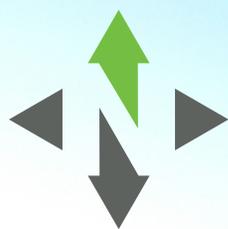


ADVERTISING & SPONSORSHIPS



NORTHERN GREEN OUTDOORS

October 8, 2024, 9:00am-4:00pm

Aldrich Arena + Grounds, Maplewood

Includes an outdoor trade show and interactive, hands-on education for these Northern Green villages!



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

We are expecting green industry professionals from these segments:

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: Expected attendance breakdown to be similar to January's Northern Green event (shown here). Many attendees indicate more than one specialty.

Marketing & Sponsorship Opportunities (subject to change)

Deadlines apply. For maximum visibility contact us by April 15.

Those participating with these Marketing Opportunities must have an exhibitor presence (or pay fee equivalent to price of one booth).

Sponsors receive logo recognition in pre-promotion and at event.



NORTHERN GREEN OUTDOORS

MAJOR EVENT SPONSOR - \$2,999

Position yourself as an industry leader with a major sponsorship of Northern Green OUTDOORS.

Benefits include:

- Generously Supported by logo in Program
- Generously Supported by hotlinked logo from NG.org (June-event)
- Generously Supported by logo in The Scoop
- Generously Supported by logo in Clippings
- Generously Supported by logo in Northern Green OUTDOORS Emails
- Generously Supported by logo on onsite signage
- Acknowledgment as sponsor in Northern Green OUTDOORS App
- Participation in Fishing Booth Traffic Driver
- Positioned as Northern Green OUTDOORS Reception Supporter
- Sponsor recognition for your Village of choice

SUPPORT YOUR VILLAGE(S) - \$999 PER VILLAGE (SHARED)

Focus on your customer base while encouraging camaraderie, friendship, mentorship, and fun! Each industry village will enjoy at least one interactive, educational activity!

NORTHERN GREEN OUTDOORS END OF DAY RECEPTION - \$699 (SHARED)

Encourage industry networking - support this final event of Northern Green OUTDOORS!

FISHING BOOTH TRAFFIC DRIVER - \$379 (MAX. 16)

Always popular among exhibitors - be included in this traffic driver as attendees go fishing for prizes by stopping by participating booths! Drawings to be held at the end-of-day reception.

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

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

STAGE SPONSOR - \$699 (SHARED)

Capture attention by sponsoring the event's indoor stage where all eyes will be at various times throughout the day! Sponsor may submit a commercial to air five times on the stage screen (max. 60 seconds / .mp4 file required).

PRODUCT PITCH - TWO OPTIONS, \$699 PER

Choose between:

1. Take the event stage and highlight your product/expertise with a 30-minute session (20-minute presentation/10-minute Q&A) - MAX. 1

OR

2. Host a 30-minute session from your booth to be officially included in the event's schedule and promoted from the event Program. - MAX. 2

STUDENT DAY SPONSOR - \$499 (SHARED)

Help bring in buses of high school students to learn about the green industry! Your sponsorship will assist with transportation and lunch for students and offer the opportunity to interact with the students the day of the event.



Northern Green OUTDOORS Advertising

Package price for all three \$2,199*!

OUTDOORS E-MAIL CAMPAIGN

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

Deadline: For maximum visibility, contact us by April 15. Ad commitments beyond this date will be placed as soon as possible.

Circulation: 6,700

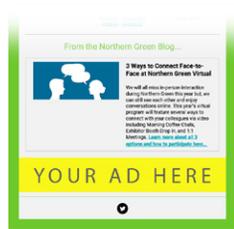
Average open rate: 34%

Distribution: At least one email per month, June-October. Bonus email morning of Northern Green OUTDOORS!

Dimensions: 600w x 100h pixels

Cost: \$899

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



OUTDOORS PROGRAM

All things Northern Green OUTDOORS will be detailed in the event Program. Distributed digitally prior to the event and available onsite for attendees to grab!

Deadline: July 15

Estimated Circulation: Print - 1,200 (with bonus digital distribution prior to event on website and via emails).

Ad Options (full color):**

Outside Back Cover—\$1,199

Inside or Opposite Inside Front Cover (Full)—\$1,199

Front Cover 1/3 page horizontal—\$1,199

Full page—\$999

1/2 page horizontal or vertical—\$499

1/4 page—\$299

Preferred, non-cover placement add \$99



NORTHERNGREEN.ORG AD

Great visibility on every page of the website (ads rotate with other ads)!

Timing: June–event

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

Cost: \$599

Deadline: For maximum visibility, contact us by May 15. Ad commitments beyond this date will be placed as soon as possible.



*Package includes full page in Program.

**See Scoop info for ad dimensions with the exception of the Front Cover 1/3 page horizontal which is 8.5" w x 3.75" h (plus 1/8" bleeds on both sides and bottom).



October 8, 2024, 9:00am-4:00pm

Aldrich Arena + Grounds, Maplewood



Your Northern Green OUTDOORS Marketing Contact:
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