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CONNECT + GROW

MINNEAPOLIS CONVENTION CENTER

JANUARY 14-16, 2020

NORTHERN GREEN

WHERE OUTDOOR PROS CONNECT + GROW

EXHIBITOR PROSPECTUS

NORTHERN GREEN BOOTH SALES

Mary Dunn, Trade Show Manager
651.633.4987
mary@northerngreen.org

Faith Jensen, Sales Representative
952-934-2891
faith@pierreproductions.com

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

DECORATOR SERVICES
Corexpo
2110 Old Highway 8 NW
New Brighton, MN 55112
Contact: Jessica Mulheron,
Exhibitor Service Representative
651-280-4935
E-mail: jmulheron@corexpo.com

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: 6,505
Average Decision-makers - 54%

- Landscape contractor - 21%
- Landscape designer - 16%
- Landscape management - 15%
- Snow plowing - 14%
- Hardscape installer - 13%
- Garden center - 11%
- Parks/Recreation - 10%
- Golf course - 8%
- Irrigation contractor - 7%
- Tree care services - 6%
- Nursery grower - 6%
- Arborist - 5%
- Sports turf - 4%
- School grounds - 4%
- Flower grower - 3%
- Gardening services - 2%
- Cemetery - 1%
- Sod grower - 1%

Note: Many attendees indicate more than one specialty.

Listen to What Past Exhibitors Are Saying About Us

"I have never had such a positive experience checking in to a show of this size. Drove in, had amazing help unloading and delivering show materials to our booth. I was blown away by how easy this was and how helpful everyone was."

"We were happy with all aspects of the show and expect to generate considerable business as a result of exhibiting."

"Leave everything as is. Great show! Hats off to the fantastic organization of the event and I was impressed with the turn-out."

"Northern Green is a great way to be in contact with the majority of our green industry clients, all in one place."

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 $865* per booth.

PREMIUM BOOTH LOCATIONS

"Premium" locations are $975* 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')

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

Exhibit Agenda

Show Hours:

- Tuesday, Jan. 14 (Preview): 4-6:30 pm
- Wednesday, Jan. 15: 10:00am – 5:00pm
- Thursday, Jan. 16: 9:00am – 4:00pm

Set-Up Hours:

- Monday, Jan. 13 from 8:00am – 6:00pm (as assigned)
- Tuesday, Jan. 14 from 8:00am - 3:00pm (as assigned)

Teardown Hours:

- Thursday, Jan. 16 from 4:01pm – 10:00pm*
- Friday, Jan. 17 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, Corexpo, in advance or on-site, or brought in by your company.
- Electricity – order through the Minneapolis Convention Center in advance or on-site.

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, 2019 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, 2019. A 15% processing fee will apply. If space is cancelled after October 16, 2019, 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 Corexpo. A mailer of additional services and prices will be sent to each exhibitor via email by Corexpo, 2110 Old Highway 8, New Brighton MN 55112, 651-917-2632.

SET-UP/TAKE-DOWN

Set up will be Monday, Jan. 13 from 8 a.m. - 6 p.m. and Tuesday, Jan. 14 from 8 a.m. – 3 p.m. TIMES WILL BE ASSIGNED BY NORTHERN GREEN. Exhibitors at Northern Green 2020 must have their display in complete form by 3:00 p.m., Tuesday, Jan. 14, 2020. Exhibitors not in place by this time may forfeit their space. Call NG for special arrangements.

- No one under age 18 is allowed in the MCC halls during set-up/take-down.
- Exhibit take-down will occur on Thursday, Jan. 16 from 4:01 p.m. – 10 p.m. and on Friday, Jan. 17 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 14-16, 2020 in Minneapolis. If you have any questions, please contact Mary Dunn at 651-633-4987, 888-886-6652, mary@northerngreen.org; or Faith Jensen at 952-934-2891, faith@pierreproductions.com

2019 NORTHERN GREEN EXHIBITORS

Stay a step ahead of your competition by signing up for 2020!

