

2023/2024 Marketing OPPORTUNITIES



Minnesota Nursery & Landscape Association



NORTHERN GREEN



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Note: Details subject to change.

Photo from *Modern Delight* by LIVIT Site + Structure, MNLA Excellence in Planting Design Award 2023.

MNLA ADVERTISING & SPONSORSHIPS

MNLA Member Demographics

Target Minnesota’s nursery and landscape industry via MNLA—a regional leader and one of the nation’s top green industry organizations!

Membership: Approximately 1,000 companies

Landscape contractor	30%
Landscape designer	25%
Hardscape contractor.....	23%
Snow plowing services	20%
Landscape management and/or lawn care.....	20%
Business products or services.....	14%
Irrigation contractor	14%
Landscape lighting.....	13%
Garden center, retail nursery or greenhouse	12%
Professional gardening services	11%
Nursery stock grower	10%
Greenhouse and/or herbaceous grower.....	8%
Landscape, nursery, greenhouse supply center	7%
Tree care services.....	7%
Hardscape supplier.....	5%
Manufacturer.....	5%
Equipment sales or rental	5%

** Many members indicate more than one specialty*



Minnesota Nursery &
Landscape Association



2024/2025 MNLA Member Directory

Distribution of the annual MNLA Directory is in the springtime—when it is needed most! The Directory will continue to be a year-round resource, including a roster of MNLA members and a listing of key industry suppliers.

Distribution: Includes landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors, snow and ice contractors, and lawn/garden/tree professionals.

Circulation: 1,400

- Mailed with the April Scoop.
- Also distributed at various points throughout the year, via new member packets and at Northern Green.
- Link to digital version of the Directory shared in email launching the publication.
- Link included in monthly MNLA eNews and available on MNLA.biz.

Deadline: February 2, 2024

Trim Size: 8-1/2" x 11" (width x height)

Live Area: 7-1/2" x 10" (width x height)

Highly Visible, Section Lead-Ins available:

- Green Industry Contacts
- Index of Products / Services
- Members Plus

Advertising Rates – full color

Outside Back Cover	\$1,449
Center Spread	\$1,449
Inside Front Cover	\$1,389
Opposite Inside Front Cover	\$1,389
Opposite Section Lead-In	\$1,049
Inside Back Cover	\$999
Page 5, 6, 7, 8 or 9	\$999

ALL ADS ABOVE ARE FULL PAGE ONLY

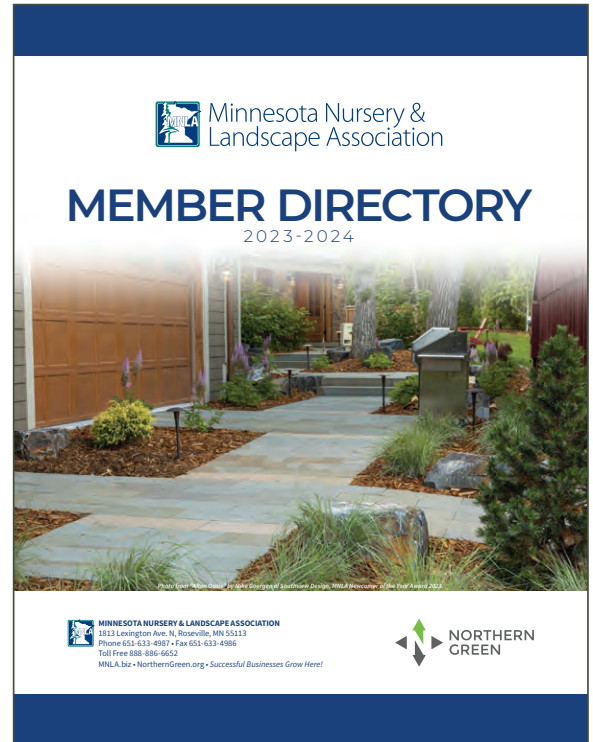
Full Page	\$819
Half Page	\$709
Quarter Page	\$579
Assigned location, add	\$169

Ad Dimensions (width x height)

Full Page	7-1/2" x 10"
Trim size for bleed*	8-1/2" x 11"
Center Spread	16" x 10"
Trim size for bleed*	17" x 11"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/4 Page	3-1/2" x 5"

*Bleeds: Bleeds allowed on full page and center spread ads only. Allow no less than 1/8" for bleed; keep live copy no less than 3/8" inside trim size. Include crop marks set at least 1/8" outside trim.

See page 5 for visual display of sizes.



BONUS

In addition to the display ad, Directory advertisers also receive:

- An enhanced listing in Members Plus section
- Company name listed under three categories in the Index of Products / Services. Categories include:
 - Equipment & Vehicles
 - Growing Supplies for Nurseries & Greenhouses
 - Hardscapes
 - Herbaceous Plants
 - Retail & Landscape Products
 - Services
 - Snow & Ice
 - Turf Products, Sod, Irrigation
 - Woody Plants

Additional categories: \$50/per category

The Scoop

MNLA's official monthly magazine reaching landscape contractors and designers; garden centers; nursery and greenhouse growers; irrigation contractors and lawn/garden/tree professionals. This is an excellent way to target your ad dollars directly to your customers.

Bonus Issues:

- January**—Available at Northern Green
- April**—Mailed with MNLA Member Directory
- September**—Double circulation
- November**—Northern Green Promo
- December**—Mailed with Northern Green Advance Program



2023/2024 FULL COLOR rates

MNLA Business Members receive a 5% discount on rates.
5% discount for full payment with order.

