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MINNEAPOLIS CONVENTION CENTER
JANUARY 12-14, 2021



NORTHERN GREEN

WHERE OUTDOOR PROS CONNECT + GROW

EXHIBITOR PROSPECTUS

NORTHERN GREEN BOOTH SALES

Mary Dunn, Trade Show Manager

651.633.4987

mary@northerngreen.org

NORTHERN GREEN MANAGEMENT

1813 Lexington Ave N

Roseville, MN 55113

651.633.4987 or 888.886.6652

Fax: 651.633.4986

Web site: www.northerngreen.org

Contact: Mary Dunn, Trade Show Manager

E-mail: mary@northerngreen.org

EVENT LOCATION

Minneapolis & Convention Center

1301 2nd Avenue South

Minneapolis, MN 55403

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

A SHOWCASE OF REGION-RELEVANT PRODUCTS AND SERVICES, PLUS THE INNOVATION & INSPIRATION THEATER, SANDBOX, TECH LAB, CAMPFIRE SESSIONS, PRUNING & TREE CLIMBING DEMOS, ESCAPE ROOM AND MORE!

**CONNECT
+ GROW**

Look for other
Northern Green
marketing
opportunities
beginning this
spring!

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).

The mission of the Minnesota Nursery & Landscape Association is to help members grow successful businesses. Today, more than 1,100 firms are members of MNLA in the following categories: wholesale nursery growers, retail nurseries and garden centers, commercial flower growers, landscape contractors, landscape designers, irrigation contractors, lawn and landscape management services, professional gardening services, snow and ice management services, and commercial arborists and tree care services.

The mission of the Minnesota Turf and Grounds Foundation is to promote the green industries in Minnesota through support of research, education and outreach at the University of Minnesota and elsewhere.



Who Will You Meet?

Average attendance: 6,431

Average Decision-makers – 57.2%

- Landscape contractor – 22.8%
- Landscape designer – 16.1%
- Landscape management – 13.1%
- Snow plowing – 14.6%
- Hardscape installer – 12.1%
- Garden center – 12.2%
- Parks/Recreation – 19.8%
- Golf course - 13%
- Irrigation contractor – 8.3%
- Tree care services – 7.6%
- Nursery grower - 10%
- Arborist – 6.2%
- Sports turf – 6.8%
- School grounds - 8%
- Flower grower – 6.1%
- Gardening services – 7.9%
- Cemetery – 1.6%
- Sod grower – 1.7%

Note: Many attendees indicate more than one specialty.

Listen to What Past Exhibitors Are Saying About Us

“All the staff was great, especially during setup. I thought it was well organized as well.”

“First time at show – fabulous!”

“This show is well run and very professional.”

“Best set-up experience ever! It is so easy to be a vendor at Northern Green.”

“Good traffic flow – steady.”

“Good floor traffic and move-in was great.”

“Stayed busy with people coming to booth. Self-check-in system was great.”

Why Should My Company Exhibit?

- Put your name in front of green industry companies that provide sales of over \$1.9 billion in the state of Minnesota.
- Northern Green expands your exposure to key green industry leaders.
- Northern Green is the largest show of its kind in the region. You'll have the chance to network with more than 6,000 individuals.
- Because Northern Green is designed specifically for decision makers, you will be able to effectively market your products and services directly to your target audience.
- In just 3 days, you will have the opportunity to meet more than 2,500 decision-makers in the green industry.
- You can choose to attend quality education programs offered to enhance your knowledge of green industry products, services and offerings for no additional charge.

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!

Booth Pricing

STANDARD BOOTH LOCATIONS

Standard 10'x10' booth locations are \$870* per booth.

PREMIUM BOOTH LOCATIONS

"Premium" locations are \$980* per booth. All corner booths are "premium" locations and booths adjacent to green spaces and campfire spaces are also considered "premium."

Multiple booth discounts available - See page 8 for details.