A Top Notch Equipment
A-1 Outdoor Power, Inc.
Accentual Lighting
Albert J. Lauer, Inc.
Alert Distributing, Inc.
All Stone Solutions
Alliance Outdoor Lighting/Evolution Polymeric Sand
Alliance Designer Products
Alta Falls & Pond Supplies
ALTOZ INC.
Amcon Concrete Products
American Lung Association in Minnesota
American Pressure, Inc.
American Society of Landscape Architects - MN Chapter (ASLA-MN)
ANCOM Communications Inc./Midwest Radio Rentals
Anderson Nurseries, Inc.
Anoka Technical College
Arborjet
Armada Technologies
Arrowhead Ornamentals
Association of Professional Landscape Designers - Minnesota Chapter (APLD-MN)
Astleford International Trucks
B & B Hoffman Sod Farms, Inc.
B and B Bedding, Inc.
BFG Supply Co.
Bachman's Wholesale Nursery & Hardscapes
Bailey Nurseries, Inc.
Baker Lake Nursery
Bartlett Tree Experts
Bayer Environmental Science
Bedford Technology
Belgard
Bluebird Nursery, Inc.
Borgert Products, Inc.
Bork Evergreens, LLC
Brandl Motors
Brave
Breezy Hill Nursery Inc.
Breiwick Companies, Inc.
Bridgewater Tree Farms
Brown
Bullis Insurance Agency, LLC
Burnham Companies
CST Distribution, LLC
Carlin Sales/ProGreen Plus
Carlton Plants LLC
Cast Lighting LLC
CBIZ Insurance Services
Central Lakes College
Central Landscape Supply
Central Power Distributors
Central Turf & Irrigation Supply
Central Turf Farms
Central Wisconsin Evergreens, Inc.
Century College
Century Power Equipment
Ceres Environmental Services, Inc.
Cherokee Manufacturing
Club Car Minnesota
County Materials Corp.
COWSMO, INC.
Coyote Landscape Products
Craftware
CreekSide Soils
Crest Precast, Inc.
Crop Insurance Solutions
Crysteel Truck Equipment, Inc.
Cushman Motor Co. Inc.
Custom Manufacturing, Inc.
Custom Remodelers, Inc.
Dailey Data
Dakota County Technical College, Landscape Horticulture
Dayton Bag & Burlap Co.
Dewalt Landscape Pro
Ditch Witch of Minnesota & Iowa
Dosko
Doug's Power Equipment
Duininck Golf
Dutchman Tree Spade
East Jordan Plastics
Eco Works Supply
Eden & Valders Stone
Edney Distributing Co., Inc.
Encore Landscape Lighting
EnviroTech Services, Inc.
Esch Construction Supply, Inc.
Eull's Manufacturing Co. Inc.
Evergreen Nursery Co., Inc.
Excel Turf & Ornamental
Fahey Sales Auctioneers & Appraisers
Ferguson Waterworks
Ferris Mowers
Fertimix
Firebuggz
ForeverLawn Minnesota, Inc.
Foster's, Inc.
Frost Inc.
Fury Commercial Truck Center
Gardenworld, Inc.
Gerlach Outdoor Power Equipment, Inc.
Gertens Wholesale & Professional Turf Supply
Glacial Ridge Growers, Inc.
Goodmark Nurseries, LLC
Gopher State One-Call
Great Northern Equipment
Great Plains Pergolas
Greenius by LS Training
Greenleaf Nursery Co.
GreenLife Supply
Greenscape Companies Inc.
Ground Logic
Grove Nursery Center
H&K Sports Fields
Haag Companies Inc. DBA: Magnuson Sod, Schafer Equipment, Klier's Nursery & Landscape & Concrete Center
Habitattitude
Halquist Stone
Happy Land Tree Farms, Inc.
Hartman Companies Inc.
HD Sod, Inc.
Healthy Ponds by Bioverse
Hedberg Supply
Helena Chemical
Hennepin Technical College
Herc-U-Lift, Inc.
Herfort Norby Golf Course Architects
Hiway Federal Credit Union
Hoffman & McNamara Nursery and Landscape
Hoffman Bros. Sod, Inc.
Holiday Stationstores
Hotsy Minnesota
Hunter Industries
HYBELS, Bert. R., Inc.
IndusTrack
Iseli Nursery, Inc.
Itasca Greenhouse, Inc.
J. Frank Schmidt & Son Co.
James M. King and Associates, Inc.
Jirik Sod Farm, Inc.
JME Companies/London Stone
John Deere Company
Johnson's Nursery, Inc.™
Jokela Power Equipment, LLC
JRCO
Kafka Granite, LLC
Kankakee Nursery Co.
Kasota Stone Fabricators
Keen Edge Company
Kichler Lighting
The Kissner Group
Klaus Nurseries
KLM Farms
