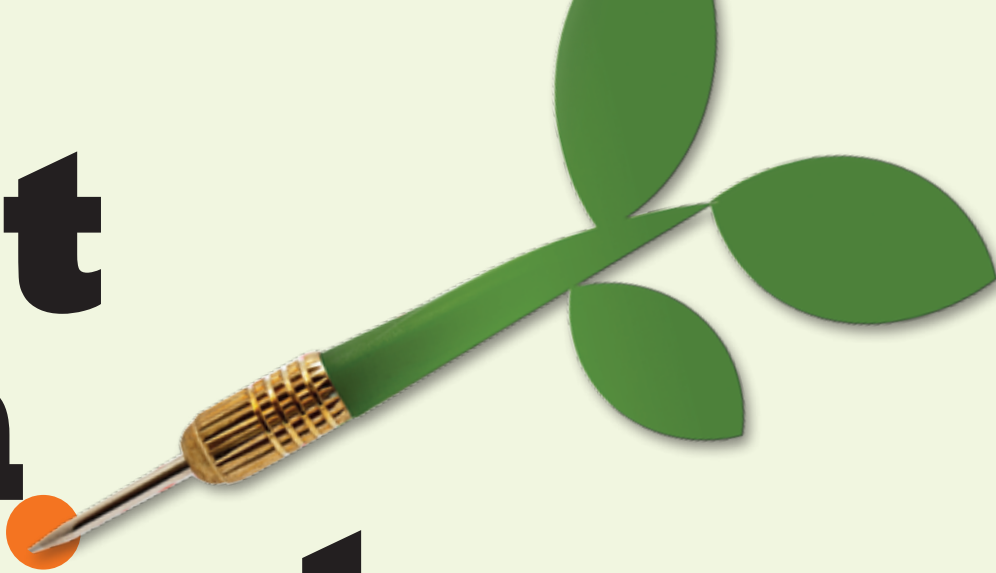


Get On Point



at the **G&G MARKETPLACE** —
where buyers get down to business!



GREEN & GROWIN' 17

January 16-20, 2017
Greensboro, NC

GreenandGrowin.com

Show Prospectus

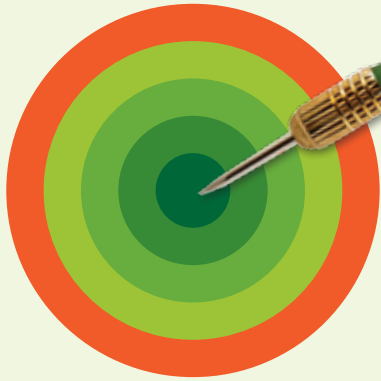


"The Green & Growin' Marketplace is all we need to move our material."

Lee Casey, Casey Nursery

"Exhibiting at Green & Growin' is a must... the value for the time and money invested make it a great event."

Alan Erwin, Panther Creek Nursery



**Right Buyers.
Right Market.
Right Time.**

"... always a well attended event ... [and] a success for our company."

Melissa Dudley,
Fair View Nursery, Inc

Reserve your exhibit booth now!

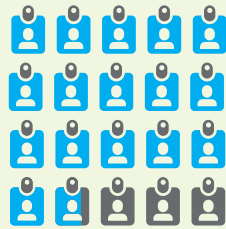


Cost of Booth per Attendee



4,755

Total Attendance



1,700

Companies Attended



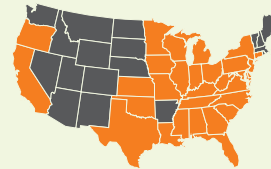
412

Exhibiting Companies



93%

Exhibitors Made New Customer Contacts



31

States Represented

*Statistics based on G&G 16

2016 Forbes fastest growing cities in the U.S.

Charlotte
13th

92 miles

Greensboro

76 miles

Raleigh
9th

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 within driving distance of 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

