

# GREEN & GROWIN' 16



**Marketplace Tradeshow**  
**January 14 – 15, 2016**

**Greensboro Coliseum, Greensboro, NC**

**GET GREAT NOW.**  
 Exhibit at Green & Growin' 16 today!

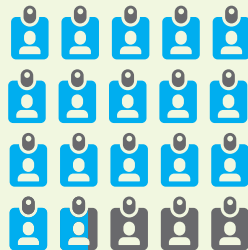


Cost of Booth per Attendee



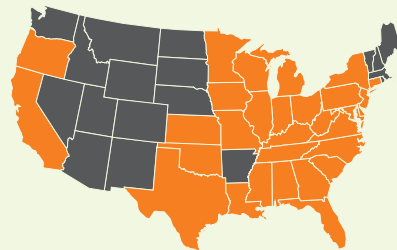
**4,437**

Average Attendance\*



**1,688**

Companies Attended\*\*



**31**

States Represented\*



**93%**

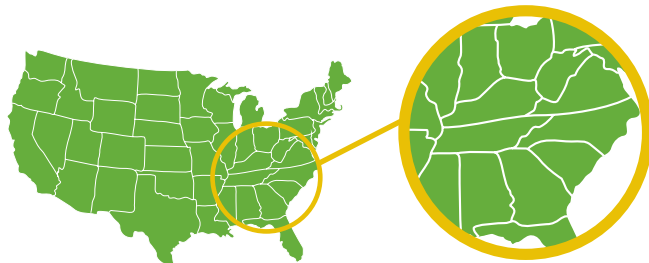
Exhibitors Made New Customer Contacts\*\*

\*G&G Average: 2012-2015 \*\*G&G 2015

**North Carolina** boasts three of the 10 largest U.S. cities, in the South Atlantic region:



**Getting to the show is easy.**



**113,991,800**

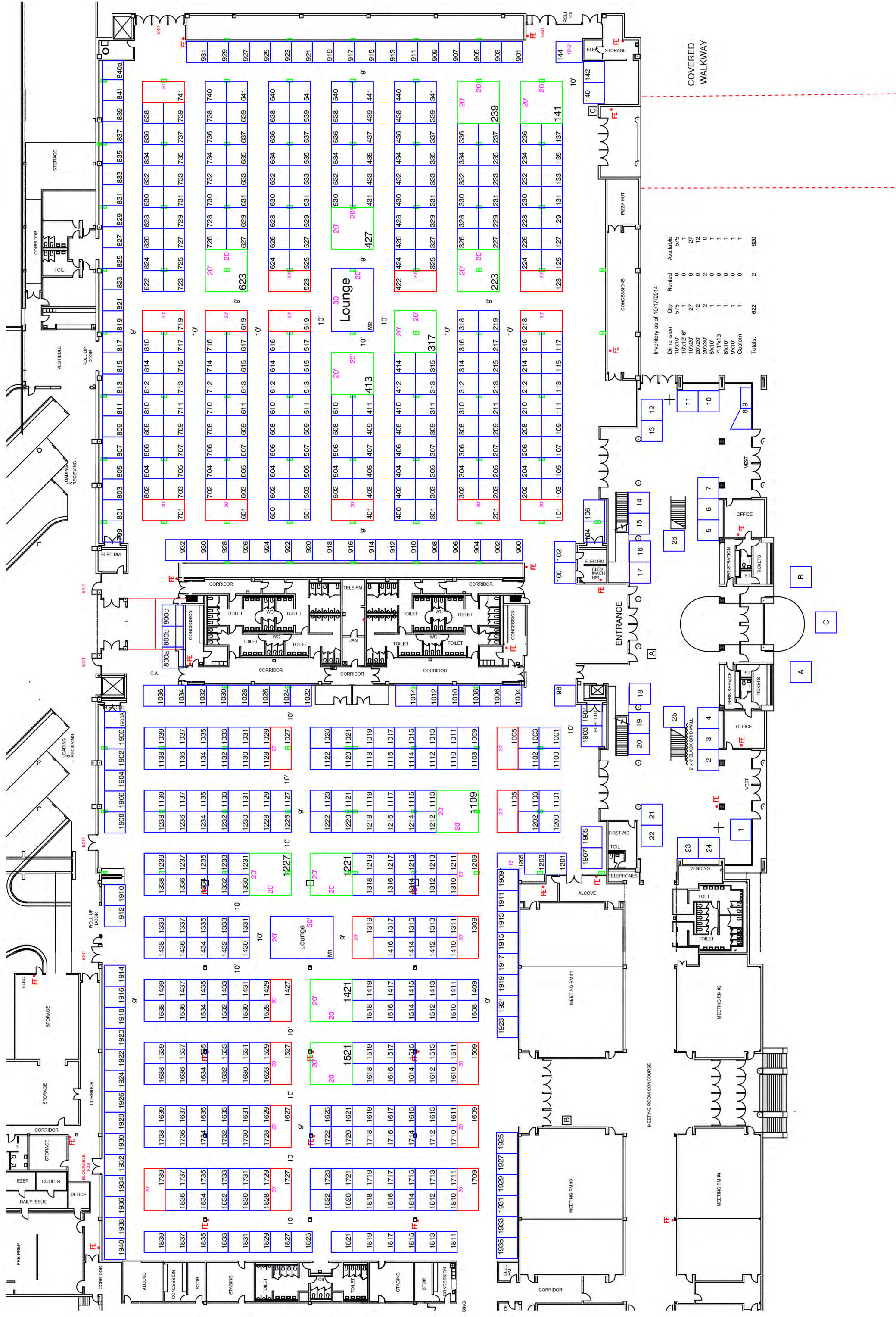
Population within 500 miles radius of Green & Growin'