	1 Time	6 Times	12 Times
Center Spread	\$1,319	\$1,169	\$1,059
Back Cover	\$1,139	\$969	\$769
Inside Front or Back	\$1,139	\$969	\$769
Opposite Inside Front	\$1,139	\$969	\$769
Page 4, 7 or 11	\$839	\$749	\$679
Full	\$759	\$669	\$629
1/2 page	\$629	\$559	\$499
1/4 page	\$469	\$409	\$369
Assigned Location	+\$99	+\$89	+\$79
Advertorial (See Advertorial Guidelines)	\$1,269	N/A	N/A
Mailing Insert	\$699	N/A	N/A
Scoop Online	\$539	\$479	\$419
Hotlink from ad from Scoop Online	\$25	\$25	\$25

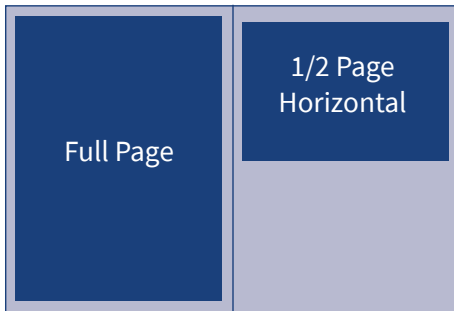
DID YOU KNOW?
We offer a 5% discount for MNLA members, and another 5% discount for full payment with order.

SIZES AVAILABLE

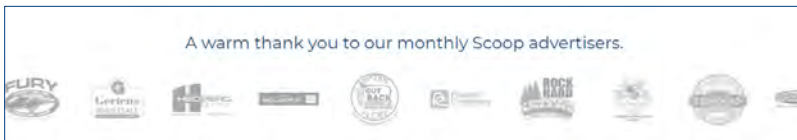
Dimensions (width x height)

Full Page	7-1/2" x 10"
Trim size for bleed*	8-1/2" x 11"
Center Spread	16" x 10"
Trim size for bleed*	17" x 11"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/4 Page	3-1/2" x 5"
Scoop Online	300 x 600 pixels

*Bleeds: Bleeds allowed on full page and center spread ads only. Allow no less than 1/8" for bleed; keep live copy no less than 3/8" inside trim size. Include crop marks set at least 1/8" outside trim.



12x advertisers receive hotlinked logo recognition on the home page at MNLA.biz during the months they run their Scoop ad.



Inserts available*: Advertiser inserts will be polywrapped and mailed with The Scoop. Insert must be no larger than a single 8-1/2" x 11" sheet of paper. May be folded. Quantity needed by the 15th of the month prior.

*Inserts not available for the January, May, July or November issue.

Deadline:

Space & Advertorial Content - The 15th of each month* (i.e. Nov 15 for January issue)

Art - The 25th of each month* (i.e. Nov 25 for January issue)

*for the issue approx. 6 weeks ahead

Press-quality PDF preferred, built from high resolution graphics, embedded fonts, and separating CMYK.

Circulation: Approximately 1,000.
(Bonus digital distribution 2,150+ via email)

Ad creation: Call for quote.

Scoop Online: An e-version of The Scoop is sent monthly to over 2,150 with a 37% open rate. Scoop Online advertisers get an ad in the announcement email** and on the online landing page.

**Hotlinked



Scoop Advertorial Guidelines

- An Advertorial is not an ad placement. The copy should not read like a brochure for your company. It is intended to be informational and/or educational on subject matter that is of interest to the audience. Advertorial content should be written in the style of an article, and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Ideas and solutions within the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that *The Scoop* magazine endorses the advertiser's organization, nor the content presented.
- The Advertorial will be designed by our designer to blend with the style and formatting of *The Scoop*, but not mimic its standard template. Labeling as "Advertorial" will follow the Federal Trade Commission's guidelines and be done in close proximity to the ad.
- Art included with the copy should avoid looking like an "ad within ad", meaning if the product itself is shown we prefer that it be shown being used as intended instead of a studio photo. No text should be added on top of the images to make them appear as advertisement itself. One small logo will be presented in the layout, placed at our designer's discretion. The number of pages used for the advertorial will be determined by the publisher, but will not be less than one.
- Submission includes text document (600-1,300-words) and images. Photos are encouraged, however we may not have space to use them all.
- Must also purchase minimum half-page ad.
- *The Scoop's* editorial staff reserves the right to contact the authors to discuss the content being developed.
- *The Scoop* magazine reserves the right to edit any material in order to maintain proper word count, grammar, tense usage, and consistency with *The Scoop's* editorial style. The publisher reserves the right to reject articles that are poorly written, inappropriate, conflict with the interests of MNLA and its members, or otherwise do not meet Federal Trade Commission guidelines.
- It is not our mission to reject advertorials and will do our best to help your company's copy meet our requirements.

MAKE A BOULDER STATEMENT

Builders make a fantastic visual statement and serve a variety of great landscaping functions. Their aesthetic appeal and incredible durability make this natural stone a great option for homeowners and landscape architects. Best of all, they require very little maintenance. Here are some important applications for the use of boulders.

Retaining Walls
Boulders are a popular option for retaining walls for a few main reasons. One important reason is the longevity of the product. You can rest assured that a boulder wall will remain in place for generations to come. They are incredibly strong building materials that are resistant to degradation over time. The other main reason is that they provide a gorgeous natural look to your property. Each boulder is unique in its look and shape. Boulder retaining walls have a classic feel, as if your feature was stampled upon during a nature hike.

Outcroppings
Outcroppings are large, rugged boulders that are flatter and more compatible for stacking. For that reason, outcroppings are a fantastic option for stone stairs, pathways,

functionality of the chosen lines and surfaces that make for easier landscape design and building. Outcroppings can also be stacked into tracks or groups of rocks that are staged in the middle of lawns surrounded by mulch, decorative rock or sand. This placement in landscape designs can mimic what you might see out in the wild, near rivers, creeks and fields.

Shoreline Restoration
Boulders are a fantastic and versatile option for shoreline applications. Maintaining a healthy shoreline can be essential as coastal erasions have to be made for erosion and water runoff to ensure healthy water systems. Boulders are a great option because they are a natural product and can withstand harsh conditions like ice heaving, heavy rains and pounding waves. They also typically meet codes and regulations surrounding lakes and waterways. The other fantastic thing about using boulders for shoreline restoration is how aesthetically pleasing they are!

