2027 EXHIBITOR KIT

GREEN & GROWIN' 27

January 21-22 | Greensboro, NC

www.greenandgrowin.com

Show Management

North Carolina Nursery & Landscape Association
968 Trinity Rd.
Raleigh, NC 27607
www.ncnla.com

Contact: Kathryn Stansbury
Exhibit Sales and Logistics
Green & Growin' Sponsor Program
P: 919-816-9119 Ext. 1001
Email: kstansbury@ncnla.com

Show Decorator/ Freight Handling

CTD (Carolina Tradeshow Decorators)
Contact: Kellie Stefano
P: 704-366-9970
Email: kstefano@carolinatd.com

Venue

Greensboro Coliseum
1921 W. Gate City Blvd.
Greensboro, NC 27403

Hotel

Sheraton Greensboro at Four Seasons
3121 W. Gate City Blvd.
Greensboro, NC 27407
P: 336-292-9161

NC NURSERY & LANDSCAPE ASSOCIATION

968 Trinity Rd.
Raleigh, NC 27607
P: 919-816-9119
E: kstansbury@ncnla.com

Exhibitor Pre-Show Checklist

☐ Cashless Marketplace

The Greensboro Coliseum is now a cashless venue, so please plan accordingly for all purchases. This includes purchases of onsite marketplace admission and exhibitor personnel badges. A debit or credit card will be required for payment.

☐ Hotel Reservations

To reserve your room, call the Sheraton directly at 336-292-9161. Mention Green & Growin' to receive the group rate of $164/night, plus tax. Discounted room rate expires Thursday, December 28, 2026, at 11:59 PM. You can also access the group reservations link at www.greenandgrowin.com/accommodations.

☐ Special Orders

Your booth cost includes pipe, drape and basic company sign. CTD also provides shipping, booth carpet, tables, chairs and other booth amenities for purchase. The Greensboro Coliseum provides utilities, and Momentive provides lead retrieval options. Visit https://greenandgrowin.com/exhibitors for further details.

☐ Exhibitor Service Center

Once logged in, take a moment to update and complete your exhibitor profile.

☐ Green & Growin' 27 Booth Awards

Bring your A-game and compete for Best Woody Ornamental Booth, Best Allied Booth, Best Floral Ornamental Booth, or the coveted Best in Show! Judges will evaluate booths on Thursday during Marketplace hours, looking at overall design and "wow" factor, how well the booth showcases its products or services and use of creative touches and special details. Make your booth memorable and take home bragging rights for Green & Growin' 27!

☐ Exhibitor Marketplace Badges

Log in to the exhibitor service center to register your booth personnel. Two complimentary badges are given per 10x10 space. Additional badges are $25 whether purchased in advance or onsite. Save time by registering your booth personnel prior to arrival at the Marketplace. Badges may be picked up at the Exhibitor Registration desk at the Greensboro Coliseum Special Events Center starting at 8 AM on Tuesday, January 19.

☐ Discounted Exhibitor Education Packages

For Green & Growin' 27, we will again offer a discounted registration fee of $50.00 for exhibitors who wish to attend the General Education program on Tuesday and Wednesday.

As an exhibitor, you receive one (1) discounted G&G package education registration per 10x10 booth. In order to register in advance for that discounted package, send an email to kstansbury@ncnla.com with the registrant name(s), email address(es) and any applicable license numbers. Staff will process registrations and send payment links to the email addresses given. Payment for advance registrations must be received by January 14. While registration can be accommodated onsite first come first serve, the registration fee will increase to $100.

New for 2027: Green & Growin' 27 Education includes a **NEW** "Green-Tech" Education Track on Tuesday, January 19, 1:00-3:50 pm. The Growers Education Track also returns on Wednesday, January 20, 8:30 am-3:50 pm.

☐ Fire Codes

Refer to the Rules and Regulations included In this packet for specific Information regarding the handling of gasoline-powered equipment, cut trees, greenery and pine straw.

GENERAL INFORMATION & SCHEDULE

MARKETPLACE		
Thursday, Jan. 21	Marketplace Hours	9:00 AM - 5:00 PM
Friday, Jan. 22	Marketplace Hours	9:00 AM - 2:00 PM

Change of Booth Location

Current exhibitors receive right of first refusal as vacant booths are released. Once requests by current exhibitors to expand/relocate are accommodated, new exhibitors are assigned booth space.

Non-Exhibitor Solicitations

Selling on the trade show floor by individuals who are not exhibiting is strictly prohibited. If you witness this type of activity, contact show management immediately.

Sales Limitations

Green & Growin' is an industry trade show that is closed to the general public. The direct, individualized sale of items within an exhibit booth is allowed; however, the item(s) may not be removed from the exhibit booth and/or show floor until closing each day. Plant material cannot be removed until show closing on Friday.

This rule is intended to maintain the integrity of the show and provide balanced security for all exhibitors. It is your responsibility as an exhibitor to inform your buyer(s) of this rule. Violations could lead to a loss of your booth space for the coming year.

