

ADVERTISING & SPONSORSHIPS



JAN. 19–21
EXHIBIT DATES:
JAN. 20 & 21
St. Paul RiverCentre

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

In January 2027, thousands of industry professionals representing multiple industry segments will converge to connect and grow!

Northern Green exhibitors and attendees offer great feedback!

- *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.*
- *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% strongly agree or agree that most vendors they do business with were present in the Northern Green trade show!*

Who Attends?

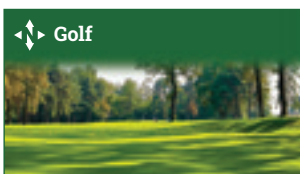
Average Registered Attendance: 5,000

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

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.



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



NORTHERN GREEN 2027 MARKETING PACKAGES/BENEFITS Deadlines apply. For maximum benefit, contact us by June 15.	Presenting Sponsor (max 1)		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)	✓	\$5,499	✓	\$5,499				
Choice of 1 Village for Supporting Village Sponsorship (see next page for benefits)					✓	\$3,499		
Option for presence at Block Party with designated area to interact (incl. 6' skirted table)	✓	\$699						
30 drink tickets for Block Party bar	✓	\$549						
20 drink tickets for Block Party bar			✓	\$369				
Large Presented by logo visibility on rotunda signage at Trade Show Entrance	✓	\$2,500						
CHOOSE: Recognition as Attendee Badge Sponsor* (max. 2) OR logo on "Welcome" floor clings throughout registration common area (14-circles 18")			✓	\$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	✓	\$2,500	✓	\$2,500	✓	\$2,500		
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 Morning Programming Supporter (both days)	✓	\$999	✓	\$999	✓	\$999		
Acknowledgment as sponsor in Northern Green App	✓	\$399	✓	\$399	✓	\$399		
Booth Traffic Driver Participant	✓	\$409	✓	\$409	✓	\$409	✓	\$409
Positioned as Northern Green Block Party Supporter	✓	\$2,999	✓	\$2,999	✓	\$2,999	✓	\$2,999
Full Page Ad in Program							✓	\$1,309
1/4 page ad in October registration print promo**							✓	\$1,009
1/2 page ad on Program Update Distributed Onsite***							✓	\$1,009
Northern Green Email Campaign Ad							✓	\$1,099
NorthernGreen.org Ad							✓	\$669
Digital Splash Ad - CHOOSE: Education Room Doors OR Trade Show							✓	\$1,019
Value		\$26,302		\$22,423		\$18,054		\$9,522
Price		\$15,519		\$11,929		\$8,879		\$5,949
Package Savings		\$10,783		\$10,494		\$9,175		\$3,573
% 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: August 22. 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.

*****No more than six total top-tier and support leader sponsors combined.



NORTHERN
GREEN

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 2027'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	✓	\$799		
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*	✓	\$499		
Logo recognition on table tents lining Hall of Villages	✓	\$599		
Recognition in Village promotions	✓	\$499	✓	\$499
Logo on signage at entrance to classroom	✓	\$599	✓	\$599
Verbal recognition from the podium during the day	✓	\$799	✓	\$799
Logo visibility at Village social function	✓	\$549	✓	\$549
Lunch sponsor	✓	\$699	✓	\$699
Large logo recognition in the Hall of Village Education	✓	\$999	✓	\$999
Logo in registration confirmation to participants	✓	\$699	✓	\$699
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	\$11,933		\$7,039	
Price	\$5,499		\$3,499	
Package Savings	\$6,434		\$3,540	
BONUS ADDED BENEFIT OF PACKAGE (See previous page for package info.)	Presenting & Top Tier		Support Leader	

*Deadline of December 18 to submit registrant names. **Sponsor provides item.

*** Have the option of handling ALL duties for a half or for the full day. Host commitment deadline 10/31/26.

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 \$1,019 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.

MORNING PROGRAMMING - \$699 FOR TUESDAY OR THURSDAY; \$999 FOR BOTH DAYS (SHARED)

Each day of Northern Green will launch with special morning programming intended to bring attendees from all the day's villages together to network and grow!

VILLAGE GATHERING/SOCIAL FUNCTION - \$549

Encourage camaraderie, friendship, mentorship, and fun! Be involved in the Northern Green Village social on Tuesday, January 19.

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 - \$559 (SHARED)

Back green industry continuing education by supporting PLT Relicensure and Pesticide Recertification workshops available on Monday, January 18 at the Northern Green venue.