Monument Stones
Boulders make an attention-grabbing statement when used for applications of providing signage or information. Whether it be welcoming you into a neighborhood development or letting you the gas and lodging at every hole of your favorite golf course, monument stones provide a regal and classy tone. If you want an element that conveys timeliness and dependability, the monument stone is a fantastic option.

Monument is rich with great boulder options such as Fieldstone, Limestone, Granite, MN Gneiss and Devon Trap to make sure you have the variety you need for your projects. CS Stone of EB River is an area leader in the sourcing of these products and has

relationships with some of the most product rich quarries in the state, in addition to working with rural farms to remove and utilize their fieldstones. The ability to be able to specifically obtain sizes to fit your particular needs is important because you don't end up with loads that are partially unusable because they don't fit your application.

Another thing to be considered when using boulders is to make sure they can be delivered with high quality equipment like a clam truck. With their claw like mechanism, clam trucks can deliver boulders in tighter spots than dump trucks and are also able to limit the amount of debris that comes in the delivery load. Even more important is that they can be significantly less damage to your property with clam delivery. Locally, CS Stone has multiple clam trucks and skilled operators that ensure quality delivery!

Boulders are an excellent way to design a truly customized outdoor space. From providing color and texture to add dimension and functionality—there's no limit to what you can achieve!

CS Stone
Shoreline Restoration, Inc.

COMMUNITY
THE GREENHOUSE COMMUNITY RESPONSE TO GERTENS FIRE

In the growing industry, a greenhouse fire is the monster hiding under your bed while you sleep. These creatures lurk in the shadows and jump out when you least expect it. It is one of those things you hear about but never think will happen to you.
— Bob Gerten

Gertens Wholesale

On a cold Minnesota Sunday evening, January 17, 2021, one of three fires broke out in a growing range at Gertens Greenhouse & Garden Center. That same became a reality. A few smoldering embers quickly transformed into towers of flames and billows of smoke.

The fire was called in by a local firefighter who happened to see the mass of black smoke above the greenhouse while driving home, after responding to another fire incident earlier that evening. He notified the fire department when any smoke detectors went off, saving precious response time. Fortunately, Lew Gerten was already on his way to the greenhouse to do a normal walk through to prepare for the large upcoming production work when the fire department alerted him of the incident. At that time, Lew got to work with his son Bob and a number of staff members to make their way to the greenhouse.

Upon arriving, Lew and Bob guided the firefighters in towards the fire, so they could begin their work.

The fire started near the greenhouse production area where the pine bark is stored. Here, in the ground house, we stage soil components to be mixed into various soil recipes for our large spring planting campaign that kicks off in January. The pine granules had to be stored inside to prevent it from being completely frozen when we need to plant. Over time, this pile had accumulated enough heat to ignite the ground and plastic poly wall nearby. That was the quick response of firefighters, first responders, and employees, less than 2% of our growing space was affected (roughly 14,000 square feet). Fortunately for our season, almost no plant material was destroyed.

We are also blessed to be a part of the close-knit greenhouse community whose response has been overwhelmingly supportive. The coming together of our greenhouse community really shines a spotlight on the generosity, care, and concern for each other – especially in times of hardship.

The coming together of our greenhouse community really shines a spotlight on the generosity, care and concern for each other, especially in times of hardship.

One of the definitions of "community" is a unified body. That was and remains clearly in place within this "growing community." While we have our own business, we remain friendly competitors, each strengthening the other. In adversity, this community came together and the rippling effects reach far beyond what we see.

Our business brings beauty and bounty to our local communities in multiple ways. 2020 was a prime example with many coming to understand the "value of being outside, growing flowers, planting trees, growing vegetables, creating natural spaces. That value expands what we see, including what we feel. Reducing stress, lowering depression and anxiety and, in fact, raising our happiness quotient. In addition, there is that impact on our physical bodies, our climate, and our natural environment. The greenhouse community provides the materials for our communities to effect change. One plant at a time.

We remain ever grateful that no one was hurt and for the response from our firefighters, police, employees, and the kindness of our greenhouse community. Because of that teamwork, what could have been devastating loss, was not. We are strengthened, we are resilient.

If you have any questions or would like to discuss the content of this advertorial, feel free to reach out to us today. Gertens Wholesale & Professional Turf Supply at cs@gertens.com or at www.gertenswholesale.com.

MNLA Digital Advertising

MNLA offers several digital opportunities to reach the industry. See next page for more.

MNLA.biz

Capture attention during the site's 47,500 annual visits!

Avg. monthly total site page views—10,700

Avg. monthly home page views—3,250

Deadline: 25th of the month prior

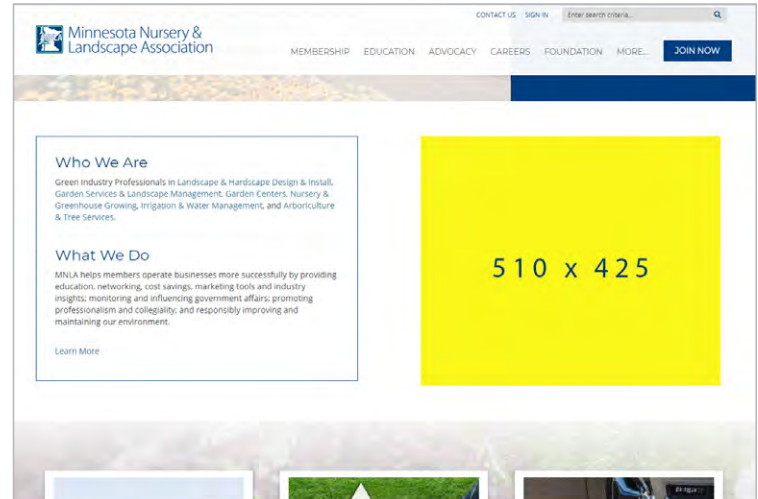
1. Display Ad – Appears in rotation on home page and throughout site.

