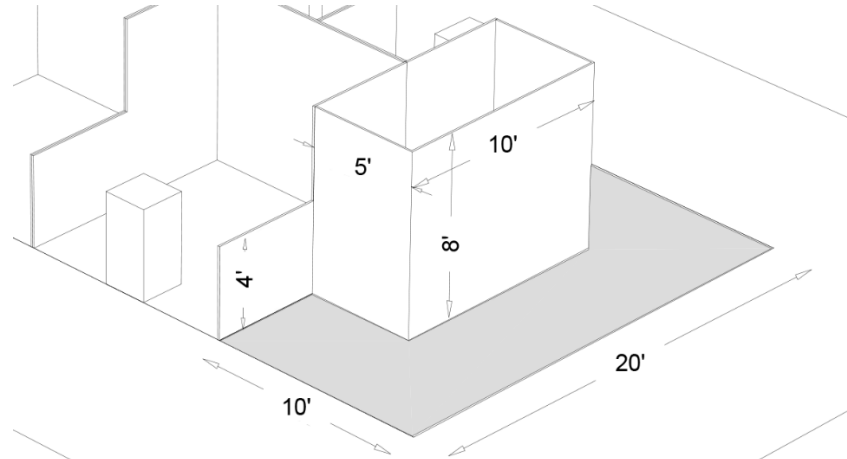
### SPECIAL EXHIBIT RULES (See *IAEE Guidelines for Display Rules and Regulations 2023 North American Update* for more details.)

- Exhibits must be wholly contained within the contracted exhibit space.
- Northern Green follows the IAEE Guidelines for Display Rules and Regulations 2023 North American Update, utilizing their "Line-of-Sight" display regulations. Exhibits may not obstruct the view of neighboring exhibits, either those to the side or behind. See sample 10x10 booth below. A 20-foot-wide end-cap booth may not have a back display more than 10 feet wide, 5 feet from center. Other booth configurations can be found in the IAEE Guidelines.
- A standard booth size is 10x10". The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4-foot height restriction on all materials in the remaining space to the aisle.

**SAMPLE 10X10 BOOTH:**



**SAMPLE 10X20 ENDCAP**



- Exhibitors may not sublet their space, nor any part thereof.
- Audio-visual equipment and other sound devices and effects will be permitted only in those locations and in such intensity which, in the opinion of NG management, do not interfere with the activities of neighboring exhibitors.
- Helium balloons are prohibited in booths unless they are properly secured to a fixed surface for the duration of an event. Distribution of helium balloons is strictly prohibited. If a helium balloon gets released, you will be charged with a retrieval fee.
- Any materials or display deemed inappropriate or unsafe by NG may be removed by NG management. NG management has the discretion to instruct exhibit changes or moves.

## **EXHIBITOR FUNCTIONS**

Social functions, independent educational functions, or meetings cannot be scheduled at a time or place where they will conflict with activities scheduled by MNLA, 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. At no time is it allowed to order for delivery or to bring food into the RiverCentre from outside entities to feed booth staff or booth guests. 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 nor Roy Wilkins Auditorium nor Aldrich Arena.

**NG Outdoors:** For additional information/to receive written permission to sample food/beverage product please contact Cassie Larson at 651.633.4987 or [info@northerngreen.org](mailto:info@northerngreen.org) to be directed to the appropriate contacts at Aldrich Arena.

**NG January:** For additional information/to receive written permission to sample food/beverage product please contact Cassie Larson at 651.633.4987 or [info@northerngreen.org](mailto:info@northerngreen.org) to be directed to the appropriate contacts at the RiverCentre.

## **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 and/or exhibitors which in the opinion of NG management may detract from the general character of the event as a whole. In the event of such restriction or eviction, NG is not liable for any refunds of rentals or other exhibit expense.

## **NORTHERN GREEN OUTDOORS EXHIBITOR NOISE**

Noise levels at Northern Green OUTDOORS can be louder than allowed at other trade shows. Due to its nature, Northern Green OUTDOORS can be a noisier show than usual. Outdoor exhibitors have the option of starting and running vehicles and equipment from within their booth and operating vehicles and equipment from official demo areas.

**EXCLUSIVE RIGHTS:** Participating exhibitors have the exclusive right to promote or sell goods or services in the show. All other parties who attempt to make any sales solicitations without the expressed written consent of NG Management will be permanently removed from the show area. Exhibitors are asked to report any infractions to the Show Office so that immediate remedial action can be taken.

## **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 move-in/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.