Kubota Tractor Corp./Niebur Tractor & Equipment, Inc.
LPA Retail Systems Inc.
L.T. Rich Products
Lano Equipment, Inc.
Laurentian Monument Granite & Stone
LMN Software
Loma Vista Nursery Inc.
MIDC Enterprises
MTI Distributing, Inc.
M.H. Eby, Inc.
Magicturfs.com
Maguire Agency
Massaging Insoles
Master Mark
McCarthy Well Company
McKay Nursery Company
Metro Stoneworks
Metro Transit
Mid-Minnesota Grinding & Mulch
Midwest Groundcovers, LLC
Midwest Landscapes
Midwest Specialty Sales, Inc.
Mike's Tree Company LLC
Minnesota Department of Agriculture - Nursery & Export Unit
Minnesota Equipment
Minnesota Sodding Company
Minnesota State Horticultural Society / Northern Gardener Bookstore
Minnesota Tile & Stone
Mississippi Topsoils, Inc.
Midwest Stihl
Mobile Radio Engineering, Inc.
MONROVIA
MoonLight Illumination
The Mulch Store
Netherland Bulb Co.
Nokomis Shoe Shop
North Dakota State University; Dept. of Plant Sciences
Northern Family Farms
Northern Salt Inc.
Northland Monument
Nuss Truck and Equipment
On Site Companies
Oregon Pride Nurseries, Inc.
Ostvig Tree Care
PBI Gordon Corporation
PACE, Inc.
Par Aide Products Co.
Pave Tool Innovators
Peat, Inc.
Plaisted Companies, Inc.
Plantpeddler Inc.
Plants Beautiful Nursery, Inc.
Plehal Blacktopping Inc.
Prairie Restorations, Inc.
Prince Corporation
PRINSCO, INC.
PRO Landscape by Drafix Software
Professional Turf & Renovation
Purple Wave Auction
Quality Forklift/Quality Equipment
R.K. Nursery Products, Inc.
RDO Equipment Co.
Rainbow Treecare Scientifc Advancements
Ramy Turf Products
Red Magic Performance
Redexim Turf Products
Redheaded Woodpecker Recovery
Reinders, Inc.
Renewal by Andersen
Retail and I.T. Consulting
Rihm Kenworth
Rivard Stone
River Bend Industries
River Region Cooperative BCA Products
Rochester Concrete Products
Rock Hard Landscape Supply
Rosedale Chevrolet
S&S Tree and Horticultural Specialists
SavATree
Schaeffer's Specialized Lubricants
SCP Distributors
Serviceone Truck Equipment
Sester Farms Inc.
Shakopee Mdewakanton Sioux Community Organics Recycling Facility
SiteOne Landscape Supply
South Dakota State University
St. Francis True Value Hardware
Standard Golf Company
Star Valley Flowers, Inc.
Sterling Arbor
StoneWall Retaining Walls
Stoneworks Architectural Precast
Stuifbergen Bulb/Holland Beauty
Stumper Industries
Suburban Chevrolet
SuperAmerica
Superior Tech Products
Superior Turf Services Inc.
Sure-loc Aluminum Edging
Sustane Natural Fertilizer, Inc.
Sylva Corporation, Inc.
TCIA, Tree Care Industry Association
Techo-Bloc Midwest Corp.
Terra Dek Lighting, Inc.
The Tessman Company
The Builders Group (TBG)
The Great Game of Business
The Outdoor Greatroom Company
The Pond Company
The Rock Stone & Landscape Supply
Tillmann Wholesale Growers
Timberwall Landscape & Masonry Products Inc.
Titan Machinery, Inc.
Toro Irrigation
Touchstone Accent Lighting, Inc.
Trenchers Plus, Inc.
Tri-State Bobcat, Inc.
Truax Company, Inc.
Truck Utilities, Inc.
Turf Teq
TURFCO
Twin City Seed Co.
USDA, APHIS-PPQ
UFC Farm Supply
United Greenhouse Systems, Inc.
United Label & Sales
University of Minnesota - Crookston
University of Wisconsin - River Falls
Valley Landscape Supply
Vectorworks, Inc.
Versa-Lok Retaining Wall Systems
Versatile Vehicles, Inc./E-Z Go Golf Cars
Voigt Smith Innovation
W. Hoffman Sod Co.
Waconia Tree Farms LLC
Wagner Greenhouses, Inc.
Wandell's Nursery, Inc.
Weathermatic
Wheeler Landscape Supply
Willow Creek Paving Stones.com
Wilson's Nursery, Inc.
WinField United
Wolcyn Tree Farms & Nursery
Wolf Motors
Xcel Energy
Xylem, Ltd. / Golden Valley Hardscapes LLC
Yamaha Golf & Utility
YTS Companies
Ziegler CAT
Zlimen & McGuiness PLLC Attorneys at Law