NEW! Add your logo to the online map for \$100 (Booth size must be minimum 20'x20' - i.e. 4 booths)

**Booth pricing includes 2 free food vouchers Wednesday and a limited number of free registrations.*

Exhibit Agenda

Show Hours:

- Tuesday, Jan. 12 (Preview): 4:00-6:30 pm
- Wednesday, Jan. 13: 10:00am - 5:00pm
- Thursday, Jan. 14: 9:00am - 4:00pm

Set-Up Hours:

- Monday, Jan. 11 from 8:00am - 6:00pm (as assigned)
- Tuesday, Jan. 12 from 8:00am - 3:00pm (as assigned)

Teardown Hours:

- Thursday, Jan. 14 from 4:30pm - 10:00pm*
- Friday, Jan. 15 from 8:00am - 2:00pm

Booth Rental Includes:

- A minimum of 10 event registrations for staff from your organization per 10 x 10 booth rental.
- Over 10 hours of dedicated exhibit only time.
- Standard 10' deep by 10' wide booth with 8' high pipe and drape back and 3' high draped side rails.
- A 7" x 44" booth company identification sign.
- Listing in the onsite program.
- Visibility in the conference mobile app.
- "We're exhibiting" logo to use in your marketing and to post on your website.
- Listing in the online Northern Green vendor directory and exhibitor listing.
- Opportunity to purchase a one-time use electronic list of attendee mailing information for a post-show mailing.
- Access to over 6,000 attendees including over 2,500 decision makers.
- The opportunity for a minimum of 2 booth personnel to attend educational programs for no additional cost.

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 on-site, or brought in by your company.
- Electricity - order through the Minneapolis Convention Center in advance or on-site.

**Booths ending in 41 and higher (the back 1/3 of the hall) must move out on Thursday*

NORTHERN GREEN EXHIBIT RULES AND REGULATIONS

It is agreed that the space herein contracted for is subject to the following rules and regulations:

RENTAL CHARGE

Contract and full payment must be received by Northern Green (NG) on or before October 16, 2020 for booths reserved prior to this date, it being understood that if not so 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, phone 651-633-4987, fax 651-633-4986.

SPACE RESERVATION

Applications for space should be submitted on the contract found on page 7, along with the deposit. Upon acceptance, a copy of the agreement will be returned to each exhibitor and serve as the record of space assignment. No telephone reservations will be accepted. Each firm represented in the Minneapolis Convention Center (MCC) must have regularly contracted for space.

CANCELLATIONS

Requests for booths may be cancelled by written notice to the NG management provided that notice is received by October 16, 2020. A 15% processing fee will apply. If space is cancelled after October 16, 2020, no return of payment will be made. 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.

SPECIAL NON-ASSOCIATION SERVICE

Each booth will be provided with an installed drapery back drape and side dividers. Also provided will be one, two-line 7x44" company name sign. Exhibitors will provide for their own booth furnishings. Booth furniture and furnishings will be available for rent in advance and at the Convention Center by the show decorator. An email of additional services and prices will be sent to each exhibitor by the show decorator.

SET-UP/TAKE-DOWN

Set up will be Monday, Jan. 11 from 9 a.m. - 8 p.m. and Tuesday, Jan. 12 from 6 a.m. - 3 p.m. **TIMES WILL BE ASSIGNED BY NORTHERN GREEN.** Exhibitors at Northern Green 2021 must have their display in complete form by 3:00 p.m., Tuesday, Jan. 12, 2021. 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 MCC halls during set-up/take-down.
- Exhibit take-down will occur on Thursday, Jan. 14 from 4:30 p.m. - 10 p.m. and on Friday, Jan. 15 from 8 a.m. - 2 p.m.
- Exhibitors in the back 30 feet of the show will need to clear their booths on Thursday.

SPECIAL EXHIBIT RULES

- 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 Northern Green management for exceptions.
- 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 not allowed in the exhibit halls at the Minneapolis Convention Center.
- 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.

ENTERTAINMENT

Although meetings of the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation 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 Minnesota Nursery & Landscape Association, the Minnesota Turf & Grounds Foundation or with the exhibition. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitors' booths or displays.