## **NORTHERN GREEN OUTDOORS 2025 EXHIBITORS**

*Stay a step ahead of your competition by signing up for Northern Green OUTDOORS 2026!*

All Energy Solar	Ditch Witch of MN & IA	Kankakee Nursery	Syngenta
Alta Falls & Pond Supplies	Dirty Graphix	Company	Syngenta Professional
American Pressure, Inc.	Earthquake	Keen Edge Company	Solutions
AminOrganix	Edney Distributing Co Inc.	Lano Equipment	Techniseal
Arborjet   Ecogel	Frost Inc.	Legacy-Trees LLC	The Tessman Company
Astleford International	Gertens Wholesale &	Maguire Agency	Top Notch Equipment
Bachman's Wholesale	Professional Turf Supply	MOR Golf & Utility, Inc.	TRANSWEST
Nursery & Hardscapes	Goodmark Nurseries, LLC	Plaisted Companies, Inc.	Tri-State Bobcat, Inc.
Bailey Nurseries	HLS Outdoor	Purple Wave Auction	Universal Truck Service
Bid-2-Buy	Hoffman & McNamara	Rainbow Ecoscience	Wagner Greenhouses
Branch Manager	Nursery and Landscape	Red Magic Performance	Walters Gardens, Inc.
Attachments	Hunter Industries & FX	Reinders, Inc.	Window Nation
Central Landscape Supply	Luminaire	Rochester Concrete	WSH - Tax & Accounting
Central Pro Supply	Iron Valley Equipment &	Products	Services
Central Turf Farms	Mfg LLC	Rock Hard Landscape	
Crysteel Truck Equipment Inc	J&W Asphalt	Supply	
Cushman Motor Company	John Deere - Midwest	SiteOne Landscape	
Dave Syverson Fleet &	Machinery- Minnesota	Supply	
Commercial	Equipment	STIHL	
Dawn Industries			

## JANUARY 2026 NORTHERN GREEN EXHIBITORS

ABM Equipment	Davey Tree Experts	Hotsy Minnesota	Oscar Wilson Engine and Parts	Syngenta Professional Solutions
Albert J. Lauer, Inc.	Dawn Industries	Hunter Industries & FX	Ostvig Tree Care	SynkedUP
Alert Distributing Inc	Dayton Bag & Burlap	Luminaire	Par Aide Products Co.	TCC Materials
All Energy Solar	Dirt Wizards	Iron Valley Equipment & Mfg	Peat, Inc.	Techniseal
Alliance Designer Products	Dirty Graphix	Irrigation by Design	Plaisted Companies, Inc.	Techo-Bloc
Alta Falls & Pond Supplies	Ditch Witch of MN & IA	Iseli Nursery, Inc.	Plantpeddler Inc.	The Fields on Caton Farm
American National	Duininck Golf	iSolar + Three Rivers	Plants Beautiful Nursery	The Pond Co.
American Peat Technology	Dundee Nursery and Landscaping	Contracting/Electric	Plehal Blacktopping LLC	The Tessman Company
American Pressure, Inc.	Dutchman Tree Spade	J&W Asphalt	Prairie Restoration, Inc.	Thryv
AminOrganix	Earthquake	J. Frank Schmidt & Son Co.	Precision Organics	Titan Machinery, Inc.
Anderson Nurseries, Inc.	EarthScout	Jeff Belzer Chevrolet	ProGreen Synthetic Turf	Top Notch Equipment
Aquascape, Inc.	Easy Environmental Solutions	Jirik Sod Farm, Inc.	Prospiant	Toppers and Trailers Plus
Arborjet   Ecogel	EC Grow Inc.	John Deere - Midwest Machinery - Minnesota Eq	Purple Wave Auction	Toro Irrigation and Unique Lighting Systems
Armada Technologies	Eco Works Supply	Johnson's Nursery, Inc.	Quality Equipment	TouchStone Accent Lighting
Astleford International	Eden - Valders Stone	Kankakee Nursery Company	Quality Structures	TRANSWEST
B&B Hoffman Sod Farm, Inc.	Edney Distributing Co., Inc.	Keen Edge Company	Rademann Stone & Landscape Co., Inc.	Tree Trust
Bachman's Wholesale Nursery & Hardscapes	Eull's Manufacturing	Klaus Nurseries	Rainbow Ecoscience	Trenchers Plus, Inc.
Bailey Nurseries	Exmark	K-Rain Manufacturing	Ramy Turf Products	Trimax Mowing Systems
Ball Seed	Fairchild Equipment	Landscape All	Red Magic Performance	Tri-State Bobcat, Inc.
Belgard	Five Star Bath Solutions	Lano Equipment	Reinders, Inc.	Turf Tank
Bell Insurance	ForeverLawn Minnesota	Legacy-Trees LLC	Remote Design Solutions	TURFCO
BFG Supply Co.	Four Star Greenhouse	Loma Vista Nursery	Rihm Kenworth	Turfwerks
Bid-2-Buy	Fredrikson	Magic Turf	Rivard - Central Wood Products	Twin City Seed Co.
Big John Manufacturing	Frost Inc.	Maguire Agency	Rivard Stone	Twin Star Equipment & Manufacturing
BioWorks	Gardenworld, Inc.	McHutchison	RJ Hunt Seed	Unilock Chicago
Bradshaw Trailer Mfg	General Equipment & Supplies, Inc.	McKay Nursery Co.	Road Machinery & Supplies	United Label & Sales
Branch Manager Attachments	Gertens Wholesale & Professional Turf Supply	Metal Pless	Rochester Concrete Products	Universal Truck Sales LLC
Breezy Hill Nursery	Goodmark Nurseries, LLC	MGX Equipment Company	Rock Hard Landscape Supply	Van Wall Equipment
Brenny Transportation Inc.	Gopher State One Call	MIDC Enterprises	RTL Equipment	Versatile Vehicles, Inc.
Brickworks Supply	Granum	Midland Concrete Products	Scale Bank	Viaflex
Bryan Rock Products, Inc.	Green Acres Tree Moving	Midwest Groundcovers	Sester Farms Inc.	Wagner Greenhouses, Inc.
Business Essentials	Greenleaf Nursery Company	Milow Electric	SIFT Marketing	Walters Gardens, Inc.
C 5 Stone - Plaisted Companies	GreenLife Supply	Minnesota Concrete Products	SiteOne Landscape Supply	Wandell's Nursery, Inc.
Carlin Horticultlural Supplies	Greenscape Companies Inc.	Minnesota Department of Agriculture	Skid Heaven LLC	Wheeler Landscape Supply and Bridge
Central Landscape Supply	Griffin Greenhouse Supplies	MN Environmental Sustainability Foundation	Spring Meadow Nursery	Wilson's Nursery, LLC
Central Pro Supply	Grove Nursery	MNL	SRW Products	Window Nation
Central Turf Farms	Halquist Stone	Monrovia	STIHL	Wolcyn Tree Farms & Nursery
Cherokee Manufacturing	Happy Land Tree Farms, Inc.	MOR Golf & Utility, Inc.	StoneWall Retaining Wall Systems	WSH - Tax & Accounting Services
Chore Warrior	Harrell's	MTI Distributing, Inc.	Stoneworks	Xylem, Ltd. / Golden Valley Hardscapes LLC
Clesens	Hartman Companies Inc.	MTW Attachments	Storm Equipment	Your Home Improvement Company
Club Car Minnesota	Hayden-Murphy	Muskox	Superior Turf Services Inc.	Ziegler CAT
Compeer Financial	Healthy Ponds by Bioverse	Netherland Bulb Co.	Sustâne Natural Fertilizer	Ziegler Truck Group
Conterra Industries	Hedberg Home Brick+Stone	Niebur Tractor & Equipment	Swanston Equipment	Zlimen & McGuiness, PLLC   Canopy Business Law
County Materials Corp.	Hennen Equipment, Inc.	Norby Golf Course Design,	Syngenta	
Crysteel Truck Equipment	Heritage PPG	North American Safety		
Cushman Motor Company	Hiawatha Reddy Rents	Northern Family Farms		
D Rock Grizzly	Heritage Landscape Supply	Northland Companies		
Dakota Prairie Composting	Hoffman & McNamara Nursery and Landscape	Nuss Truck and Equipment		
Dave Syverson Fleet & Commercial		Oregon Pride Nurseries, Inc.		