GreenandGrowin.com

Application, Contract and Confirmation for Exhibit Booth Space

January 19-20, 2017 | Greensboro Convention Center | Greensboro, NC

EXHIBIT PRICING INFORMATION

	Member	Non-Member
In-line Booth	\$700	\$950
End Booth	\$800	\$1,050
2 Booth End-cap	\$1,850	\$2,300
4 Booth End-cap	\$3,700	\$4,500

BOOTH

TOTAL CONTRACT FEE

Annual Membership - \$175 \$ _____

Booth Price \$ _____

TOTAL CHARGES \$ _____

Booths Include: 10' X 10' space, pipe & drapes, company sign, two chairs, two marketplace badges per 10' x 10'; and two Get Great education packages (must be registered by January 6th)

By resolution, the NCNLA Board has designated \$50 per 10' x 10' booth space to be allocated towards the Larry D. Edwards Scholarship Fund annually. If your company does not wish to participate fully, simply deduct up to \$50 for each 10' x 10' space requested when calculating your contracted booth pricing in the box above. Thank you in advance for considering support of students pursuing secondary horticulture and landscape education in North Carolina.

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 # _____

Address _____

Exp. Date _____ CVV Code _____

Authorized Signature _____

EXHIBITOR MUST SIGN

We, the undersigned, do hereby submit this contract and request to participate in the abovementioned 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!

Questions, comments or suggestions -
Contact Cody Lewis 919.816.9119 or clewis@ncnla.com

PAYMENTS

New Exhibitors after August 1st -

Full payment with application.

MOVE-IN

Tuesday, Jan. 17 8:00 am - 5:00 pm

Wednesday, Jan. 18 8:00 am - 1:00 pm

MOVE-OUT

Friday, Jan. 20 3:00 pm

MARKETPLACE ADMISSION

Exhibitors receive 2 free badges per 10X10 booth space. Additional badges are \$10.00 if ordered by 1/6/2017. After 1/6/2017, additional badges are \$15.00 at the door.

CANCELLATION

In the event an exhibitor finds it necessary to cancel participation in the 2017 Green & Growin Trade Show, a written notice must be received at the above address prior to 8/1/2016. Written cancellations received prior to 8/1/2016 will only incur a \$200 penalty. NO REFUNDS after 8/1/2016.

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 6/10/2016. The balance is due in full on or before 8/1/2016. Exhibit space will be forfeited if the payment is not received by 8/1/2016. 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.

Show Date	Hours
1/19/2017	9:00 AM to 5:00 PM
1/20/2017	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.

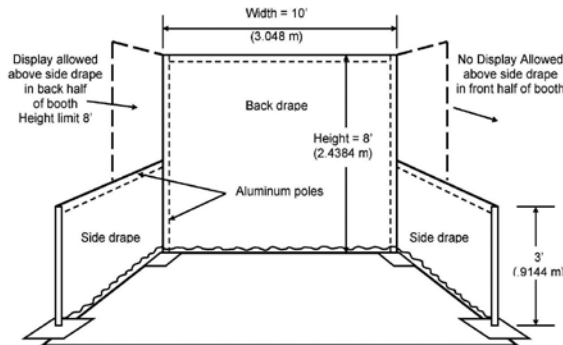
Event tickets and passes/badges to the exhibit hall are included in booth cost as follows: 2 complimentary show badges per booth.

PAYMENT: A \$200 non refundable deposit is due by 6/10/2016. The balance will be due on 8/1/2016.

CANCELLATIONS/REFUNDS: All notices of cancellation must be received in writing. Any exhibitor who cancels their exhibit space before 8/1/2016 will only incur a \$200 penalty. **NO REFUNDS are given after 8/1/2016.**

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 1/20/2017. 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 1/20/2017 will risk booth forfeiture for following year. **UNAUTHORIZED SOLICITATIONS:** 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 dead-line, 1/18/2017. 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 1/18/2017 to guarantee booth space. Special arrangements must be made with Show Management and security prior to 1:00 PM for late set-up.

