



January 4-6, 2012
Minneapolis
Convention Center

www.NorthernGreenExpo.org

Betsy Pierre
Exhibit Sales
763-295-5420
betsy@pierreproductions.com





Exhibit at the

**NORTHERN GREEN
EXPO**

January 4-6, 2012

Would you like to...

- ◆ Build sales momentum?
- ◆ Introduce your product to thousands?
- ◆ Stay in touch with your current customers?

"Northern Green Expo is the single best opportunity for us to meet with all of our customers."

- Tina Plant, Hedberg Landscape & Masonry Supply

"We can meet a lot of our customers in one place...you guys brought them to me...that's important."

-Van Cooley, Malmberg's Garden Center

"One of the best shows we can find."

- Pete Jirik, Jirik Sod Farms



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



Who Attends? Approximately 7,000

- Landscape Contractor 22%
- Landscape Designer 19%
- Hardscape Installer 18%
- Garden Center 15%
- Nursery Grower 14%
- Landscape Management 11%
- Parks & Rec/School Grounds 11%
- Golf Course 10%
- Gardening Services 9%
- Tree Care Services 9%
- Flower Grower 8%
- Arborist 7%
- Irrigation Contractor 7%
- Sports Turf 5%
- Florist 3%
- Sod Grower 2%
- Cemetery 1%

*Many indicate multiple specialties

**Your Booth Sales Representative—Betsy Pierre
Minnesota Nursery & Landscape Association**

763-295-5420 / fax-763-322-5011 / betsy@pierreprroductions.com



Important addendum to contract for exhibit space

Booth Selection Guidelines

1. First priority is given to those companies who exhibited at the 2011 Northern Green Expo.
2. For your best chance at retaining your current booth location, Expo management must receive your signed contract and paid deposit by March 15, 2011.
3. 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 March 15, 2011.
 - 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 move to new premium space.
4. If you downsize your number of booths, you may forfeit your previous year's location.
5. After March 15, 2011, booths will be available on a first-come, first-serve basis.
6. No booth is considered reserved unless a signed contract and deposit has been received.
7. These policies are in place to ensure fairness to all exhibitors.

Booth Payment

- "Premium" locations are \$860 per booth. All other 10x10 booths are \$710 except as denoted in the "9 or more booths" section to the right.
- No booths are considered rented or reserved until a 60% deposit of the total cost of all booths rented is made by check or credit card payment. After October 14, 2011, the deposit period is closed and all booths must be paid for in full.
- Invoices for final payment will be mailed to all companies on September 15, 2011. Any company that does not make final payment by October 14, 2011, will lose the rights to their previously reserved locations.

Other important guidelines

- Cancellations: Requests for cancellations can be made in writing until October 14, 2011, and full refund will be made. After October 14, 2011, no refund will be made on any booth cancellation.
- 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 only in the back one-third of the show. However, aisle space will be charged as booth space at the rate of \$450 per 10x10-foot space. No blocks of booths may cross aisles 100, 800, 1000, or 1600 per fire marshal regulations.

Booth payment for 9 or more booths

- The first 8 standard booths rented are \$710 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are \$570 each. Additional booths over 16 are \$450 each. Here's how a company purchasing 24 booths would pay:

8 standard booths @\$710 each	=	\$5,680
8 discount booths @\$570 each	=	\$4,560
8 super discount booths @\$450 each	=	<u>\$3,600</u>
Total for 24 booths		\$13,880
60% deposit	=	\$8,328

In this example, the \$13,880 total cost represents a \$3,160 savings over 24 booths at the standard rate.
- Discounts only apply when the group of booths is assigned under a single company name.
- All premium booth locations are always \$860, regardless of the total number of booths purchased.
- A 15% discount off total fee applies to qualifying association members.

All policies and guidelines are in place to ensure fairness for all exhibitors. Northern Green Expo show management will make every effort to be fair to all exhibitors when assigning space.

If you have any questions, please call 651-633-4987 or toll-free 888-886-6652.