Homepage: 510w x 425h pixels

Specifications: Submit artwork sized to 510w x 425h pixels (responsively shrinks to fit interior pages) as .jpg, .png or .gif (max. 3-second animation), no larger than 200KB.

Rate:

1x - \$329/month | 6x - \$299/month | 12x - \$279/month



Display Ad on home page (shrinks responsively to fit interior pages)

2. Home Page Slider Ad – Is an exclusive option that appears on the home page in rotation with other MNLA promotions. *Note: Sliders do not appear on cell phone browsers.*

Specifications: Include one image sized at 2000w x 900h pixels and text for a headline, a subheadline, and a button.

Photo: The focal point of the photo should be in the center, as our website shrinks and expands responsively depending on the device's screen size. The sides of the image will always show, but the top 180 pixels and the bottom 240 pixels will sometimes be cut off (see below illustration). Note that the MNLA Member Search/Certified Pro Search bar will overlay the bottom 100 pixels with a transparent blue bar on larger screen sizes (see below illustration).

- Dimensions: 2000w x 900h pixels.
- Submit a JPEG with a file size no larger than 900KB.

Text: There are three spots for text with character limitations:

- Blue text: 70 (including spaces)
- White text: 40 (including spaces)
- Button text: 12 (including spaces)

Monthly Rate:

1x-\$529

6x-\$499

12x-\$479



MNLA Digital Advertising, cont.

MNLA Exchange



Make your promotion/offer/event stand out via the monthly MNLA Exchange email (distributed to over 3,600) and the MNLA Exchange landing page at MNLA.biz!

Distributed: The last week of each month.

Deadline:
20th of the month

Open Rate:
Approx. 33%.

Specifications:
Single Spot: Submit PDF set to 8.5"w x 11"h.
Double Wide: Submit PDF set to 7.5"w x 5"h.

Rate (double wide option available [two side-by-side spots]):

1x - \$335/month (\$499 double wide)
6x - \$305/month (\$449 double wide)
12x - \$284/month (\$419 double wide)

**Intended to promote a special, discount, offer, event, or job opening.
(Visit careers.mnla.biz to post a job to the MNLA Career Center.)*

MNLA eNews

Over 3,600 industry professionals—employees and owners—receive MNLA eNews every month.

Distributed: Twice per month in the 1st and 3rd week of month. Advertiser picks which week they prefer—availability is first-come, first-serve basis.

Deadline: 25th of the month prior
Open Rate: Approx. 34%.

Banner Ad

A hotlinked image ad

Specifications: Size: 600w x 100h pixels.
(Submit art as .jpg, .png or .gif – no larger than 300KB.)

Placement Options:

Top of email (limited to 1 per month):

1x - \$407/month
6x - \$366/month
12x - \$335/month

Below content (limited to 6 per month):

1x - \$335/month
6x - \$305/month
12x - \$284/month

Paid Content

Image, title and preview of your content (which sites elsewhere - i.e. on your website).

Specifications:

Image size: 550w x 320h pixels

Text: Article title (8 words max.)
Intro text (30 words max)

Link: To provided editorial or video content.

Note:

- Content subject to approval.
- Will be posted to MNLA's social media.
- Labeled as paid content.

1x - \$399/month
6x - \$359/month
12x - \$329/month



MNLA Advertising Packages

Below are power-packed options for the advertiser looking to get maximum value and exposure – with the efficiency of a one-time package purchase!

Brand Stronghold				
Ads within	Size	Price	Frequency	Value
Scoop (hotlinked from Scoop Online)	Full Page	\$654.00	12	\$7,848.00
Scoop Content	Advertorial – Editorial Content Submission	\$1,269.00	1	\$1,269.00
Membership Directory	Full Page	\$819.00	1	\$819.00
MNLA.biz	Display Ad	\$279.00	12	\$3,348.00
Social Media Post (Facebook or Instagram)*	Text + Photo	\$279.00	12	\$3,348.00
And choose one of the below (or mix the two to total 12x)		\$284.00	12	\$3,408.00
MNLA eNews	Banner Ad			
OR				
MNLA Exchange	Block			
*Exclusive to Brand Stronghold Package buyers. Facebook - 70 words max + image (940w x 788h**) Instagram - 125 characters max + image (1080w x 1080h**)			Value	\$20,040.00
**pixels			Discounted Package Price	\$12,009.60
			Discounted Package Savings	\$8,030.40
			Discounted Member Package Price	\$11,342.40
			Discounted Member Package Savings	\$8,697.60

Brand Builder				
Ads within	Size	Price	Frequency	Value
Scoop (hotlinked from Scoop Online)	1/2 Page	\$524.00	12	\$6,288.00
Membership Directory	1/2 Page	\$709.00	1	\$709.00
MNLA.biz	Display Ad	\$284.00	12	\$3,408.00
MNLA Exchange	Block	\$279.00	12	\$3,348.00
			Value	\$13,753.00
			Discounted Package Price	\$9,364.50
			Discounted Package Savings	\$4,388.50
			Discounted Member Package Price	\$8,844.25
			Discounted Member Package Savings	\$4,908.75

Brand Enhancer				
Ads within	Size	Price	Frequency	Value
Scoop (hotlinked from Scoop Online)	1/4 Page	\$394.00	12	\$4,728.00
Membership Directory	1/4 Page	\$579.00	1	\$579.00
MNLA.biz	Display Ad	\$284.00	12	\$3,408.00
MNLA Exchange	Block	\$279.00	12	\$3,348.00
			Value	\$12,063.00
			Discounted Package Price	\$7,843.50
			Discounted Package Savings	\$4,219.50
			Discounted Member Package Price	\$7,407.75
			Discounted Member Package Savings	\$4,655.25