TEAR-DOWN: All exhibits must remain in place until the show has officially ended at 3:00 PM, 1/20/2017. 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 Fern, the exhibitor is responsible for property until a representative of 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 1/20/2017. 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 1/17/2017. 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.

Maximum Visibility

Put your brand in front of top buyers — when they're ready to buy!

Every year, some 5,000 green industry professionals from more than 30 states head to the Green & Growin' Marketplace to find the best products. Drive more business to your booth as a Featured Vendor or Sponsor. We offer visibility options to meet every need and budget.

"The Marketplace is a prime opportunity to see top products from a wide range of industry producers, chat with representatives and place orders for the coming year."

Chad Gragg, Robert M. Gragg and Sons Nursery

"I never miss the [G&G] tradeshow. It is important to be there to find new products."

Phil Campbell, Campbell Road Nursery, Inc.



Featured Vendor Opportunities

Featured Vendor Benefits	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$2,500	Ruby \$5,000	Diamond \$10,000
Name-show material/ signage	✓					
Sponsor Ribbons	✓	✓	✓	✓	✓	✓
Booth Signs	✓	✓	✓	✓	✓	✓
BuyNCPlants.com	✓	✓	✓	✓	✓	✓
Logo-show material/ signage		✓	✓	✓	✓	✓
Showbook AD		1/4	1/2	Full	Full	Full
Floor Sticker			1- 2'x2'	2- 2'x2'	2- 2'x2'	3- 3'x3'
NEW! Front Door Window Sticker				✓	✓	✓
NEW! Hanging sign (2x2 hanging sign)				✓	✓	
NEW! Hanging Cube (2x2)						✓
NLN 1/2 page Ad Full year					1/2	Full
Enews Sidebar Ad Full Year					✓	✓
NEW! Credit towards an Exclusive Sponsorship					\$500	\$2,500
Web Ad Full Year						✓

See next page for **EXCLUSIVE SPONSORSHIP** opportunities ➔

Build Your Brand as an Exclusive Sponsor

Green industry buyers support the companies that support their events. You'll get their attention and boost your company's status as a Green & Growin' 17 Sponsor.

ATTENDEE ESSENTIALS

Your company's name and logo featured on items distributed to every attendee at registration and used throughout the show.



NEW! Badges

SOLD! Grants Creek

Lanyards

SOLD! Casey Nursery

Tote Bags

SOLD! Jericho Farms

SPOTLIGHT

Your company's name and logo will be displayed and your company's name mentioned at the opening and closing of these special, large-attendance programs.



Keynote Education Session (Tuesday) \$1,500

Keynote Breakfast & Education Session (Wednesday) \$2,500

NCNLA Annual Meeting & Breakfast (Thursday) \$1,500

NETWORKING

Some of the best business happens when G&G attendees get together and relax. Your company's name and logo will be displayed at the event.



NEW! Education Luncheon (Monday – Tuesday – Wednesday) \$2,000 / day or \$5,000 for all 3 days

NEW! G&G Happy Hour (Tuesday 5-7 p.m.) \$2,500

NEW! G&G After Hours (Wednesday 7-11 p.m.) \$2,500

G&G Awards Reception (Thursday 6-7 p.m.) \$1,000

NEW! G&G After Dark (Thursday 7-11 p.m.) \$2,500

Women in the Green Industry Gathering (Friday) **SOLD!**
Campbell Road Nursery, Arbor Enterprises, Mellow Marsh

"As an exhibitor it is always a reliable show."

"We saw a good mix of new people as well as current customers."

Attendee survey comments

HIGH TRAFFIC

Green & Growin' Education \$5,000

More than 1500 of your industry peers gather for G&G's education conference. AS the exclusive sponsor, your company's logo and name will appear on all show materials, and your company's name will be mentioned by moderators at the opening and closing of every education session.



NEW! Marketplace 5x5' Window Cling Graphic \$750 each (limited opportunities available)

Spotlight your brand in a full-color graphic attendees can't miss as they walk around the floor of the Marketplace.