ALCOHOLIC BEVERAGES - IDENTIFICATION (ID) AND CONTROL PROCEDURES

The MCC and its exclusive concessionaire, Kelber Catering, maintain the exclusive rights to approve the dispensing of food and alcohol at any event within the MCC. Alcoholic beverages purchased within the MCC may not be consumed or carried off premise. Additional staff may be required at Permittee's expense based on the nature of the event as determined by the MCC and Kelber Catering.

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.

NORTHERN GREEN EXHIBIT RULES AND REGULATIONS (continued)

ASCAP - Music Licensing

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. The 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 premises. Neither NG/MNLA/MTGF, its subcontractors, nor the Minneapolis Convention Center and the City of Minneapolis 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

Minneapolis Convention Center and the City of Minneapolis 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 Minneapolis Convention Center and the City of Minneapolis 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 Minneapolis Convention Center and the City of Minneapolis 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 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 Minneapolis Convention Center and the City of Minneapolis 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.

HURRY, SPACE SELLS OUT QUICKLY!

Return the contract found on page 7 to reserve your booth at Northern Green on January 12-14, 2021 in Minneapolis. If you have any questions, please contact Mary Dunn at 651-633-4987, 888-886-6652, mary@northerngreen.org

2020 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2021!

A Top Notch Equipment	Contree Sprayer & Equipment Company, LLC	Hiway Federal Credit Union	North Dakota State University	Stumper Industries
A-1 Outdoor Power, Inc.	Corporate Four Insurance	Hoffman & McNamara Nursery and Landscape	North Wing Digital	Suburban Chevrolet
Accentual Lighting	County Materials Corp.	Hoffman Bros. Sod, Inc.	Northern Family Farms	Sun Gro Horticulture
Accurate Lawn & Irrigation	COWSMO, INC.	Holiday Stationstores	Northern Salt Inc.	Superior Tech Products
Albert J. Lauer, Inc.	Creekside Soils	Hotsy Minnesota	Northland Capital Financial Services	Superior Turf Services Inc.
Alert Distributing, Inc.	Crossroads Sales LLC/Evolution Polymeric Sand	Hunter Industries	Northland Monument, Inc.	Sustane Natural Fertilizer
All Stone Solutions	Crushing Mechanics	HYBELS, Bert. R., Inc.	Nuss Truck and Equipment	Swanston Equipment
Alliance Designer Products	Crysteel Truck Equipment, Inc.	Ice B'Gone Magic	Oregon Outdoor Power Equipment	Sylva Corporation, Inc.
Alta Falls & Pond Supplies	CST Distribution, LLC	Iowa State University Horticulture Department	Oregon Pride Nurseries, Inc.	Techniseal
Altec, Inc.	Cub Cadet Corporation	Iseli Nursery, Inc.	Ostvig Tree Care	Techo-Bloc Midwest Corp.
Amcon Concrete Products	Curb Creations and Boulder Designs by Curb Creations	iSolar, LLC	PACE, Inc.	The Rock Stone & Landscape Supply
American Lung Association	Cushman Motor Company, Inc.	Ivanhoe Nursery	Par Aide Products Co.	The Tessman Company
American Pressure, Inc.	Custom Remodelers, Inc.	J. Frank Schmidt & Son Co.	PBI Gordon Corporation	THECO, Inc.
ANCOM Communications Inc./Midwest Radio Rentals	Deer Defeat	Jackley Brand & Logo, LLC	Peat, Inc.	Tillmann Wholesale Growers
Anderson Nurseries, Inc.	Ditch Witch of Minnesota & Iowa	Jirik Sod Farm, Inc.	Pine Products Inc.	Timberwall Landscape & Masonry Products Inc.
Anoka Technical College	Doug's Power Equipment	JME Companies/London Stone	Plaisted Companies, Inc.	Titan Machinery, Inc.
Anoka Technical College	Duininck Golf	John Deere Company	Plantpeddler Inc.	Toro Irrigation/Unique Lighting
Arborjet/Ecologel	Dutchman Tree Spade	Johnson's Nursery, Inc.™	Plants Beautiful Nursery, Inc.	Touchstone Accent Lighting, Inc.
Armada Technologies	East Jordan Plastics	JRK Seed & Turf Supply	Plehal Blacktopping Inc.	Trenchers Plus, Inc.
Arrowhead Ornamentals	Eco Works Supply	Kafka Granite, LLC	Plow World Power Equipment	Trimax Mowing Systems
Aspen Equipment Co.	Eden - Valders Stone	Kankakee Nursery Company	Prairie Restorations, Inc.	Tri-State Bobcat, Inc.
Astleford International Trucks	Edney Distributing Co., Inc.	Kasota Stone Fabricators	Prince Corporation	Truck Utilities, Inc.
B & B Hoffman Sod Farms, Inc.	Encore Landscape Lighting	Keen Edge Company	Pritchard Commercial	Trueman Welters
