

Northern Green Expo Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. The Northern Green Expo, hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation, is one of the country's top industry events.



Average attendance: 7,000*

- Landscape contractor22%
 - Landscape designer19%
 - Hardscape installer.....18%
 - Garden center15%
 - Nursery grower14%
 - Landscape management11%
 - Parks/Recreation/School11%
 - Golf course10%
 - Gardening services9%
 - Tree care services9%
 - Flower grower8%
 - Irrigation contractor.....7%
 - Arborist.....7%
 - Sports turf.....5%
 - Florist3%
 - Sod grower2%
 - Cemetery1%
- *Many attendees indicate more than one specialty*

<i>Packages/Benefits*</i>			
	PLATINUM SUPPORTER \$4,500+	GOLD SUPPORTER \$3,000+	SILVER SPONSOR \$1,500+
Sponsorships	Thursday Lunch Registration	Registration	Community Center Seminar Handout
Expo Grand Prize Card- <i>attendees must stop by your booth to be entered</i>	Yes	Yes	No
Advertising Credit	\$1,595	\$700	\$350
eProgram Complimentary Ad	Yes	No	No
Expo Entrance Logo Recognition	Yes	No	No
Complimentary 3-day Expo Registrations (value \$94 per)	25	10	5
Advanced Booklet Supporter Recognition	Large Logo	Logo	Name
Onsite Booklet Supporter Recognition	Large Logo	Logo	Name
eProgram Supporter Recognition	Large Logo	Logo	Name
Hotlinked Logo from NorthernGreenExpo.org	Yes	No	No
NorthernGreenExpo.org Supporter Recognition	Large Logo	Logo	Name
Scoop Pre and Post Expo Supporter Recognition	Large Logo	Logo	Name
MTGF Clippings Supporter Recognition	Large Logo	Logo	Name
Sponsor ribbon to wear at Expo	Yes	Yes	Yes
Recognition over public address system at Expo	Yes	Yes	No
Recognition via signage at Expo	Large Logo	Logo	Name

**Must be an exhibitor to participate in packages or pay an added \$860 fee.*



MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 11

Your MNLA Marketing Contact: Betsy Pierre
763-295-5420 • betsy@pierreproductions.com

Platinum Package

\$4,500 Platinum Supporter package includes:

Thursday Expo Lunch sponsor slot

- Logo on Thursday Expo lunch ticket
- Logo on table tents in lunch area
- Logo on Thursday lunch promotions
- Thank you sign your booth

Registration sponsor slot

- Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing)
- Hotlinked Logo on registration page at Northern Green Expo.org

Logo & booth # on Expo Grand Prize Card

- Attendees must get initials from all companies on card to enter card in \$500 grand prize drawing.

\$1,595 credit to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

Complimentary full page, color ad in Expo eProgram

Recognition on the Expo's main entrance unit

25 Complimentary Northern Green Expo 3-day registrations

(\$94 per = \$2,350 value)

Recognition as a Platinum Supporter in the Advance Booklet

Recognition as a Platinum Supporter in the Onsite Booklet

Recognition as a Platinum Supporter in the eProgram

Hotlinked recognition as a Platinum Supporter at NorthernGreenExpo.org

Recognition as a Platinum Supporter in The Scoop before and after the Expo

Recognition as a Platinum Supporter in the MTGF Clippings after the Expo

Sponsor ribbon to wear at the Expo

Recognition over the public address system

Recognition via signage in a central location at the Expo

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*Your MNLA Marketing Contact: Betsy Pierre
763-295-5420 • betsy@pierreproductions.com*



Gold Package

\$3,000 Gold Supporter package includes:

Registration sponsor slot

- Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing)
- Hotlinked Logo on registration page at Northern Green Expo.org

Logo & booth # on Expo Grand Prize Card

- attendees must get initials from all companies on card to enter card in \$500 grand prize drawing.

\$700 credit to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

10 Complimentary Northern Green Expo 3-day registrations (\$94 per = \$940 value)

Recognition as a Gold Supporter in the Advance Booklet

Recognition as a Gold Supporter in the Onsite Booklet

Recognition as a Gold Supporter in the eProgram

Recognition as a Gold Supporter at NorthernGreenExpo.org

Recognition as a Gold Supporter in The Scoop before and after the Expo

Recognition as a Gold Supporter in the MTGF Clippings after the Expo

Sponsor ribbon to wear at the Expo
Recognition over the public address system

Recognition via signage in a central location at the Expo



MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 13

Your MNL A Marketing Contact: Betsy Pierre
763-295-5420 • betsy@pierreproductions.com

Silver Package

\$1,500 Silver Supporter package includes:

MNL A/MTGF Community Center Sponsor Slot

- Logo in Community Center promotions
- Logo on table tents in Community Center area
- Thank you sign your booth

Seminar Handout Sponsor Slot

- Logo on handouts page at NorthernGreenExpo.org
- Full page, color ad in each online handout