BIG MONEY BOOTH WALK TRAFFIC DRIVER - \$409 (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 - \$379 PER ITEM + COST OF ITEM

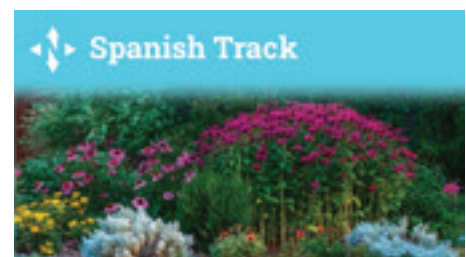
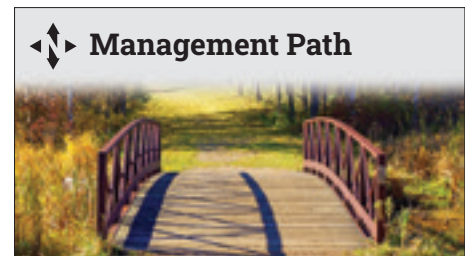
Build your brand – put your logo in the hands of Northern Green attendees! We encourage lanyards, fabric totes, pens, notebooks – even cups, napkins, coffee sleeves, etc.

MANAGEMENT PATH - \$399 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.



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)

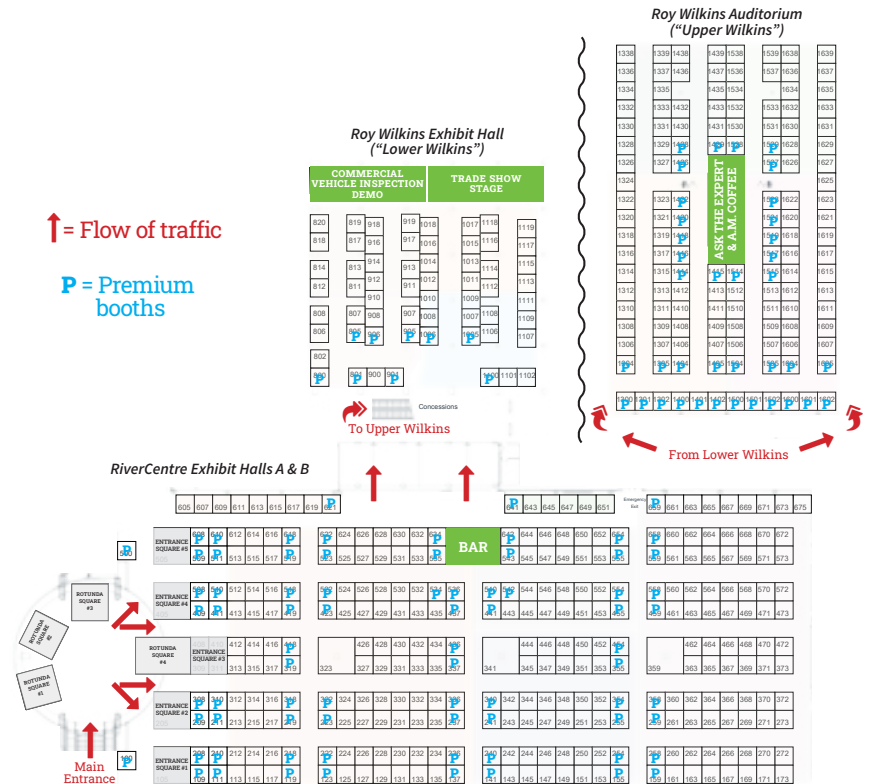
Be involved in supporting education on the trade show floor - always a popular element!

COFFEE CAFÉ - \$699 (SHARED)

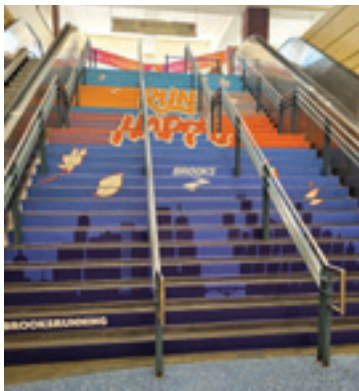
Help fill the trade show with energy as a sponsor of its Coffee Café, the only place Wednesday morning for attendees to enjoy free coffee!

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 dpi/ppi at 100% for production. Please allow for a slight bleed and place a colored cut line at exact cling size. 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 in rotunda at base of up/down escalators 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: August 25 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 13,000

Average open rate: 37%

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 8

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

Ad Options*(full color):

Outside Back Cover—\$1,609

Inside or Opposite Inside Front Cover (Full)—\$1,609

Center Spread—\$2,199

Full page—\$1,309

1/2 page horizontal or vertical—\$709

1/4 page—\$379

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).

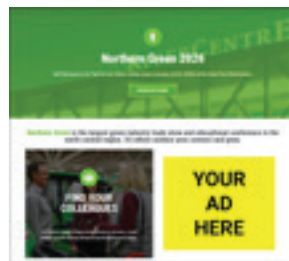
Deadline: For maximum visibility, contact us by Sept. 25. Ad commitments beyond that date will be placed as soon as possible.

Average Northern Green page news: 47,500

Timing: Oct. 2026–Feb. 2027

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

Cost: \$669



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 advertiser's 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 3 advertiser's 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 416w x 1248h.

Cost: \$1,019 per option



NORTHERN GREEN

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