

GREEN & GROWIN' 20

January 27 - 31, 2020
Greensboro, NC

The
Future is
Green



Maximize Your Visibility

Growers, retailers, landscapers and other green industry professionals gather each year to network, find suppliers/customers at the Marketplace and earn CEUs at the Education Program during Green & Growin' — the largest green industry trade show in the Southeast! Learn how you can put your company's brand in front of more than 4,000 attendees, while generating thousands of impressions through G&G marketing.

2019 stats



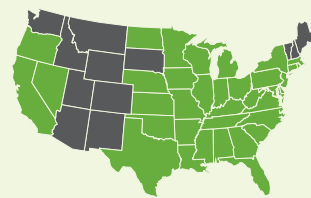
4,000+

ATTENDEES



400+

VENDORS



30+

STATES

G&G Partner Program

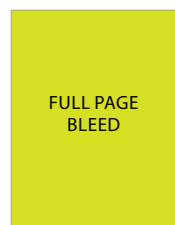
New this year, we combined our Featured Vendor Program and our Sponsor Program to create the G&G Partner Program. This wide-ranging program provides your company with more opportunities to increase your exposure by including high visibility items and/or networking events as a part of your benefits.



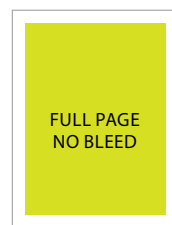
Benefits	Bronze \$250	Silver \$500	Gold \$1,000	Platinum \$3,000	Ruby \$4,500	Diamond \$6,000
Logo on GreenandGrowin.com	✓	✓	✓	✓	✓	✓
Logo in Showbook	✓	✓	✓	✓	✓	✓
Logo on Education & Marketplace Signage	✓	✓	✓	✓	✓	✓
Education Keynotes - Slideshow Recognition	✓	✓	✓	✓	✓	✓
Showbook Advertisement		1/4	1/2	Full	Full	Full
Marketplace - Floor Sticker(s)			1 - 2X2	2 - 2X2	3 - 2X2	4 - 2X2
Marketplace - Scavenger Hunt Listing			✓	✓	✓	✓
Marketplace - Front Door Window Cling				✓	✓	✓
Marketplace - Hanging Sign at Booth				✓	✓	✓
Pre-Show Promotional Eblast					1	2
Pre-Show Social Media Promotion					✓	✓
Marketplace - Tote Bag Promotional Insert					✓	✓
Sponsorship Selections — Listed on Next Page	1	1	1	2	2	3

Green & Growin' Showbook Ad Material Specifications

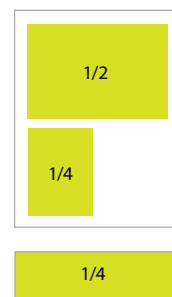
- Showbook trim size is 8.5 x 11 inches.
- Press quality PDF files are preferred.
- All important text or logos should maintain a recommended safety of approximately 0.5" from the page edge.
- Resolution: images/files should have a resolution of **300 dpi, 133 line screen.**



Full Page Bleed
8.5" x 11"
+0.125" on all sides



Full Page Non-Bleed
7.25" x 10"



Half Page
7.25" x 4.75"
Quarter Page*
3.5" x 4.75"
Quarter Page Banner Ad
on Front Cover
8.5" x 2.5"

Partnership Selections – Listed on Next Page ➔

Make your selection(s) based on your G&G Partner Program level

Bronze \$250

Silver \$500

Gold \$1,000

Select 1 item from below

Ice

Your company logo on signage at the ice machine outside the Marketplace where exhibitors with plant material will see it daily.

- Wed., Thu. & Fri. Marketplace

Morning Breakfasts

Your company logo on signage at the coffee and doughnut stations during the Education Program or the Marketplace.

- Tue. & Wed. Education
 Thu. & Fri. Marketplace

Afternoon Breaks

Your company logo on signage at the coffee, soda and cookie stations during the Education Program or the Marketplace.

- Tue. & Wed. Education
 Thu. & Fri. Marketplace

Networking Events

Your company logo will be on signage and your company name will be mentioned at the opening of the event.

- Tue. & Wed. Education Luncheon
 Thu. NCNLA Annual Meeting
 Fri. Women in the Green Industry Gathering

Platinum \$3,000

Select 1 Item from below and 1 item at the Bronze, Silver & Gold level

Show Essentials

Your company logo featured on these exclusive items that every attendee receives. Only three available!

- Marketplace Tote Bags

SOLD

- Event Lanyards

- Event Name Badges **SOLD**

Show Amenities

Your company logo on signage at the Marketplace on Thu. and Fri.

- South Lounge **(NEW!)**
 Charging Stations **(NEW!)**

Networking Events

Your company logo on signage and recognition of your company at the opening of the event. Only two available!

- Marketplace Kick-Off Reception Wed. afternoon at the Coliseum
 Marketplace Happy Hour - Thu. Afternoon at the Coliseum

Ruby \$4,500

Select 2 Items at the Ruby, Platinum or Bronze, Silver & Gold levels

High Visibility

Your company logo on signage, and you can provide promotional material for each table. Only two available!

- Tue. Education Keynote
 Wed. Education Keynote

Targeted Audience

Your company logo will be on Your company logo on signage, and you will receive a display table during the Education Program. Only three available!

- Mon. Sessions
 Tue. Sessions
 Wed. Sessions

Show Amenities

Your company logo on signage during lunch at the Marketplace. Only two available!

- Thu. Marketplace Lunch
 Fri. Marketplace Lunch

Advertising Upgrades

Increase your visibility by upgrading your full-page ad to an inside cover. Only two available!

- Inside Front Cover
 Inside Back Cover

Diamond \$6,000

Select 3 Items at the Diamond, Ruby, Platinum, or Bronze, Silver & Gold levels

High Visibility

Your company logo on signage, and you can provide promotional materials for each table. Only one available!

- Marketplace Demonstration Area/North Lounge

(NEW!)

Your company logo on the back of volunteer t-shirts during our two key events. Only two available!

- Education Volunteer T-shirts **(NEW!)**
 Marketplace Volunteer T-shirts **(NEW!)**

Advertising Upgrades

Increase your visibility by upgrading your full-page ad to an outside cover. Only two available!

- ¼-Page Banner Ad on Front Cover
 Back Cover

TOTAL AMOUNT DUE: \$

CONTACT INFORMATION

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email (required) _____

Website _____

Please complete and return to NCNLA. We will process your request and send you an invoice.

NCNLA, 968 Trinity Road, Raleigh, NC 27607
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www.ncnla.com | Email: info@ncnla.com