MNLA Education

Opportunities Include*:	Targeted (May mix and match live and online)			
	Business Driver \$1,499	Education Supporter \$999	Seminar/ Tour \$999	Webinar/ Online Class \$999
Logo acknowledgement via signage at all live Seminars/Tours	✓	✓		
Logo acknowledgement on all printed Seminar/Tour/Webinar brochures	✓	✓		
Logo acknowledgement on all Seminar/ Tour/Webinar registration confirmations (hotlinked)	✓	✓		
Logo acknowledgement on pre-roll as attendees enter Webinar	✓	✓		
Verbal acknowledgement at all Seminars/Tours/Webinars	✓	✓		
Logo acknowledgement in <i>The Scoop</i> on Events Page	✓	✓		
Logo acknowledgement with Seminar/Tour/Webinar info at MNLA.biz (hotlinked)	✓	✓		
Logo acknowledgement from thank-you email to be sent following Webinar experience	✓	✓		
Choice of 3 Seminars/Tours to have either 1) a table top display space or 2) a chance to address the attendees for a period of 5 minutes (max) **	✓		✓	
Choice of 3 Seminars/Tours/Webinars/Online Classes to receive one registration. <i>Registration will not apply for certification/testing events.</i>	✓		✓	✓
Choice of 3 Seminars/Tours/Webinars/Online Classes to receive an attendee mail list for a single post-event mailing	✓		✓	✓
Choice of 3 Seminars/Tours to distribute one promotional item to event attendees at event registration/check in desk (i.e. brochure, pen, etc.)	✓		✓	
Choice of 3 Webinars/Online Classes for a 30 second commercial to air at beginning or at reconvening after a break.				✓
Choice of 3 Webinars/Online Classes for logo acknowledgement on title slide.				✓

*Deadlines apply **When possible

INDIVIDUAL SPONSORSHIPS AVAILABLE—CALL FOR OPTIONS!

MNLA offers premier seminars, tours and webinars throughout the year. Opportunities exist to show support and to market via these functions.



New Member Packet Insert

Be among the first to greet new MNLA members as they learn about what is available to them via MNLA and the industry that surrounds us. Your information will be included in all New member Packets mailed for a twelve month period.

Quantity: approximately 170-190 per year

Specifications: Inserts supplied to MNLA – A supply of 200. No larger than a single 8-1/2” x 11” sheet of paper. May be folded.

Rate: \$499/year



MNLA Networking Events

MNLA Networking Events are created for members to build professional relationships, to share and hear great ideas, and to increase visibility in the industry. Event sponsors will receive visibility in event promotions, with event registration information, and in event follow-up coverage. They will also receive onsite event sponsor acknowledgement when possible. Contact us for opportunities and details on upcoming events!

Examples of past events:

- Saints Game
- Riverboat Cruise
- Topgolf

Call for current options!

Rate: \$250/event



Widmer Golf Tournament

The Widmer Golf Tournament is a long-time favorite, fun, fundraising event! Be seen as a leader in the industry, supporting industry research and education.

Event Date: July 19th

Sponsor Deadline: June 30th

Location: Crystal Lake Golf Club, Lakeville

Sponsors Receive:

- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.



Sponsorship Opportunities (2023 info—may change slightly for 2024):

Hole (18 available)	\$300
Specify Hole + \$100	\$100
Prize for Champion Team	\$550
Prize for 2nd Place Team	\$450
Prize for Last Place Team	\$450
Contest Hole	\$450
<i>(Longest Drive, Closest to Pin, Longest Putt, Hit the Keg)</i>	
Breakfast & Mega Putt Kickoff	\$750 exclusive, \$300 shared
Super Ticket Cash Prize Drawing	\$250 shared
Drink Ticket & Beverage Cart	\$550
Golf Carts	\$550
Golf Balls*	\$150
Golf Tee Bag*	\$150
Lunch	\$850 exclusive, \$300 shared
AM Bloody Mary/Juice Bar (up to 100 drinks)	\$250 shared / \$500 exclusive

**In addition to sponsor fee, the sponsor supplies the item.*

MNLA Shootout

The MNLA Shootout Sporting Clays Tournament is a unique and fun opportunity to gather with your fellow professionals to raise money for scholarships.

Event Date: September 20th

Sponsor Deadline: August 30th

Location: Game Unlimited Hunting Club, Hudson, WI

Sponsors Receive:

- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.



Sponsorship Opportunities (2023 info—may change slightly for 2024):

Station Sponsor (17 available)*	\$300 (Specify station: +\$100)
Prize for Champion Team	\$375
Prize for Champion Individual	\$250
Happy Hour & Awards	\$1,000 exclusive/\$400 shared
Lunch Sponsor	\$1,000 exclusive/\$300 shared
Super Ticket Cash Prize Drawing	\$250 shared
Special Game Sponsor (4-5 games available)	\$250/per game
Refreshments on Course	\$325 shared

**Stations may double up depending on course.*

Presenting Sponsorship Opportunity!

\$2,500 per event or \$4,500 for both.

- “Generously Supported by” logo recognition in event promotions and communications.
- “Generously Supported by” logo recognition on event signage in main gathering area.
- Opportunity to “kick off” event with a few words.
- Opportunity to share a max. 2-minute video at social function (Widmer only).
- Opportunity to provide a single promotional item for participants to grab as they check in.
- A Hole and/or Station sponsorship.
- Opportunity to address attendees at social function following event.

MNLA Government Affairs Sponsorship Opportunities



MNLA guides the industry towards a strong presence at the Capitol, and we are proud to enjoy an active and engaged member base in the area of Government Affairs. We invite MNLA members and other industry stakeholders to consider supporting MNLA legislative efforts with a sponsorship.