Located adjacent to the I-40, I-85, I-73 and I-74 highway corridors, Green & Growin is less than a half-day's drive from numerous major cities:

- Atlanta, GA — 5hrs, 30m
- Baltimore, MD — 5hrs, 45m
- Charleston, SC — 5hrs
- Charlotte, NC — 1hr, 45m
- Cincinnati, OH — 7hrs, 30m
- Cleveland, OH — 7hrs, 30m
- Columbia, SC — 3hrs
- Jacksonville, FL — 7hrs, 30m

- Louisville, KY — 7hrs, 30m
- Nashville, TN — 7hrs, 15m
- Norfolk, VA — 4hrs, 30m
- Pittsburgh, PA — 7hrs
- Raleigh, NC — 1hrs, 30m
- Richmond, VA — 3hrs, 30m
- Savannah, GA — 5hrs, 30m
- Washington, DC — 5hrs, 30m







## Application, Contract And Confirmation for Exhibit Booth Space

January 14-15, 2016 | Greensboro Convention Center | Greensboro, NC

### EXHIBIT PRICING INFORMATION

**Booth Size: 10' X 10'** (Includes: pipe, drapes, company sign and two chairs)

	Member	Non-Member
<span style="color: orange;">■</span> <b>In-line Booth</b>	<input type="checkbox"/> \$600	<input type="checkbox"/> \$850
<span style="color: blue;">■</span> <b>End Booth</b>	<input type="checkbox"/> \$700	<input type="checkbox"/> \$950
<span style="color: black;">■</span> <b>2 Booth End-cap</b>	<input type="checkbox"/> \$1650	<input type="checkbox"/> \$2090
<span style="color: yellow;">■</span> <b>4 Booth End-cap</b>	<input type="checkbox"/> \$3300	<input type="checkbox"/> \$4180

Annual membership dues: \$175. Download the membership application and join today.