\$350 credit to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

5 Complimentary Northern Green Expo 3-day registrations (\$94 per = \$470 value)

Recognition as a Silver Supporter in the Advance Booklet

Recognition as a Silver Supporter in the Onsite Booklet

Recognition as a Silver Supporter in the eProgram

Recognition as a Silver Supporter at NorthernGreenExpo.org

Recognition as a Silver Supporter in The Scoop before and after the Expo

Recognition as a Silver Supporter in the MTGF Clippings after the Expo

Sponsor ribbon to wear at the Expo

Expo Sponsorships*

Expo Lunch

\$995 shared

Join MNLA in providing Thursday's attendees FREE lunch in the Exhibit Hall.

Receive:

- Logo/Booth # on lunch tickets
- Thank you sign for your booth
- Logo on table tents in seating area
- Logo on lunch promotions

Keynote Speaker

\$500 shared/\$1,000 exclusive

Play a major role in the most well-attended session of the Expo.

Registration

\$1500 shared / \$3,000 exclusive

Everyone needs to register!

- Drive traffic to your booth with an Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing) (50-60% of badges are mailed in advance)
- Hotlinked recognition from registration page at www.NorthernGreenExpo.org

Seminar Handouts - (online)

\$350 shared / \$1,000 exclusive

Attendees will be asked to download their handouts in advance of the Expo.

- Logo on handouts page at NorthernGreenExpo.org
- Full page, color ad in each online handout

MNLA/MTGF Community Center.

\$350 shared / \$1,500 exclusive

Sponsor the Gathering area outside Hall D entrance where there will be morning coffee and cozy seating.

Expo Giveaway

\$350 per sponsor + cost of the item.

Get creative with your personalized giveaway (Lanyards, pens, notebooks etc.)

Education on the Go Stage

\$500 shared/\$1,000 exclusive

The Expo floor's main stage!

Tree Climbing Demo

\$300 shared/\$500 exclusive

Always an exciting part of the Expo!

Green Industry Legislative Forum

\$350 shared

Support industry professionals as they convene about important Green Industry Legislative Issues.

**Must be an exhibitor to participate as a sponsor or pay an added \$860 fee.*



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Your MNLA Marketing Contact: Betsy Pierre
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Northern Green Expo Advertising

Build excitement about your company being at the Northern Green Expo – **ADVERTISE!** Distribution of all includes landscape contractors; garden center operators; golf course superintendents; nursery and greenhouse growers; school, park and cemetery grounds superintendents; landscape designers; irrigation contractors; sports turf managers, arborists; sod growers; and lawn/garden/tree professionals.

ADVANCED PROGRAM Two full page, full color ads available.

Estimated Circulation: 8,000

Timing of Publication: December 2011

Dimensions: Trim size 5.75”w x 8.75”h (From trim size, bleed off by at least .25” and keep live area at least .75” in)

Cost: \$1,595 **Deadline:** October 15, 2011

LIMITED TO
TWO
ADVERTISERS!

COMPLETE ONLINE E-PROGRAM (FLIP BOOK)

Full page, color ads available.

Dimensions: Trim size 8.5”w x 11”h (From trim size, bleed off by at least ¼” and keep live area at least 1” in)

Timing of Publication: December 2011 through Expo

Cost: \$350 **Deadline:** October 15, 2011

2011: over
4,000 visits
and 70,000
page views!

ONSITE PROGRAM BOOKLET Drive traffic to your booth!

Estimated Circulation: 5,000

Timing of Publication: Onsite at Expo January 2012

Dimensions: Outside back and full page 5.75”w x 5.75”h.

Business card 3”w x 2”h (must have border)

Deadline: October 15, 2011

Cost options (full color):

Outside back: \$1,595 (limited to 1)

Full page: \$1,195 (limited to 1)

Business card: \$350 (limited to 10)

LIMITED
SPACE
AVAILABLE!

EXPO ENEWS - E-MAIL BLASTS Nearly 5,000 Green Industry Professionals receive Expo eNews blasts with updates regarding exhibits, seminars and registration information. Limit 2 advertisers per month!

Distribution dates: Mid-October, Mid-November, Mid-December.

Circulation: Approx. 5,000

Advertisers receive:

- A hotlinked ad (230w x 192h pixel)
- Option to include a coupon section at the bottom

Deadline: 1st of month of distribution

Cost: \$495 per run



MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 15

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Expo Advertising – Continued

Expo Specials Offer on NorthernGreenExpo.org - \$350

Promote your show special via the searchable “Show Specials” page at NorthernGreenExpo.org. Included: Logo and offer (50 words maximum) - hotlinked to specified web page.

Floor Graphics - \$3,000 (available to one advertiser)

Be the only one in the path of your customers at the Northern Green Expo!

Dimensions: 2’w x 2’h

Quantity: 20 (art same on all)

Placement: Graphics will be placed on floor throughout Expo Registration/Commons area.