NEW! Morning Coffee Stations

\$500 each (3 Sold, 1 Available)

Your company's name and logo will be displayed at the coffee station on the day of your choice during G&G Education (Tuesday or Wednesday) in the hotel lobby; or the Marketplace (Thursday or Friday) just inside the doors of the Marketplace at the Coliseum.

NEW! Afternoon Breaks (Educational Sessions)

\$500 each (1 Sold, 1 Available)

Your company's name and logo will be displayed on the break tables on the day of your choice during Tuesday or Wednesday Educational sessions at the Sheraton Four Seasons Hotel.

EXHIBITOR ENHANCEMENTS

NEW! Showbook Ads

\$750 Full Page, \$500 1/2 Page, \$250 1/4 Page

Put your company's message in the hands of attendees as they walk the show floor — and make sure they remember you when they refer to their showbook back at home.

NEW! Lead Retrieval

Call NCNLA for details/pricing

NCNLA Green & Growin' 17 Sponsorship Form

Exclusive Sponsorship Opportunities

ATTENDEE ESSENTIALS

Green & Growin' Lanyards	SOLD
Green & Growin' Tote Bags	SOLD
Green & Growin' Badges	SOLD

SPOTLIGHT

Keynote Education Session (Tue.)	<input type="checkbox"/> \$1,500
Keynote Breakfast & Education Session (Wed.)	<input type="checkbox"/> \$2,500
NCNLA Annual Meeting & Breakfast (Thur.)	<input type="checkbox"/> \$1,000

NETWORKING

Education Luncheon	<input type="checkbox"/> \$2,000 per day or
<input type="checkbox"/> Mon. <input type="checkbox"/> Tue. <input type="checkbox"/> Wed.	<input type="checkbox"/> \$5,000 for all week
G&G Happy Hour (Tue. - 5-7 pm)	<input type="checkbox"/> \$2,500
G&G After Hours (Wed. - 7-11 pm)	<input type="checkbox"/> \$2,500
G&G Awards Reception (Thur. - 6-7 pm)	<input type="checkbox"/> \$1,000
G&G After Dark (Thur. - 7-11 pm)	<input type="checkbox"/> \$2,500
Women in the Green Industry Gathering (Fri.)	SOLD

HIGH TRAFFIC

Green & Growin' Education	<input type="checkbox"/> \$5,000
NEW! Window Cling 5x5'	<input type="checkbox"/> \$750
Coffee Stations (4)	<input type="checkbox"/> \$500 each
<input type="checkbox"/> Tue. Education <input type="checkbox"/> Wed. Education SOLD	
<input type="checkbox"/> Thur. Marketplace SOLD <input type="checkbox"/> Fri. Marketplace SOLD	
Afternoon Breaks (2)	<input type="checkbox"/> \$500 each
<input type="checkbox"/> Tue. Education SOLD <input type="checkbox"/> Wed. Education	

EXHIBITOR ENHANCEMENTS

NEW! Showbook Ad	<input type="checkbox"/> \$750 Full page
*See the Featured Vendor page for details.	<input type="checkbox"/> \$500 half page
	<input type="checkbox"/> \$250 quarter page
NEW! Lead Retrieval - contact NCNLA for details/pricing	



Featured Vendors

Bronze	<input type="checkbox"/> \$250
Silver	<input type="checkbox"/> \$500
Gold	<input type="checkbox"/> \$1,000
Platinum	<input type="checkbox"/> \$2,500
Ruby	<input type="checkbox"/> \$5,000
Diamond	<input type="checkbox"/> \$10,000

*See the Featured Vendor page for details.

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 _____

GREEN & GROWIN' 17

January 16-20, 2017
Greensboro, NC



**Right Buyers.
Right Market.
Right Time.**

**Exhibit at the Green & Growin' 17 Marketplace —
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GreenandGrowin.com

**Reserve your booth today!
Call 919-816-9119 or
Email info@ncnla.com**

**"...highly qualified attendees who [are]
serious about buying quality plants."**

Peggy VanDevender, Jericho Farms