LEGISLATIVE ACTION CENTER AT NORTHERN GREEN

An opportunity at Minnesota's largest green industry gathering to learn about our most important legislative issues.



Timing: January
Cost: \$399 (shared)

Sponsor Benefits*:
Company recognition:

- In pre-promotion of element.
- Via sponsor signage at the element.



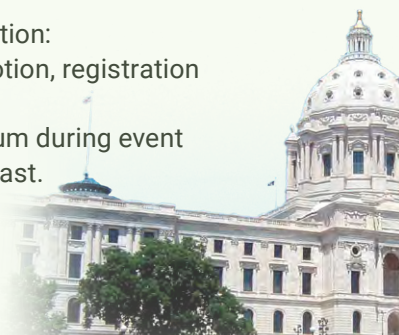
DAY ON THE HILL

Created to bring the industry's voice to lawmakers, this is a day filled with MNLA member visits at the Capitol and/or online to discuss major industry issues and initiatives.

Timing: March
Cost: \$399 (shared)

Sponsor Benefits*:
Company recognition:

- In event promotion, registration and follow up.
- From the podium during event kick-off breakfast.
- At end-of-day Happy Hour.



END-OF-SESSION CELEBRATION

A wrap up to the year's session and an opportunity to thank those in the industry who got involved, as well as government officials who helped champion our cause.



Timing: June
Cost: \$399 (shared)

Sponsor Benefits*:
Company recognition:

- In event promotion and follow up.
- From the microphone during the Celebration.
- Via sponsor signage at the event.

GROW RESULTS PACKAGE

Sponsors may elect to participate in all three Government Affairs Sponsorship Opportunities at the reduced package rate of \$999.

Cost: \$999 (a \$198 savings)

As a BONUS – Grow Results Packages include visibility in the MNLA Government Affairs eNews and at MNLA-organized Town Hall Forums.

Bundle & Save!

Prefer to make a private donation? Contact Felipe Illescas at felipe@mnl.biz or 651-633-4987.

Note: *Deadlines apply.

MNLA Sponsorship Packages

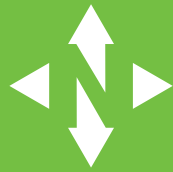
Interested in showing maximum support while also being budget-wise? Check out these time and money saving packages!

Leading Edge Supporter				10% DISCOUNT
Sponsorship Elements	Participation			Value
MNLA Education	Business Driver			\$1,499.00
MNLA Networking	One Event			\$250.00
Widmer Golf Outing	Hole			\$300.00
MNLA Shootout	Station			\$300.00
Government Affairs	Grow Results			\$999.00
			Value	\$3,348.00
	Discount Package Price			\$3,013.20
	Discount Package Savings			\$334.80

True Supporter				10% DISCOUNT
Sponsorship Elements	Participation			Value
MNLA Education	Education Supporter			\$999.00
MNLA Networking	One Event			\$250.00
Widmer Golf Outing	Hole			\$300.00
MNLA Shootout	Station			\$300.00
Government Affairs - pick one				\$399.00
Legislative Action Center at Northern Green				
Day on the Hill				
End-of-Session Celebration				
			Value	\$2,248.00
	Discount Package Price			\$2,023.20
	Discount Package Savings			\$224.80

As details for the 2024 MNLA Awards Program and/or 2024 Green Industry Awards Celebration at Northern Green become available - sponsor package participants will be able to add sponsorships in these areas to their packages and will receive a 10% discount on the sponsorship selected.

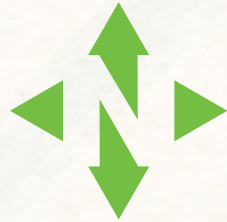




NORTHERN GREEN

ADVERTISING & SPONSORSHIPS

A NEW Northern Green—the largest industry trade show and educational conference in the region—is coming to St. Paul in January 2024! Thousands of industry professionals representing multiple industry segments will converge to connect and grow!



NORTHERN GREEN

2024

JANUARY 23–25

EXHIBIT DATE: JAN. 24

St. Paul RiverCentre

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

Who Attends?

Average Registered Attendance: 5,000
2023 Attendees by Industry Segment (Decision-makers: 58.8%)

Landscape Contractor.....	20%	Golf Course	9%
Snow & Ice Management.....	18%	Nursery Grower	9%
Landscape Designer.....	17%	Tree Care Services	9%
Landscape Management	16%	Irrigation Contractor.....	8%
Parks/Recreation	16%	Flower Grower.....	6%
Garden Center.....	15%	Sports Turf	5%
Hardscape Installer.....	14%	School Grounds.....	4%
Gardening Services.....	14%	Sod Grower.....	1%
Arborist.....	11%	Cemetery.....	1%

Note: Many attendees indicate more than one specialty.



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 • betsy@pierreproductions.com