Bachman's Wholesale Nursery & Hardscapes	EnviroTech Services, Inc.	Klaus Nurseries	PRO Landscape by Drafix Software, Inc.	TURFCO
Bailey Nurseries	ERS-MidWest	KLM Farms	Professional Turf & Renovation	Twin City Seed Co.
Baker Lake Nursery	Esch Construction Supply, Inc.	Krukowski Stone Co. Inc.	Progressive Rail Incorporated	Twin Star Equipment & Manufacturing
BankCherokee	Eull's Manufacturing Co. Inc.	Kubota Tractor Corp./Niebur Tractor & Equipment, Inc.	Proline Div., Heritage Oak Farm, Inc.	Twisted Elements, Inc.
Bartlett Tree Experts	Excel Turf & Ornamental	Kwik Trip, Inc.	Purple Wave Auction	UFC Farm Supply
Bayer Environmental Science	EZ KUT Products	Lane's Wholesale Nursery	Quality Forklift/Quality Equipment	United Greenhouse Systems, Inc.
Bebergs Landscape Supply	Fahey Sales Auctioneers & Appraisers	Lano Equipment, Inc.	Rain Bird	United Label & Sales Corp.
Belgard	Ferris Mowers	Laurentian Monument Granite & Stone	Rainbow Treecare Scientific Advancements	University of Minnesota - CFANS
Berger Horticulture	Fertimix	Lemke Stone, Inc.	Ramy Turf Products	University of Minnesota - Crookston
BFG Supply Co.	ForeverLawn Minnesota, Inc.	LPA Retail Systems Inc.	RDO Equipment Company	University of Wisconsin - River Falls
Bluebird Nursery, Inc.	Foster's, Inc.	M.H. Eby, Inc.	Red Magic Performance	Vectorworks, Inc.
Borgert Products, Inc.	Frost Inc.	Magicturfs.com	Red-headed Woodpecker Recovery	Versa-Lok Retaining Wall Systems
Bork Evergreens LLC	Fury Commercial Truck Center	Maguire Agency	Reinders, Inc.	Versatile Vehicles, Inc.
Branch Manager	Gardenworld, Inc.	Master Mark	River Bend Industries	Voigt - Smith Innovation
Braun Tree Nursery	GATR Truck Center	McCarthy Well Company	Robinson Nursery, Inc.	W. Hoffman Sod Co.
Breezy Hill Nursery Inc.	Gerlach Outdoor Power Equipment, Inc.	McKay Nursery Company	Rochester Community & Technical College	Waconia Tree Farms LLC
Breiwick Companies, Inc.	Gertens Wholesale & Professional Turf Supply	Metal Pless	Rochester Concrete Products	Wagner Greenhouses, Inc.
Bridgewater Tree Farms	Glacial Ridge Growers, Inc.	Metro Stoneworks	Rock Hard Landscape Supply	Walters Gardens, Inc.
Bullis Insurance Agency, LLC	Goodmark Nurseries, LLC	MIDC Enterprises	Rosedale Chevrolet	Wandell's Nursery, Inc.
Burnham Companies	Gopher State One-Call	Midwest Groundcovers, LLC	Rotam	Web Conductors Inc.
Buyers Products Company	Great Northern Equipment	Midwest Landscapes	SavATree	Wheeler Landscape Supply
Carlin Sales/ProGreen Plus	Great Plains Pergolas	Midwest Specialty Sales, Inc.	SCP Distributors	Willow Creek Concrete Products
Carlson Timber Products, Inc.	Greenleaf Nursery Co.	Midwest Stihl	SEK - Surebond	Wilson's Nursery, Inc.
Cast Lighting LLC	GreenLife Supply	Minnesota Concrete Products	SePRO Corporation	WinField United
CBIZ Insurance Services	Greenscape Companies Inc.	Minnesota Department of Agriculture - Nursery & Export Unit	Sester Farms Inc.	Wolcyn Tree Farms & Nursery
Central Lakes College	Grove Nursery Center	Minnesota Department of Transportation - Office of Environmental Stewardship	SiteOne Landscape Supply	Wolf Motors
Central Landscape Supply	Haag Companies Inc.	Minnesota Equipment	SMSC Organics Recycling Facility	Xcel Energy
Central Region Cooperative (DBA BCA Products)	Habitattitude	Minnesota Propane Association	Sole Essentials - Computer Generated Customized Insoles	Xylem, Ltd. / Golden Valley Hardscapes LLC
Central Turf & Irrigation Supply	Halquist Stone	Minnesota Sodding Company	South Cedar Greenhouses	YTS Companies, LLC
Central Turf Farms	Happy Land Tree Farms, Inc.	Minnesota State Horticultural Society	"Specialized Environmental Technologies, Inc. /	Ziegler CAT
Central Wisconsin Evergreens, Inc.	Hartman Companies Inc.	Mississippi Topsoils, Inc.	The Mulch Store"	Ziegler Rental
Central Wood Products	Hayward Distributing Co.	Monroe Truck Equipment	SRW Products	Zlimer & McGuiness PLLC Attorneys at Law
Century College	Healthy Ponds by Bioverse	MONROVIA	Standard Golf Company	
Century Power Equipment	Hedberg Supply	MTI Distributing, Inc.	Steel Green Manufacturing	
Ceres Environmental Services, Inc.	Hennepin County Chloride Initiative	MVTL Minnesota Valley Testing Laboratories	StoneWall Retaining Walls	
Cherokee Manufacturing	Herc-U-Lift, Inc.	Mycorrhizal Applications	Stoneworks Architectural	
Circle J Repair and Services LLC	Herfort Norby Golf Course Architects	Netherland Bulb Co.	Precast/Cast Stone	
Clesens	HitchDoc	New England Ladder Co. LLC	Stuifbergen Bulb /Holland Beauty	
Club Car Minnesota				
Coldspring				
Compeer Financial				