Escalator Clings - \$3,000 (available to four advertisers)

Take your clients to the next level at the Northern Green Expo!

Dimensions: 30’w x 24”h

Quantity: One

Placement: Inside glass of escalator between main floor and 2nd level.

Advertising TV promo options - \$799

Expo Entrance 52” TV – highlighting Expo Info and exhibitor messages. Capture attention as attendees enter Expo.

Dimensions: 1920w x 1080h (pixels) - RGB images.

Placement: Rotating 30 second static images.





2012 Northern Green Expo Advertisement Reservation Form

Please reserve the following advertisement.

Compete and fax to 763-322-5011



Company Name: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Telephone: _____ Fax: _____

Email: _____

2012 Advanced Program – Deadline 10/15/11

_____ Full Page – Full Color - \$1,595 * Limited to two advertisers
Trim 5-3/4”w x 8-3/4”h (bleed 1/4” off trim size: keep live area 3/4” inside trim)

2012 eProgram – Deadline 10/15/11

_____ Full Page - Full Color - \$350
Trim 8-1/2”w x 11”h (bleed 1/4” off trim size: keep live area 3/4” inside trim)

Check here if you would like us to use the same ad art for you as was used in the 2011 Program _____

2012 Onsite Program Booklet – Deadline 10/15/11

_____ Outside Back – Full Color - \$1,595 * Limited to one advertiser (5-3/4”w x 5-3/4”h)
_____ Inside Full Page – Full Color - \$1,195 * Limited to one advertiser (5-3/4”w x 5-3/4”h)
_____ Business Card – Full Color - \$350 * Limited to ten advertisers (3”w x 2”h)

2012 Expo eNews – Email Blasts – Deadlines 10/1/11; 11/1/11 & 12/1/11

_____ October Issue - Hotlinked Ad - \$495 * Limited to two advertiser (230w x 192h pixels)
_____ November Issue - Hotlinked Ad - \$495 * Limited to two advertiser (230w x 192h pixels)
_____ December Issue - Hotlinked Ad - \$495 * Limited to two advertiser (230w x 192h pixels)

*eNews option also includes a coupon section at the bottom should the advertiser be interested. (Please submit offer with a 50 word max description with ad art.)

2012 Expo Specials Online Offer

_____ Expo Show Special Listing - \$350 Please submit logo, URL and offer (50 words max.) with order.

2012 Onsite Advertising** – Deadline 10/15/11

_____ Floor Graphics - \$3,000 * Limited to one advertiser
_____ Escalator Cling - \$3,000 * Limited to four advertiser
_____ Advertising TV Promo - \$799 **Call to discuss specifications

Signing below constitutes agreement to the details listed above and to the MNLA General Terms & Conditions.

Authorized Signature

Date

A 5% discount is available for your ads if full payment is made with order.

Please provide your information below. *Please consider this insertion order to be your receipt.

Credit card number: _____ / _____ Expiration: _____ / _____

Call your Advertising Sales Manager with questions:

Betsy Pierre, (763) 295-5420 / fax: (763) 295-2550 / betsy@pierreproductions.com

Advertisement Insertion Order

Mechanical Requirements

All ads must be submitted electronically, on disc or via e-mail. 85 line minimum; 100 line screen recommended. No screens less than 15%; no lines thinner than 1 point.

Software: We accept art in the formats listed below. Indicate the application and version.

- QuarkXpress: Include all images used, 300 dpi, and scaled at 100%. Include all fonts (screen and printer).
- Illustrator: Make sure you “create outlines” for your text. Include all images used as separate files.
- Acrobat: Make sure ad separates properly and embed all fonts before making your pdf.
- PageMaker, Freehand or InDesign: save your files as native program files. Include all images and fonts used.
- We do not guarantee ads set in IBM formats. Save all files as EPS, and include all images and fonts used.
- Ads in Microsoft Word will be redesigned in Quark.
- We cannot accept art in Corel Draw, Microsoft Publisher, Microsoft PowerPoint or Works.
- All graphic elements, all printer and screen fonts and a printout (color separated if applicable) of your ad must accompany electronic materials.

Color: Make sure all images are black, black plus spot color or CMYK, 300 dpi. (Not RGB). Two Color - Must be color separated as a spot color (not CMYK or RGB) and color specified. All color breaks must be printed out to laser proof. Four Color - A full-color printout must be provided with all materials.

Ad creation: Ads can be designed from your supplied copy. **There is a \$30 minimum fee for ad creation.**

Send artwork to: Amy Bjellos - amy@pierreproductions.com / 612-810-7048

General Terms & Conditions

- *It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication(s), the Minnesota Nursery & Landscape Association.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1)the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for low resolution graphics in advertiser artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *The publisher reserves the right to charge for ad design services.*
- *Artwork will be kept for one year after publication and will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline.*