Northern Green Packages



2024 MARKETING PACKAGES/BENEFITS Deadlines apply. For maximum benefit, contact us by July 1.	Top-Tier Partner		Support Leader		Business Builder	
	Benefit	Value	Benefit	Value	Benefit	Value
Choice of 1 Village for Premium Village Sponsorship (see next page for benefits)	✓	\$4,999				
Choice of 1 Village for Supporting Village Sponsorship (see next page for benefits)			✓	\$2,999		
20 drink tickets to distribute from your booth to be redeemed at the concession/bar areas	✓	\$230				
CHOOSE: Recognition as Attendee Badge Sponsor* (max. 2) OR 30-60 second commercial during Keynote Preroll (max. 2)	✓	\$2,000				
Comp RiverCentre 4-Day Dock Pass (available to first four Top-Tier Partners - after, one parking pass per day in ramp)	✓	\$300				
50 trade show only passes to distribute to customers or use for your team	✓	\$2,250	✓	\$2,250		
Generously Supported by logo in Program	✓	\$1,000	✓	\$1,000		
Generously Supported by hotlinked logo from NG.org	✓	\$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		
Logo on Hanging Banner in Main Lobby	✓	\$2,000	✓	\$2,000		
Generously Supported by logo in MNLA Directory	✓	\$250	✓	\$250		
Recognition as Keynote Speaker Supporter (both days)	✓	\$999	✓	\$999		
Generously supported by logo on Program Update distributed onsite	✓	\$499	✓	\$499		
Bingo Booth Traffic Driver Participant	✓	\$379	✓	\$379	✓	\$379
Positioned as Northern Green Block Party Supporter	✓	\$2,999	✓	\$2,999	✓	\$2,999
Acknowledgment as sponsor in Northern Green App	✓	\$399	✓	\$399		
Generously Supported by logo on Entrance Door Cling in Main Lobby	✓	\$1,500	✓	\$1,500		
Full Page Ad in Program					✓	\$1,295
1/4 page ad in November registration print promo**					✓	\$999
1/2 page ad on Program Update Distributed Onsite***					✓	\$999
Northern Green Email Campaign Ad					✓	\$999
NorthernGreen.org Ad					✓	\$599
Digital Swag Bag					✓	\$349
Value		\$21,804		\$17,274		\$8,618
Price		\$11,499		\$8,499		\$5,499
Package Savings		\$10,305		\$8,775		\$3,119
% off other Northern Green Marketing Opportunities****		25%		20%		10%

*Maximum two badge sponsors. Submit black & white vector logo. Logos do not appear on exhibitor badges.

**Registration Print Promo art deadline: September 8. 3.5" w x 5" h full color art.

***Program Update art deadline: December 15. 7.5" w x 5" h full color art.

****Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Clings nor Advertising.



Village Education Day Sponsorship Packages

Village Education Days will bookend Wednesday's Northern Green Trade Show with four industry-specific Villages meeting Tuesday and four meeting Thursday. Actively target your customer by supporting their Village! Northern Green 2024's eight Villages are:

TUESDAY



THURSDAY



VILLAGE SPONSOR BENEFITS (Sponsor chooses Village to apply sponsorship.)	Premium Sponsor (max 3/Village)		Supporting Sponsor	
	Benefit	Value	Benefit	Value
Logo on Village giveaway distributed to participants	✓	\$999		
Opportunity to participate as host/moderator for the day (may be shared)	✓	\$999		
Tabletop presence in Village classroom (if desired)	✓	\$499		
Opportunity to provide an email message to all Village participants post-event (Text and images only - subject to approval.)	✓	\$999		
Opportunity to show a 30 sec. commercial 1x during Village educational experience	✓	\$999		
2 complimentary registrations to sponsored Village*	✓	\$458		
Host a display in the Village gathering area in Main Lobby	✓	\$999		
Recognition in Village promotions	✓	\$499	✓	\$499
Logo on signage at entrance to classroom	✓	\$499	✓	\$499
Recognition from the podium during the day	✓	\$799	✓	\$799
Logo visibility at Village social function (note: may be combined with other Villages)	✓	\$549	✓	\$549
Lunch sponsor	✓	\$599	✓	\$599
Large banner logo recognition in the Hall of Village Education	✓	\$999	✓	\$999
Logo in registration confirmation to participants	✓	\$599	✓	\$599
Opportunity to set one swag item at each Village participant chair**	✓	\$299	✓	\$299
Logo recognition in post-event survey	✓	\$299	✓	\$299
Recognition in the Northern Green app	✓	\$599	✓	\$599
Logo recognition in Village Gathering area in Main Lobby	✓	\$699	✓	\$699
Value		\$12,391		\$6,439
Price		\$4,999		\$2,999
Package Savings		\$7,392		\$3,440

*Deadline of December 20 to submit registrant names.

**Sponsor provides item.



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager
763-295-5420 • betsy@pierreproductions.com

Marketing Opportunities (subject to change)

Deadlines apply. For maximum visibility contact us by July 1. Those participating with these Marketing Opportunities must have an exhibitor presence (or pay added \$870 fee). Sponsors receive logo recognition in pre-promotion and at event.

À La Carte Options

NORTHERN GREEN TRADE SHOW BLOCK PARTY - \$2,999 (SHARED)

Join in hosting the official Northern Green Trade Show Block Party in the RiverCentre Ballroom. Sponsor will have a designated "house on the block" with large/prominent logo recognition, food nearby and a fun lawn game to engage and entertain (if preferred, sponsor can provide game OR Northern Green will supply).

KEYNOTE SPEAKERS - \$699 FOR TUESDAY OR THURSDAY; \$999 FOR BOTH DAYS (SHARED)

Lead the way into a day filled with targeted education and networking! Both Village Education Days at Northern Green will kick off with an exciting, large gathering of the day's village participants for a keynote address.

VILLAGE GATHERINGS/SOCIAL FUNCTIONS - \$549 PER (SHARED)

Note: Choose 1 or more, some villages may be combined. A single fee would apply for combined functions.

Focus on your customer base while encouraging camaraderie, friendship, mentorship, and fun! Be involved in the group gatherings/socials that will end each Village Education Day.

- Landscape/Hardscape Contractor
- Landscape Design/Landscape Architecture
- Golf
- Water/Irrigation
- Turf, Grounds, & Snow Management
- Professional Gardening Services
- Garden Center/Grower
- Tree Care/Arborist

WIFI SPONSOR - \$1,999 (EXCLUSIVE)

Create an impression by putting your logo on the WiFi splash screen visitors have to go through to join the facility's WiFi. Sponsor gets naming rights for the event's WiFi network (within character limits).

PRE-CONFERENCE SESSIONS - \$529 (SHARED)

Back green industry continuing education by supporting PLT Relicensure and Pesticide Recertification workshops available on Monday, January 22 at the Northern Green venue.