### BOOTH(S) RESERVED

Check booth size and price in the table and enter total booth price:

NCNLA Voluntary Scholarship Fund  
(Add \$25/booth if you wish to participate)

### TOTAL CHARGES:

**\$200 deposit due July 24, 2015.**

### CONTACT INFORMATION

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email (required) \_\_\_\_\_

Website \_\_\_\_\_

### PAYMENT

Credit Card  Visa  MC  AMEX  Check # \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

### EXHIBITOR MUST SIGN

We, the undersigned, do hereby submit this contract and request to participate in the above-mentioned trade show. Upon execution of this contract, indicated by our signature, we hereby agree to all terms, conditions and regulations governing the operation of this show as set forth on this and any remaining pages of this contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Return original to address above. Please make a copy for your records. Thank you!

### MOVE-IN

**Tuesday, Jan. 12** 8:00 am - 5:00 pm

**Wednesday, Jan. 13**  
8:00 am - 1:00 pm **NEW Hours!**

### MOVE-OUT

**Friday, Jan. 15** 3:00 pm

### BADGES

Exhibitors receive 2 free badges per 10X10 booth space. Additional badges are \$10.00 if ordered by 12/8/2015. After 12/8/2015, additional badges are \$15.00 at the door.

### CANCELLATION

In the event an exhibitor finds it necessary to cancel participation in the 2016 Green & Growin Trade Show, a written notice must be received at the above address prior to 9/18/2015. Written cancellations received prior to 7/24/2015 will only incur a \$200 penalty. NO REFUNDS after 9/18/2015.

### PAYMENT DATES & TERMS

In order for this application, contract and confirmation to be valid, exhibitor agrees to remit \$200 of the total booth cost no later than 7/24/2015. The balance is due in full on or before 9/18/2015. Exhibit space will be forfeited if the payment is not received by 9/18/2015. All payments are to be made in U.S. funds. An exhibitor not making payment in accordance with the specified dates forfeits all rights, claims and reservation(s) to the booth(s) assigned. THERE WILL BE NO EXCEPTIONS. Payment for booth space allocated after the aforementioned dates is due upon receipt of contract.

# 2016 Green & Growin Trade Show

## EXHIBIT SPACE RENTAL AGREEMENT

### SHOW DATES/HOURS

1/14/2016	9:00 AM to 5:00 PM
1/15/2016	9:00 AM to 3:00 PM

**BOOTH COST:** Booths are sold in increments of 10' x 10'. Each exhibit space will include an 8' high back drape and 3' high side drape and will be furnished with a 7" by 44" identification sign showing firm name. Two chairs will be furnished. Tables, additional furnishings and carpet are available from the show decorator at an additional cost.

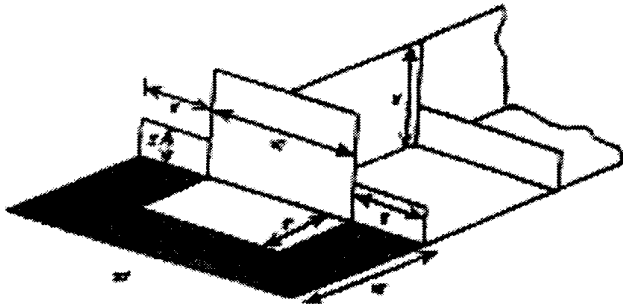
Event tickets and passes/badges to the exhibit hall are included in booth cost as follows: 2 complimentary show badges per booth.

**PAYMENT:** A \$200 non refundable deposit is due by 7/24/2015. The balance will be due on 9/18/2015.

**CANCELLATIONS/REFUNDS:** All notices of cancellation must be received in writing. Any exhibitor who cancels their exhibit space before 9/18/2015 will only incur a \$200 penalty. **NO REFUNDS are given after 9/18/2014.**

**SUBLETTING OF SPACE:** Exhibitor shall not sublet rented exhibit space or any part thereof.

**EXHIBIT RESTRICTIONS:** Exhibits may not extend beyond the allotted booth space. NCNLA or show decorator will not be responsible for damage of material resulting from encroachment in aisle. Height of all displays shall be limited to 3' in the front half of booth or must



have a "see-through" look so adjacent exhibits will not be blocked from view. No limit is placed on height in rear half of booth. Hanging of signs or other items from ceiling must be approved by NCNLA and arrangements made for installation must be approved the exhibit hall. Displays must be arranged to enable seating within the confines of space rented. No selling is allowed in the aisles. Aisles must be kept clear in accordance with Fire Marshall's regulations Violations will be removed at exhibitor's expense.