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

Booth Sales: 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: \_\_\_\_\_

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

**1 NG OUTDOORS '26 Location Preference:**  
 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**NG '27 Jan. Location Preference:**  
 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

I want to be near: \_\_\_\_\_

I want to avoid: \_\_\_\_\_

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

**2 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 '26	Qty.	Standard:	=	Northern Green OUTDOORS '26	Qty.	Standard:	=
8x10' (outside) or 10x10' (inside)		x \$599		8x10' (outside) or 10x10' (inside)		x \$699	
20x20'		x \$1,499		20x20'		x \$1,699	
40x40'		x \$2,799		40x40'		x \$3,299	
Track Parking (booth add on)		x \$119		Track Parking (booth add on)		x \$149	
NGO '26 Member SUBTOTAL:				NGO '26 Non-Member SUBTOTAL:			
Northern Green '27	Qty.	Standard:	=	Northern Green '27	Qty.	Standard:	=
Standard 10x10'		x \$1,119		Standard 10x10'		\$1,309	
Premium 10x10'		x \$1,389		Premium 10x10'		\$1,609	
Entrance Square		x \$6,699		Entrance Square		\$7,819	
Rotunda Square		x \$7,699		Rotunda Square		\$9,009	
NG '27 Member SUBTOTAL:				NG '27 Non-Member SUBTOTAL:			
<b>MEMBER TOTAL:</b>				<b>NON-MEMBER TOTAL:</b>			

**3 5% Multi-Show Discount** (Must buy both shows at same time on same contract to qualify!)




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

**4 If before July 31, deposit 60% to reserve booth\*.**

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

**5 \*Final booth payment due July 31. 60% deposit to hold booth if prior.**

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

Check enclosed  Credit Card   

Number \_\_\_\_\_

Exp.: \_\_\_\_\_ CVV: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

**6 Acceptance of this application by Northern Green management constitutes a contract. Exhibitor agrees to abide by the rules and regulations outlined in this contract and elsewhere, and to all conditions under which exhibit space is leased to Northern Green.**

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

**FOR OFFICE USE ONLY**  FP-NGO26  FP-NG27  Initial email sent  FERN

BOOTH #-NGO26: \_\_\_\_\_ Date Rec'd: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_ Date Amt. Rec'd: \_\_\_\_\_

BOOTH #-NG27: \_\_\_\_\_ Amt. Rec'd Oct \$ \_\_\_\_\_ Balance Oct \$ \_\_\_\_\_ Date Bal. Rec'd: \_\_\_\_\_

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