FOR OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED:

_____

Date Received _____

Amount Received $ _____

Balance Due $ _____

Approved By _____

Date _____

NORTHERN GREEN 2020

CONTRACT FOR EXHIBIT SPACE

January 14-16, 2020 | *Minneapolis Convention Center*

p. 651-633-4987 | f. 651-633-4986
952-934-2891 | Attn: Faith Jensen | faith@pierreproductions.com
1813 Lexington Ave N, Roseville, MN 55113
www.NorthernGreen.org | info@NorthernGreen.org

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 2020 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. . . . . @ $975 = $_____

_____ Regular Booth. . . . . @ $865 = $_____

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')

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

- **Deposit must accompany contract**
- **Final payment for booths reserved due Oct. 16, 2019**
- **Full payment due for booths reserved after Oct. 16, 2019**

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 12, 2019, 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

1. For those requesting an improved booth location and those requesting premium booths, the following considerations will be given priority:
   a. Contract with deposit payment returned by April 12, 2019.
   b. Addition of new booths (However, we may not be able to accommodate all booth expansion requests.)
   c. Companies with multiple booths.
   d. Companies currently in premium space requesting a move to new premium space.

   After April 12, 2019, booths will be available on a first-come, first-served basis.
2. If you downsize your number of booths, you may forfeit your previous year's location.
3. 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.
4. No blocks of booths may cross aisles 100, 800, 1300, or 1900 per fire marshal regulations.
5. 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 $865, except as denoted in the information below.

PREMIUM BOOTH LOCATIONS

"Premium" locations are $975 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.