FOR OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED:

Date Received _____
Amount Received \$ _____
Balance Due \$ _____
Approved By _____
Date _____

NORTHERN GREEN 2021 CONTRACT FOR EXHIBIT SPACE

January 12-14, 2021 | *Minneapolis Convention Center*
Northern Green Office: 1813 Lexington Ave N, Roseville, MN 55113
p. 651-633-4987 | f. 651-633-4986
www.NorthernGreen.org | info@NorthernGreen.org
SHOW LOCATION: 1301 2nd Avenue South, Minneapolis, MN 55403

Company _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Phone _____ Add'l Phone _____ Fax _____
website _____ email _____

LOCATION PREFERENCE

(See booth selection guidelines on page 8 and see floor plan/trade show map for further details.)

1st _____ 2nd _____
3rd _____ 4th _____

Companies you want to be near:

Companies you do not want to be near:

Comments/special requests:

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

Acceptance of this application by Northern Green management constitutes a contract. We agree to abide by the rules and regulations of the Northern Green 2021 Trade Show, which are printed on pages 4, 5 and 8 of this document, and to all conditions under which exhibit space is leased to Northern Green.

Exhibitor Signature _____
Printed Name _____
Job Title _____
Date _____

COMPLETE TO CALCULATE AMOUNT DUE

Step 1: Indicate the number of 10x10 booths you require below

_____ Premium Booth. @ \$980 = \$ _____
_____ Regular Booth. @ \$870 = \$ _____

Step 2: Volume Discounts for 9 or More Booths (see instructions on page 8, including deposit option.)