Security/Liability

Security for the exhibit area is provided before, during and immediately after show closing. Exhibitors are encouraged to have at least one person in their booth during move-in/move-out and show hours. Ultimate responsibility for security lies with the exhibitor.

Exhibitors are encouraged to secure and insure their items. Valuables should be removed when a booth is unattended. It is impossible to ensure total protection of booth items during move-in/move-out.

EXHIBITOR WARNING:

Green & Growin' does not employ the services of a third-party Housing or Marketing Company. Do not respond to calls/emails selling show services/lists of any kind unless the call/email is from an NCNLA or CTD (Carolina Tradeshow Decorators) staff person.

MOVE-IN / MOVE-OUT

Move-In

Tuesday, Jan. 19 **8:00 AM - 5:00 PM**

Wednesday, Jan. 20 **8:00 AM - 1:00 PM**

- Assistance is provided during designated hours.
- Exhibitors must go through staging to get in position for move-in and receive a dock/move-in door. Tractor trailers must enter on Coliseum Complex Drive. All other exhibitors should use the main staging entrance on Ellington Street.
- Crew members will be operating forklifts and handcarts, so be alert on the show floor.
- Exhibitors are encouraged to use pallets to ease the handling of show material.
- Exhibitors using trucks to transport show material should plan for Tuesday delivery.

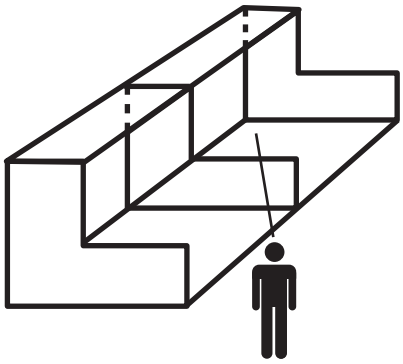
Move-Out

Friday, Jan. 22 2:00 PM - Finish

- Assistance is provided during designated hours.
- Exhibitors must go through staging to get in position for move-out and receive a dock/move-out door.
- Crew members will be operating forklifts and handcarts, so be alert on the show floor.
- Exhibitors may begin lining up in the parking lot no earlier than 1:00 PM.
- Be considerate of your colleagues. Do not block the aisles or loading areas during tear-down.
- NCNLA reserves the right to invoice any company or individual for removal/cleaning services related to products left behind or destroyed during the show.

Move-in/move-out crew members are volunteers who work in the industry.
Many of them are your fellow exhibitors. Please be considerate of your colleagues.

RULES & REGULATIONS



1. **Exhibitors are not permitted to place booth material outside their respective booth boundaries.**
2. **Displays and/or products located more than five feet from the back of your booth are not permitted to extend above the side curtains. This enables attendees to have a line of vision to all neighboring booths. See graphic to the left.**
3. **Exhibitors may not begin tearing down or removing items from their booths until the show is officially closed at 2:00 PM on the final day.**
4. **Exhibitors are responsible for their booth material. Do not leave anything behind - sell, donate or take it home after the show closes. You must make the necessary arrangements for your material.**

NCNLA and its volunteers are not responsible for any misplaced or damaged items.

Equipment Dealers

Gasoline-powered equipment should contain no more than 2 gallons of gas. Battery cables must be removed and taped to avoid potential sparks. Gas tanks must have a locking gas cap or be adequately sealed by tape.

Greenery & Pine Straw

Cut trees, greenery and pine straw must be properly treated with a fire retardant to prevent fire hazards.

Tree Size

Maximum 36-inch dia. root ball or 45-gal container with an overall height of no more than 15 feet. Any tree larger than allowed will be trimmed before entering the exhibit space.

Inclement Weather

In case of inclement weather, the NCNLA Board of Directors reserves the right to make onsite decisions regarding early tear-down and/or show closings. Contact show management at the exhibitor registration desk for updates.

Boxwood Certificate

To prevent the spread of Boxwood Blight, boxwood dealers are required to provide a copy of their Nursery Certificate and Boxwood Compliance Agreement. If boxwoods are on your truck, no plant material will be unloaded without a copy of the compliance agreement.

Selling Booth Material

If you plan to sell your material, notify show management at the exhibitor registration desk. Show staff can provide flagging tape, if needed. Clearly mark your material with the flagging tape and attach the buyer information form in your onsite exhibitor packet. Buyers must go through staging during move-out. They cannot get in line until 3:00 PM.

Donating Booth Material

If you wish to donate your material, notify show management at the exhibitor registration desk and return the donation form in your onsite exhibitor packet.

Receive a discount on your 2027 Exhibit booth if you submit your contract and arrange for payment by noon on Friday, January 22. Exhibitors who would like to donate the proceeds from selling their booth to the NCNLA Scholarship fund may do so during this time as well. Please see the on-site exhibitor kit for more information and needed forms. You may also visit the Exhibitor Registration Desk for details.