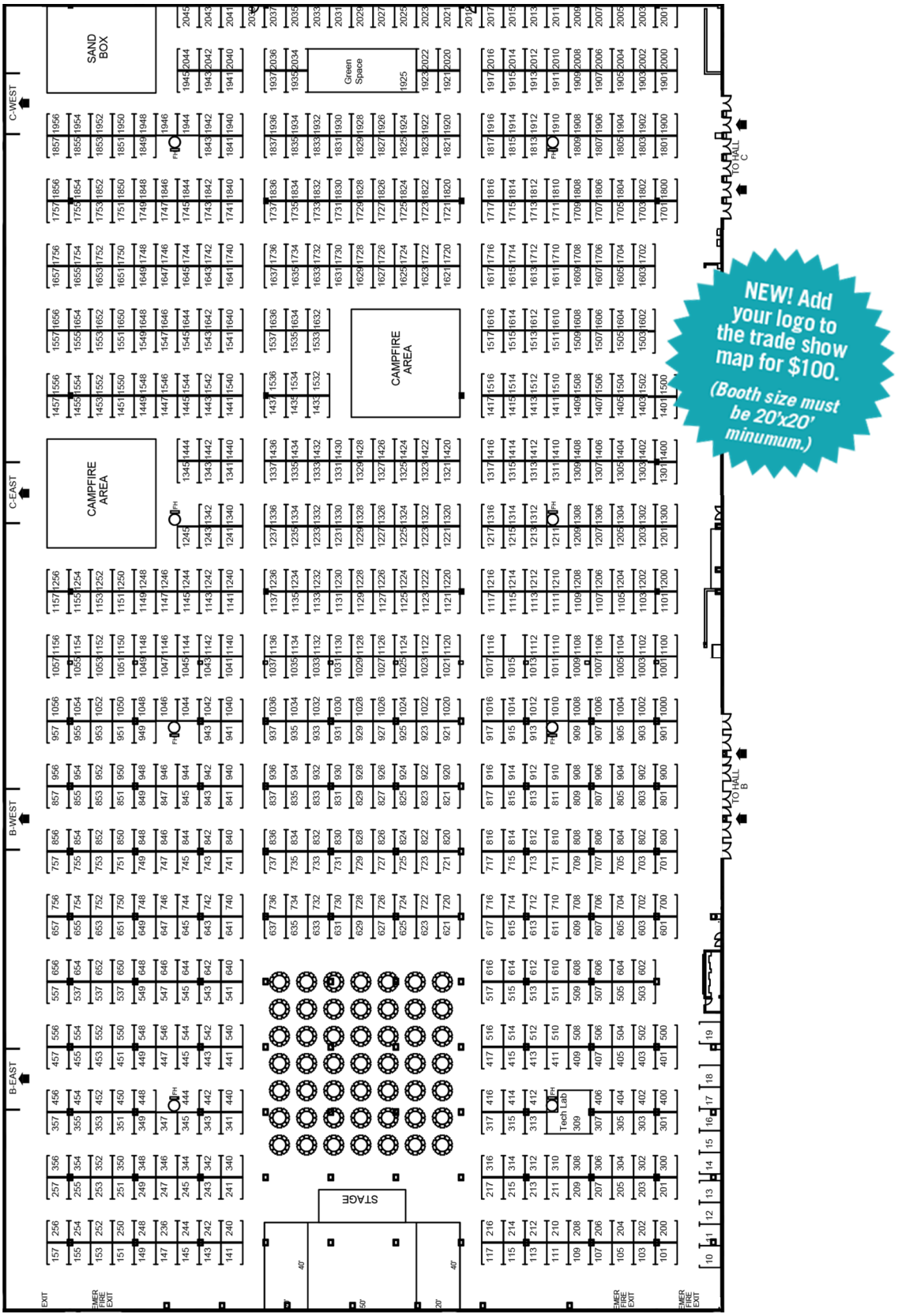
BOOTH PAYMENT FOR 9 OR MORE BOOTHS

1. The first 8 standard booths rented are $865 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are $725 each.
2. Additional booths over 16 are $625 each.
3. Here's how a company purchasing 24 booths would pay:
   a. 8 standard booths @$865 each = $6,820
   b. 8 discount booths @$725 each = $5,800
   c. 8 super discount booths @$625 each = $5,000
   d. Total for 24 booths = $17,720 (In this example, the cost represents a $3,040 savings over 24 booths at the standard rate.)
4. All premium booth locations are $975, regardless of the total number of booths purchased.
5. Discounts only apply when the group of booths is assigned under a single company name.
6. 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, 2019.

Northern Green 2020 Floor Layout

Halls B and C

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



Northern Green Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. Northern Green is hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation. Northern Green 2020 is on January 14–16 at the Minneapolis Convention Center.