_____ @ _____ = \$ _____
_____ @ _____ = \$ _____
Subtotal \$ _____

Step 3: Association Member Discount

Deduct 15% off total fee. x .15 - \$ _____




(Note: To receive the discount please circle membership organization below. We will verify your membership status in one of the following organizations:

MNLA, MGCSA, MPSTMA, MSA, MASMS, MAC, MTA, MTSC

_____ Add my logo to the online map! @ \$100 = \$ _____
(Booth must be minimum 20'x20' - i.e. 4 booths)

Total Booth Rental Fee = \$ _____ X .60 = \$ _____
DEPOSIT

- Deposit must accompany contract
- Final payment for booths reserved due Oct. 16, 2020
- Full payment due for booths reserved after Oct. 16, 2020

Amount Enclosed: \$ _____
 Check enclosed Credit Card   

Number _____

Expiration Date required _____

Billing address is same as company address or _____

NORTHERN GREEN EXHIBIT ADVISORIES AND GUIDELINES

Please read carefully. By signing the exhibit contract, you are also agreeing to all terms and conditions listed on this page. All policies and guidelines are in place to ensure fairness for all exhibitors. Northern Green show management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please call Mary Dunn at 651-633-4987 or toll-free 888-886-6652.

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 17, 2020, see www.NorthernGreen.org for a map of the exhibition area showing locations of exhibitors and available booths.
- 2. Plant Material:** Northern Green management recommends that companies with plant material try to locate in the front third of the show to minimize potential plant injury from cold temperatures during move-in.

ADDITIONAL BOOTH SELECTION GUIDELINES

- For those requesting an improved booth location and those requesting premium booths, the following considerations will be given priority:
 - Contract with deposit payment returned by April 13, 2020.
 - Addition of new booths (However, we may not be able to accommodate all booth expansion requests.)
 - Companies with multiple booths.
 - Companies currently in premium space requesting a move to new premium space.After April 13, 2020, booths will be available on a first-come, first-served basis.
- If you downsize your number of booths, you may forfeit your previous year's location.
- No blocks of booths greater than 16 may be located in the front two-thirds of the show. Blocks of 17 booths or greater may cross aisles in the back one-third of the show. However, aisle space will be charged as booth space at the rate of \$625 per 10x10-foot space and there may be restrictions for booth move-in/move out times.
- No blocks of booths may cross aisles 100, 800, 1300, or 1900 per fire marshal regulations.
- Restrictions – Refer to page 4-5 of this document for restrictions related to booth height; booth coverings or ceilings; and booth displays obstructing the view of neighboring exhibits.

ADDITIONAL BOOTH PAYMENT INFORMATION

STANDARD BOOTH LOCATIONS

All 10x10-foot booth locations are \$870, except as denoted in the information below.