**DIRECT SALES:** Direct sales of any item from the booth while the show is in progress is strictly prohibited. Merchandise will not be permitted to leave the exhibit hall before 3:00 PM on 1/15/2016. There will be no exceptions. Exhibitors must provide an itemized bill-of-sale (form provided by NCNLA) for all display material sold. An exhibitor allowing buyers to remove material from their booth prior to 3:00 PM on 1/15/2016 will risk booth forfeiture for following year.

**UNAUTHORIZED SOLITICATIONS:** Sales or solicitations by individual by individual and/or firms not renting booth space in the show is prohibited. Please report any violations to Show Management.

**SETUP:** All exhibits requiring equipment must be moved in by deadline stated on 1/13/2016. Any booth not moved in by this time shall forfeit payment and use of their booth space for current and subsequent year. Hand trucks, dollies, and fork lift services are provided by

NCNLA free of charge. Any exhibitor requiring an extraordinary amount of unloading assistance may be charged for services – during designated move-in times. The Greensboro Coliseum is a non-union facility. All complimentary services for exhibitors are provided by NCNLA. Gratuities (tips) to service contractor employees or volunteer workers are discouraged.

**OPERATION:** Each exhibit must be staffed by at least one representative of the firm during all show hours. Booth representatives must wear badges at all times. All mechanical or electrical devices producing sound or light must be operated with consideration to adjacent exhibitors. Show Management reserves the right to determine the acceptable sound or light level.

**ACCESS TO SHOW HALL:** Exhibitor access to show hall is permitted to one-half hour prior and one-half hour after normal show hours. Anyone requiring access outside specified times must obtain a special pass from show security.

**LATE ARRIVALS:** In case of emergency, late arrival must be approved by the show office prior to 1/8/2016 to guarantee booth space. Special arrangements must be made with Show Management and security prior to 5:00 PM for late set-up.

**TEAR-DOWN:** All exhibits must remain in place until the show has officially ended at 3:00 PM, 1/13/2016. Early breakdown of an exhibit will result in forfeiture of booth space the following year. At time of "tearing down" it becomes extremely difficult for security and show staff to supervise. It is the sole responsibility of the exhibitor to have personnel stay with booth from tear-down through loading to assure the safety of your product. For security purposes, we request that all exhibitors wear their name badges during move-out. If product is being dismantled or shipped via Geo. E. Fern, the exhibitor is responsible for property until a representative of Geo. E. Fern arrives at the booth. Be aware that this is a particularly easy time for product to "disappear." All products must be out of the show hall by 10:00 PM on 1/15/2016. If you will not be able to remove your products by that time, you must make arrangements with Geo. E. Fern for storage.

**SECURITY:** Security guards will be on duty 24 hours a day beginning 1/13/2016. However, show sponsors and their members or employees will not be responsible for the property of the exhibitor or its representatives due to theft, damage by fire, water, accident or other causes. Insurance, if desired, is the responsibility of the exhibitor. A lock up area will be provided and is recommended for small equipment or valuable articles.

**EXPOSITION SITE REGULATIONS:** The Convention Center prohibits the distribution of helium-filled balloons or adhesive-backed decals within the building. Any expense incurred in removing such items shall be paid by the violating exhibitor. All food items distributed from booths must be approved by Coliseum and Show Management well in advance of the show.

**FIRE SAFETY AND HEALTH REGULATIONS:** The Exhibitor agrees to comply with local, city and state laws, ordinances and regulations, and the regulations of the exhibit hall and show management covering fire, safety, health and all other matters. No smoking in the show halls. Fire codes require that all gas-powered equipment must contain no more than (2) gallons of gas and gas tank must have a locking gas cap to be adequately sealed by tape or some other appropriate manner. All battery cables on gas-powered equipment must be disconnected and taped to avoid potential sparks. All cut Christmas trees, greenery or pine straw products must be treated with a fire retardant to prevent any fire hazards.