NORTHERN GREEN

2020 MARKETING PACKAGES/BENEFITS *DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.*	NEW! Premier Partner		Industry Leader		Booth Traffic Driver	
	Benefit	Value	Benefit	Value	Benefit	Value
Recognition as Education Session Supporter	✓	$3,000				
Recognition as Attendee Badge Sponsor*	✓	$2,000				
Recognition as Preview Party Sponsor	✓	$999				
Logo visibility at the trade show entrance	✓	$2,000	✓	$2,000		
(25) Complimentary 2-Day Registration Passes	✓	$4,200	✓	$4,200		
Comp MCC parking pass (4 days)	✓	$300	✓	$300		
Generously Supported by logo in Advance Program	✓	$1,000	✓	$1,000		
Generously Supported by logo in Onsite Program Booklet	✓	$1,000	✓	$1,000		
Generously Supported by hotlinked logo from NG.org + App	✓	$500	✓	$500		
Generously Supported by logo in The Scoop Pre and Post	✓	$500	✓	$500		
Generously Supported by logo in Clippings	✓	$500	✓	$500		
Generously Supported by logo in Northern Green Emails	✓	$500	✓	$500		
Generously Supported by signage at Northern Green	✓	$1,000	✓	$1,000		
Generously Supported by logo in MNLA Directory	✓	$250	✓	$250		
Recognition as Keynote Speaker Supporter	✓	$999	✓	$999		
Trivia Trail Participant	✓	$375	✓	$375	✓	$375
Positioned as Northern Green Wednesday Lunch Supporter	✓	$999	✓	$999	✓	$999
Innovation and Inspiration Theater Commercial (Up to 60 sec)					✓	$599
Innovation and Inspiration Theater video acknowledgement	✓	$499	✓	$499		
Generously supported by signage in Morning Coffee area	✓	$899	✓	$899		
Ad in Advance Program					✓	$1,295
1/4 page ad in November registration print promo**					✓	$999
Ad in Onsite Program					✓	$999
Ad in all Northern Green Emails					✓	$999
Online Ad in Northern Green App/NorthernGreen.org					✓	$499
Value	$21,520		$15,521		$6,764	
Price	$10,799		$7,799		$4,899	
Package Savings	$10,721		$7,722		$1,865	
% off other Northern Green Marketing Opportunities***	25%		20%		10%	

**Must submit black & white logo art for badge sponsorship.*
***Art deadline: September 13.*
****Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Advertising.*

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MTGF minnesota turf and grounds foundation

MNLA Minnesota Nursery & Landscape Association

NORTHERN GREEN
WHERE OUTDOOR PROS CONNECT + GROW

Who Attends?

Average attendance: 6,505 **Decision-makers:** 54%

Landscape contractor	21%
Landscape designer	16%
Landscape management	15%
Snow plowing	14%
Hardscape installer	13%
Garden center	11%
Parks/Recreation	10%
Golf course	8%
Irrigation contractor	7%
Tree care services	6%
Nursery grower	6%
Arborist	5%
Sports turf	4%
School grounds	4%
Flower grower	3%
Gardening services	2%
Cemetery	1%
Sod grower	1%

Note: Many attendees indicate more than one specialty.

Marketing Opportunities (subject to change)

(Deadlines apply. For maximum visibility contact us by October 11.)

Drive Traffic to Your Booth

Conversations are key…several options exist to send attendees directly to your booth:

NORTHERN GREEN LUNCH—WED. ONLY: $999 shared
Join in providing attendees FREE lunch on Wednesday in the Exhibit Hall. Attendees will be sent to your booth to grab their lunch gift cards and your logo will appear on table tents and lunch promotions.

TRIVIA TRAIL PRIZE DRAWING: $375 (max. 10)
Be included in Northern Green's Trivia Trail! To enter drawing, attendees will be asked to stop by each Trivia Trail booth to get their question answered and card initialed. Each stop will have a prize associated with it for the drawing. $100 prize supplied by Northern Green.