MANAGEMENT PATH - \$349 FOR BOTH DAYS (SHARED)

Foster industry business skills. An alternate option for all Village Education Day participants – a track of business management classes will run throughout the day and will be available for all attendees from all villages.

BINGO BOOTH TRAFFIC DRIVER - \$379 (MAX 16)

Our annual booth traffic driver games have always been popular among exhibitors. Participants will fill their bingo card out as they visit exhibitors throughout the day. A cover-all gets prize drawing entry. Drawing to be held at the Trade Show Block Party.

NORTHERN GREEN GIVEAWAY ITEM - \$369 PER ITEM + COST OF ITEM

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



Trade Show Elements

TRADE SHOW BARS - \$999 FOR BOTH BARS (SHARED)

Socializing is a Northern Green tradition – enjoy a presence in the trade show beyond your booth as attendees gather.

STAGE SPONSOR - \$999 (SHARED)

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

PRODUCT PITCH - \$599 (MAX 2)

Take the trade show stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A)

COFFEE CAFÉ - \$699 (SHARED)

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

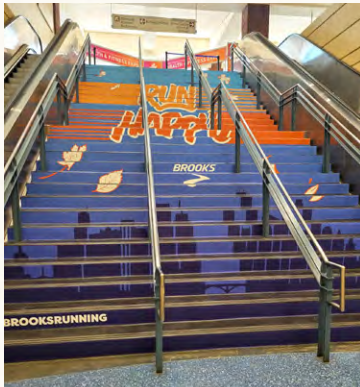
GENIUS BAR - \$699 (SHARED)

Be part of this new attendee resource – an option for visitors to stop in and ask the genius all of their burning questions!



Clings!

Cling advertiser sends art at 100 ppi for production. Art deadline for clings: December 1.



TRADE SHOW STAIR "RISE" CLING (6"H X 190"W)

29 CLINGS - \$3,999
15 CLINGS - \$2,999 (EXCLUSIVE)

Make a VISUAL IMPACT filling the stairs leading to/from the tradeshow with your image/brand!

FLOOR CLINGS (46" X 46") - \$1,999 (EXCLUSIVE)

Three strategically placed, Main Lobby clings. Two near down/up escalators to the 2nd floor (location of Village education and Block Party) and one at the top of the escalators/stairs leading to the trade show main entrance.

TRADE SHOW FLOOR CLINGS (1.5' X 1.5") - \$1,999 (MAX. 2)

Ten floor clings leading the way from the trade show entrance to your booth!

ESCALATOR CLINGS – MAIN LOBBY (18" CIRCLES) - \$1,999 (EXCLUSIVE)

Fourteen circle clings lining the glass of the down/up escalator to the 2nd floor (location of Village education and Block Party). On bank closest to registration/trade show entrance.

ESCALATOR CLINGS – TRADE SHOW (18" CIRCLES) - \$1,999 (EXCLUSIVE)

Fourteen circle clings lining the metal surface of the down/up escalators to the trade show entrance.

Combo Clings

TWO (2) ESCALATOR WINDOW CLINGS (3' X 3') & FOUR (4) MAIN LOBBY FRONT WINDOW CLINGS (2' X 2') - \$1,299 (EXCLUSIVE)

Varied visibility with two well-placed window clings at entrance to up escalators leading to the 2nd floor (location of Village education and Block Party) PLUS four clings along the Main Lobby front windows.



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Northern Green Advertising

NORTHERN GREEN E-MAIL CAMPAIGN

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

Bonus morning emails Tuesday, Wednesday and Thursday of Northern Green. Be visible when attendees are engaged with the event!

Deadline: August 25 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 6,700

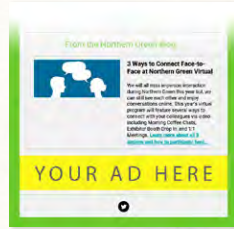
Average open rate: 34%

Distribution: Minimum two emails per month, Sept. through Jan.

Dimensions: 600w x 100h pixels

Cost: \$999

*New art may be submitted monthly by the 25th of the month prior.



NORTHERN GREEN PROGRAM

All things Northern Green will be detailed in the event Program. Distributed digitally and via mail prior to the event AND available for attendees to grab at the event!

Deadline: October 6

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

Ad Options*(full color):

Outside Back Cover—\$1,595

Inside or Opposite Inside Front Cover (Full)—\$1,595

Center Spread—\$2,199

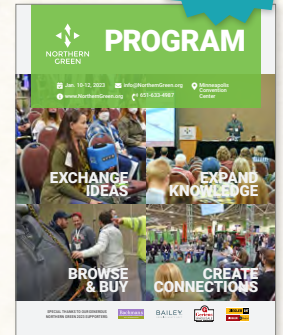
Full page—\$1,295

1/2 page horizontal or vertical—\$699

1/4 page—\$369

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 8-1/2"w x 8"h. Bleed 1/8" off. Keep live area 3/8" inside trim. Include crop marks set at least 1/8" outside trim.)



NORTHERNGREEN.ORG AD

82% of attendees surveyed say they use the website prior to attending - great visibility on every page of the website (ads rotate with other ads)

2023 Stats:

12,500 impressions per ad
31,000 visits to site

Timing: Oct. 2023–Feb. 2024

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

Cost: \$599

Deadline: For maximum visibility, contact us by Sept. 19. Ad commitments beyond that date will be placed as soon as possible.



DIGITAL SWAG BAG

Deadline: December 15

Provide your best offer in our "Thanks for attending!" email the week following Northern Green. Ad will appear both in email and on the Post-Northern Green Swag Bag landing page at NorthernGreen.org/SwagBag.

Specifications: Submit PDF set to 8.5"w x 11"h. (If desired, submit additional .jpg or .png. for email/webpage at 300w x 388h pixels.)

Cost: \$349 (max. 8)

2023 open rate: 55%

Circulation: Emailed to all Northern Green participants