**LIABILITY:** Exhibitor hereby waives all claims against the NC Nursery & Landscape Association, Inc, their Board of Directors, staff, members, service contractors, or exposition site employees resulting from injury, loss, theft, damage or destruction of property or in the event Exhibit Contract is revoked or canceled for violations of Regulations or Acts of God or conditions necessitating cancellation of show.

**ACCEPTANCE:** A signed Exhibit Contract shall be evidence of acceptance of these rules and regulations by the Exhibitor.

# GREEN & GROWIN' 16

## Featured Vendor/ Sponsorship Opportunities

### Featured Vendor Opportunities



Participating as a Featured Vendor or Sponsor at Green & Growin' puts your company's brand in front of nearly 5,000 attendees from more than 30 states, while generating tens of thousands of additional impressions through marketing at the show.

Green & Growin' 2016 is pleased to offer your organization the following partnership opportunities:

<b>Featured Vendor Benefits</b>	<b>Bronze \$250</b>	<b>Silver \$500</b>	<b>Gold \$1,000</b>	<b>Platinum \$2,500</b>
Company name listed on all e-marketing	✓			
Company name listed on onsite materials	✓			
Company name listed on greenandgrowin.com	✓			
Company name listed on event signage	✓			
Sponsor ribbons on company's badges at event	✓	✓	✓	✓
Signage at booth during the trade show	✓	✓	✓	✓
Company name/logo on all e-marketing		✓	✓	✓
Company name/logo on onsite materials		✓	✓	✓
Company name/logo on greenandgrowin.com		✓	✓	✓
Company name/logo on event signage		✓	✓	✓
1/4 page ad in Green & Growin' program			✓	
1/2 page ad in Green & Growin' program				✓
Company profile on greenandgrowin.com			✓	✓
2 marketplace floor graphics – directing traffic to your booth at from both ends of aisle (2' by 2')				✓
Number of months: logo ad on buyncplants.com	0	0	6	12

See next page for exclusive sponsorship opportunities ➔

<http://greenandgrowin.com>

# Exclusive Sponsorship Opportunities

## ESSENTIAL

### Green & Growin' Lanyards

**SOLD: CASEY'S NURSERY**

Your company name and logo is featured on virtually every attendee lanyard.



### NEW! Green & Growin' Tote Bags

**Exclusive Sponsor: \$5,000**

Your tote bags will be distributed to all attendees in the registration area when they pick up their badges and used to hold marketing materials and gifts amassed during the show.

## HIGH VISIBILITY

### Coffee Stations

**\$750 each (4 opportunities available)**

Your company's name and logo will be displayed at the coffee station on each day, in the lobby on either Tuesday or Wednesday of Education, or just inside the doors of the Marketplace on Thursday or Friday morning at the Coliseum.



### NEW! Demonstration Stage

**Exclusive Sponsor: \$2,000**

This on-floor learning experience will bring together everyone who wants to learn about new equipment to the latest plant species coming soon to the commercial market.

### NEW! Window Cling Advertising

**Sponsor: \$750 each**

**(limited opportunities available)**

Spotlight your brand in a full-color graphic at the Coliseum, reminding all Marketplace attendees as they walk in the door or around the floor that your booth is a must visit.

### NEW! Concourse Displays

**Sponsor: \$750 each**

**(limited available during education, limited opportunities available during marketplace)**

Concourse Displays at either the host hotel during Green & Growin' Education or the Green & Growin' Marketplace get your company's name to top of mind. These unmanned 10' by 10' spaces are yours to decorate and show off your materials.

### NEW! Green & Growin Marketplace Floor Graphics

**Sponsor: \$500 each (limited opportunities available)**

Floor Graphics guarantee visibility in high-traffic areas, right under attendees' feet! Located throughout the main Marketplace concourse and inside the entrance.