FLOOR CLINGS LEADING TO YOUR BOOTH: $999 exclusive
Direct traffic to your booth with (10) 2' x 1.5' floor clings guiding a path from the main Northern Green Trade Show entrance to your booth. Clings to include logo and/or company name, booth number, and arrow.

THURSDAY DAY OF DRAWINGS: $499 (Max 4)
Attendees will be sent to sponsor booths to collect their entry form for seven hourly drawings of increasing amounts from $100 (3) to $200 (3) to $500 (1). Sure to capture attendee attention!

Drive Traffic to Your Booth & Encourage Networking

The Trade Show Preview Party is a "sneak peak" of the Northern Green Trade Show with free appetizers and cash bars. Several options are available:

EVENT SPONSOR: $999
Receive recognition in event pre-promotion, on event signage and event handouts! Receive 10 drink tickets to share with your customers. Plus, be a stop on the event's Poker Run!

EVENT SPONSOR + KEG STOP*: $1,999
Power boost your Preview Party Sponsorship by making your booth a keg stop (promoted on the event map).

KEG STOP*: $1,100
Prefer to simply be a Preview Party Keg Stop? This option is for you. Promoted on the event map.

POKER RUN: $149
Be part of the Preview Party fun by participating as a Poker Run stop to distribute playing cards to attendees Promoted on the event map.

**Includes basic keg selection – upgraded beer options are available.*

Support Event Education

Be involved in Northern Green's premier education and target your involvement to your preferred market. Participants will receive recognition with event promos, on event signage and acknowledgement from podium.

MASTER CLASS DAY—TUESDAY: $500 shared

A hyper-targeted day of training with specific tracks (for example: *Pesticide Recertification*, *PLT Irrigation*, *NCMA, Women in Leadership*, *SketchUp*, and *Weather and the Urban Landscape*). In addition to the above, participants will have the ability to distribute promotional information during the event.

CEO PREMIUM TRACK—WEDNESDAY: $650 shared (max. 2)

Supporters of this special, Wednesday track will gain exclusive access to this elusive segment of Northern Green attendees. In addition to the above mentioned benefits, participants will receive exclusive access to the CEO Lounge (containing a concierge, food/beverages, etc.) and will have the ability to distribute promotional information from the CEO Lounge.

INTERACTIVE TRACK—THURSDAY: $350 shared

Support this in-depth, hands-on education. In addition to the above, participants will have the ability to distribute promotional information during the event.

KEYNOTE SPEAKER (TWO SESSIONS INCLUDED): $999 shared

Play a role in the two Northern Green keynote addresses—one as a kick-off and one as an event closer. Typically the most well-attended sessions. (If interested in making a really big splash—options exist to work with event management to bring in a HUGE name speaker! Participation at this level will vary depending on speaker fees.)

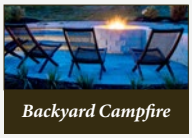
Main Floor Elements

Be a part of Northern Green's main floor excitement. Participants will receive recognition in advance promotions, and prominent recognition within the tradeshow element.

INNOVATION AND INSPIRATION THEATER: $1,999 shared (max. 2)

Expect this stage and massive screen to be a focal point of Northern Green. This is where the action will be on many levels. In addition to the above, participants will have the ability to submit a 60-second commercial to run at least 15 times during the show.

LAKESHORE CAMPFIRE: $999 exclusive
BACKYARD CAMPFIRE: $999 exclusive



Be involved in this widely successful, main floor presentation element. Participants will also receive a presentation time slot at Campfire (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name by Dec. 2. Includes the ability to distribute a small promotional item, brochure or flier from area (stocked and restocked by participant).

CLIMBER'S CORNER: $999 shared

Certified Arborists will provide tree climbing and pruning demos in this exciting vertical exhibit.

TECH LAB – DRONES! $999 shared

Check out the latest in Drone technology – helping the industry be stronger and more efficient!