**Northern Green Expo
1813 Lexington Ave. N.
Roseville, MN 55113**



OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED

2012 GREEN EXPO TRADE SHOW

Wednesday, Thursday, Friday • Jan. 4-6, 2012
Minneapolis Convention Center

651-633-4987 • Fax: 651-633-4986

www.NorthernGreenExpo.org • info@NorthernGreenExpo.org

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Add'l Phone _____ Fax _____

website _____ email _____

Indicate Location Preference:
(see floor plan and booth selection guidelines in informational foldover)

1st _____

2nd _____

3rd _____

Companies you want to be near:

Companies you do not want to be near:

Comments/special requests: _____

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

BOOTH RENTAL FEE (Indicate the number of 10x10 booths you require)

_____ Premium Booth @ \$860 = \$ _____

_____ Regular Booth @ \$710 = \$ _____

Volume Discount Booths

For 9 or more booths, see instructions on contract addendum

_____ @ _____ = \$ _____

_____ @ _____ = \$ _____

Subtotal \$ _____

Association Members

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

To receive discount, we will verify your membership status in one of the following organizations: MNLA, MGCSA, MPSTMA, MSA, MASMS, MAC, MTA, MTSC

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



DEPOSIT

Deposit must accompany contract • Final payment due Oct. 14, 2011
Full payment due for booths reserved after Oct. 14, 2011.

Acceptance of this application by the Northern Green Expo management constitutes a contract. We agree to abide by the rules and regulations of the 2012 Northern Green Expo Trade Show, which are printed on this page, the reverse side, and the contract addendum, and to all conditions under which exhibit space is leased to the Northern Green Expo.

Exhibitor Signature _____

FOR OFFICE USE ONLY

Date Received _____

Amount Received \$ _____

Balance Due \$ _____

Approved By _____

Date _____

Title _____ Date _____

Mail Contract to:
Northern Green Expo
Attn: Betsy Pierre
1813 Lexington Ave N
Roseville, MN 55113

Amount Enclosed: \$ _____

Check enclosed

Credit Card No. Visa MasterCard

American Express Discover

Expiration Date required																			
														Month	Year				

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 Expo (NGE) on or before October 14, 2011, it being understood that if not so paid, NGE may sell the space herein contracted for to another exhibitor. All checks for space rental fees shall be made payable to Northern Green Expo, 1813 Lexington Ave. N, Roseville, MN 55113, phone 651-633-4987, fax 651-633-4986.

SPACE RESERVATION

Applications for space should be submitted on this contract with deposit. Return all three copies to NGE. Upon acceptance, the duplicate copy of the agreement will be returned to each exhibitor and serve as his record of space assignment. No telephone reservations will be accepted. Each firm represented in the Minneapolis Convention Center must have regularly contracted for space.

CANCELLATIONS

Requests for booths may be cancelled without charge by written notice to the NGE management provided that notice is received by October 14, 2011. If space is cancelled after October 14, 2011, no return of payment will be made. It is agreed that if, for any cause which arises beyond the control of NGE, it becomes necessary to move an exhibitor to a different location, this will be made at the discretion of NGE.

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" firm name sign. Exhibitors will provide for their own booth furnishings. Booth furniture and furnishings will be available for rent at the Convention Center by Hubbell-Tyner, Inc. A mailer of additional services and prices will be sent to each exhibitor by Hubbell-Tyner, 1810 Como Ave., St. Paul, MN 55108, 651-917-2632.

SET-UP/TAKE-DOWN

Set up will be Tuesday, Jan. 3 from 9 a.m. - 6 p.m. Exhibitors at the 2012 Northern Green Expo must have their display in complete form by 8:00 a.m., Wednesday, January 4, 2012. Exhibitors not in place by this time will forfeit their space. Call NGE for special arrangements. Exhibit take-down will occur between 1:01 p.m. and 6 p.m. on Friday, Jan. 6.

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.**
- Any materials or display deemed inappropriate by NGE may be removed by the NGE management. NGE 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 should be scheduled at a time or place where they will not conflict with activities scheduled by the Minnesota Nursery & Landscape Association, the Minnesota Turf & Grounds Foundation or with the exhibition.

INSURANCE

Each exhibitor is required to be covered by Public Liability Insurance (naming the NGE/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 his 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 NGE/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 safe guarding of his goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. Neither NGE/MNLA/MTGF, its subcontractors, or 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 NGE/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. NGE/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 NGE/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.

NGE/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 NGE 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 NGE/MNLA/MTGF Executive Committee. These rules and regulations may be amended any time by the Executive Committee and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.