## NETWORKING

### Green & Growin' Welcome Party

**Exclusive Sponsor: \$5,000 OR**

**Shared Sponsors (5): \$1,000**

One of the best-attended and most fun events of Green & Growin'. The event, free to both education and marketplace attendees, includes a large food buffet, DJ, photo booth and free non-alcoholic drinks (with a cash bar). Your company's name and logo will adorn the festivities including an oversized projected logo at the event.



### Women in the Green Industry Gathering

**Exclusive Sponsor: \$1,500**

Your company's name and logo will be displayed at the luncheon, which overlooks the show floor.

## HIGH TRAFFIC

### NEW! Green & Growin' Keynote Breakfast

**Exclusive Sponsor: \$10,000**

Get your company's name and logo in front of the largest crowd at Green & Growin' education with prominent exposure, including an opportunity to do a 90-second company presentation and introduction to the keynote.



### NCNLA Annual Meeting & Breakfast

**Exclusive Sponsor: \$1,500**

Get your company's name and logo in front of your peers, the most prominent business owners in the NCNLA membership.

### Green & Growin' Education

**Exclusive Sponsor: \$15,000 OR**

**Two-Day Track: \$1,500**

**One-Day Track: \$1,000**

"Green & Growin' 16 Education, brought to you by [insert your company name here]." As the exclusive sponsor of Green & Growin' Education, your company will have visibility at every session offered during Green & Growin' 16, including your company logo and name on all show materials and a mention of your company in every introduction and closing by session moderators.

Alternatively, companies may sponsor one of eight Tuesday/Wednesday specialty tracks, or an individual specialty track on either Tuesday or Wednesday, with visibility provided at each session within that track.

# NCNLA Sponsorship Form

## Exclusive Sponsorship Opportunities

### ATTENDEE ESSENTIAL

Green & Growin' Lanyards	SOLD
Green & Growin' Tote Bags	<input type="checkbox"/> \$5,000

### HIGH TRAFFIC

Green & Growin' Keynote Breakfast	<input type="checkbox"/> \$10,000
NCNLA Annual Meeting & Breakfast	<input type="checkbox"/> \$1,500
Green & Growin' Education	<input type="checkbox"/> Exclusive \$15,000 OR <input type="checkbox"/> 2-day Track \$1,500 <input type="checkbox"/> 1-day Track \$1,000

### NETWORKING

Green & Growin' Welcome Party	<input type="checkbox"/> Exclusive \$5,000 <input type="checkbox"/> Shared (5) \$1,000
Women in the Green Industry Gathering	<input type="checkbox"/> \$1,500

### HIGH-VISIBILITY

Coffee Stations (4)	<input type="checkbox"/> \$750
Demonstration Stage	<input type="checkbox"/> \$2,000
Window Cling Advertising (Limited)	<input type="checkbox"/> \$750
Concourse Displays (Limited)	<input type="checkbox"/> \$750
Green & Growin' Marketplace Floor Graphics (Limited)	<input type="checkbox"/> \$500



## Featured Vendors

Bronze	<input type="checkbox"/> \$250
Silver	<input type="checkbox"/> \$500
Gold	<input type="checkbox"/> \$1,000
Platinum	<input type="checkbox"/> \$2,500

### TOTAL AMOUNT DUE:

\$ \_\_\_\_\_

## CONTACT INFORMATION

Company \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email (required) \_\_\_\_\_  
Website \_\_\_\_\_



**Please complete and return with  
payment to:**

**NCNLA**

968 Trinity Road, Raleigh, NC 27607  
Phone: (919) 816-9119 | Fax: (919) 816-9118  
www.ncnla.com | Email: info@ncnla.com

## PAYMENT

Cash  Check # \_\_\_\_\_

Credit Card  Visa  MC  AMEX

Name on Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**You're Good**

***GET GREAT***

**See how at the new**

***greenandgrowin.com***