ESCAPE ROOM: $999 shared (max. 4)

New last year on the Northern Green Trade Show floor…a mini-escape room! Here's your chance to sponsor a destination activity on the show floor. Approximately 150-200 attendees per day took their chances on solving the landscape/plant/golf puzzles in this unique escape room designed just for the green industry. In addition to above mentioned benefits, sponsor logos will be included in the "I escaped" photo frame.

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Inspire Industry Excellence

GREEN INDUSTRY AWARDS CELEBRATION

GREEN INDUSTRY AWARDS CELEBRATION: $1,000 shared
Join the celebration to honor MNLA & MTGF awardees following Tuesday's Trade Show Preview Party. The Celebration is held in the Innovation & Inspiration Theater on the show floor.

Sponsor Benefits: Company logo on all printed event items including invitation and program, recognition in event publicity, and sponsor recognition at the event. Plus, Receive 10 drink tickets to share with your customers.

Note: This sponsorship can be paired with a Landscape Awards Program Sponsorship at a discounted rate. Call for details.

Solidify Your Brand/Message

Maximize your booth presence and enhance your brand.

INNOVATION AND INSPIRATION THEATER COMMERCIAL: $599 (max. 6)
Have your commercial air a minimum of 10x during the show on the massive Theater screen. (Up to 60 seconds). Deadline: Dec. 2.

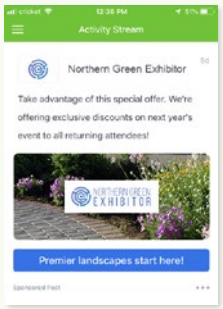
CAMPFIRE PRODUCT PITCH: $599
For those who are simply interested in having a 30-minute demonstration time during Northern Green at the Campfire. (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name no later than Dec. 2.

NORTHERN GREEN GIVEAWAY ITEM: $359 per sponsor + cost of the item
Build your brand—put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens—or daily giveaways (i.e. stress balls, notebooks, anything creative and fun!).

NORTHERN GREEN DÉCOR: $349
Various 50-square-foot areas available for plant décor/softscape display. We furnish the space, you furnish the product and design the display. "Thank You" signage provided.

Northern Green Advertising

ONLINE PACKAGE



Ad package that runs on the show's smartphone/tablet app + on its website. Great visibility on the app and on every website page (ads will rotate with other ads).

2019 Stats:
860 app downloads
17,301 app sessions
75,000+ impressions per ad
26,400 web visits

Timing:
Website: Oct. 2019–Feb. 2020
App: Nov. 2019–Feb. 2020

Specs:
Web Ad Dimensions: 600w x 100h pixels
App Post:
Artwork Dimensions: 580w x 256h pixels
Caption: 140 characters
Call to Action: 30 characters
URL: any length

Cost: $499

Deadline: For maximum visibility, contact us by Sept. 20. Ad commitments beyond that date will be placed as soon as possible.

NORTHERN GREEN E-MAIL CAMPAIGN

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

Deadline: August 30, 2019 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.
Circulation: 7,700
Average open rate: 32%
Distribution: Minimum two emails per month, Sept. through Jan.
Dimensions: 600w x 100h pixels
Cost: $999

ADVANCE PROGRAM

A detailed guide to everything Northern Green. The Advance Program will be distributed via mail as well as posted online.

Deadline: October 11, 2019
Estimated Circulation: 8,000+ (Print 6,000/Online 2,000+)
Date of Publication: Dec. 2019

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
2/3 page—$959
1/2 page horizontal or vertical—$699
1/3 page vertical or square—$499
1/4 page—$349
Preferred, non-cover placement add $99

*See Scoop info for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim for bleed 8-1/2" x 8". Bleed ¼ off.)

ONSITE PROGRAM BOOKLET

Drive traffic to your booth using this foldout map including schedules and exhibitor listing! (max. 3)

Deadline:
November 1, 2019
Estimated Circulation: 3,000
Timing of Publication: Onsite at Northern Green 2020
Dimensions: 6" x 6" (bleed off by ¼")
Live area: 5.75"w x 5.75"h
Ad Options (full color):
Outside back tile: $1,199 (limited to 1)
Full tile: $999

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