PREMIUM BOOTH LOCATIONS

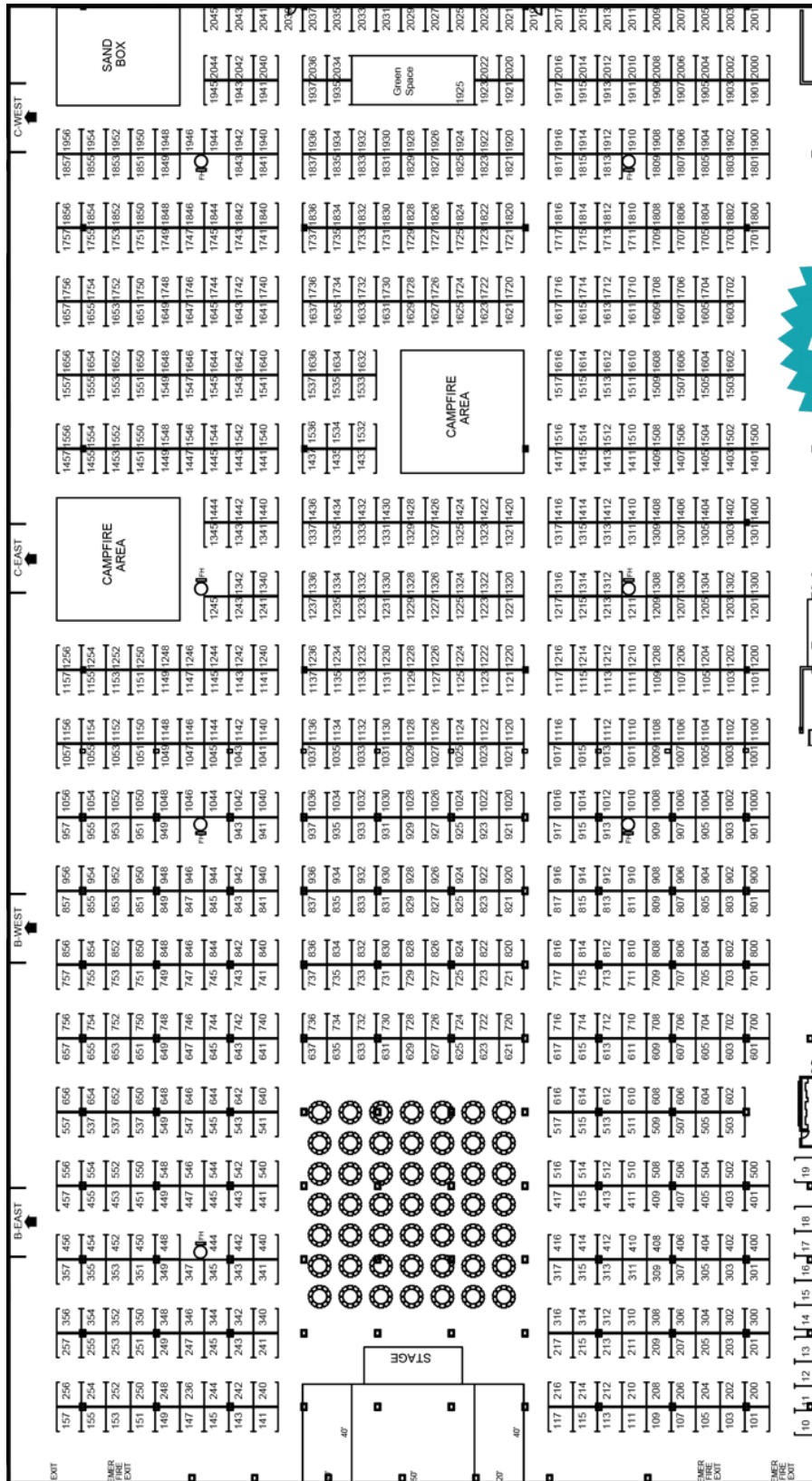
“Premium” locations are \$980 per booth. All corner booths are “premium” locations. Additional “premium” locations are those booths adjacent to green spaces, campfire areas, the sandbox, tech area, and the theatre area.

BOOTH PAYMENT FOR 9 OR MORE BOOTHS

- The first 8 standard booths rented are \$870 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are \$730 each.
- Additional booths over 16 are \$630 each.
- Here's how a company purchasing 24 booths would pay:
 - 8 standard booths @\$870 each = \$6,960
 - 8 discount booths @\$730 each = \$5,840
 - 8 super discount booths @\$630 each = \$5,040
 - Total for 24 booths = \$17,840 (In this example, the cost represents a \$3,040 savings over 24 booths at the standard rate.)
- All premium booth locations are \$980, regardless of the total number of booths purchased.
- Discounts only apply when the group of booths is assigned under a single company name.
- DEPOSIT modification: When purchasing 9 or more booths, you may choose to pay a deposit of 30% vs. the usual 60%. Exhibitors choosing this option will forfeit one-half of the deposit if cancelled prior to Oct. 16, 2020.

Northern Green 2021 Floor Layout Halls B and C

(Note: All exhibitors must adhere to the move-in schedule.)



Add your logo to the online map for \$100. Booth must include (4) 10'x10's at minimum.