

Indiana Green Expo 2018

January 15–17, 2018
(Monday–Wednesday)

Indiana Convention Center
Indianapolis, IN

MRTF
Midwest Regional Turf Foundation



Dear Exhibitor,

The Indiana Nursery and Landscape Association and the Midwest Regional Turf Foundation thank you for your support over the past several years.

As an exhibitor with the Indiana Green Expo 2017 annual trade show and educational conference, we offer you an opportunity to sign up right away and receive "early bird" benefits and savings for 2018.

The dates for the next Indiana Green Expo are January 15–17, 2018. Exhibit set up is Monday, January 15, 2018. The Exhibit Hall will be open on Tuesday, January 16 and Wednesday, January 17. Specific hours are yet to be determined. The show will be held at the Indiana Convention Center. ***Please note the Monday through Wednesday day pattern for 2018.***

Enclosed are the contract and trade show rules and policies for your reference. Please review carefully at your earliest convenience.

This year the **Early Bird Special** for those exhibitors who contract and submit **50% deposit by April 30, 2017** not only receive preferred booth placement, but also the following:

- \$\$\$ Savings
- General listing in all pre-conference mailings
- Complimentary registration list of all 2018 attendees pre- and post-meeting upon request (available for \$250 by non-early bird exhibitors post meeting)
- Two General Session admissions to all educational programming (excluding paid workshops) — pre-registration is required. Additional attendees will be at registration price.

As you can see by the enclosed floor plan, we have categorized booth pricing into the following tiers:

Yellow – Corner

Red – Premium

Blue – Standard

Green – Value

Orange – Economy (NEW for 2018 — This tier's pricing reflects both location within the trade show hall and smaller booth size of 8' x 10'.)

And as usual, trade show refreshments will be provided in the IGE lounge making this a place to gather.

Sponsorship opportunities are available for those interested. In particular, we are seeking sponsors to subsidize lunch and various refreshment breaks. Please see the enclosed sponsorship form that details the many options available.

The Indiana Green Expo looks forward to your participation in 2018! Please contact Rick Haggard at 800-443-7336 for additional information.

Sincerely,

Rick Haggard
Executive Director, INLA
www.inla1.org

Aaron J. Patton
Executive Director, MRTF
www.mrtf.org

The Indiana Green Expo (IGE) is sponsored by the Indiana Nursery and Landscape Association and the Midwest Regional Turf Foundation along with various green industry partners. All proceeds from the IGE are used directly to better our industry through research, educational programming, and other supporting functions.

www.IndianaGreenExpo.com

Indiana Green Expo 2018

EXHIBIT BOOTH CONTRACT

Setup: Monday, January 15, 2018
Trade Show: Tuesday – Wednesday, January 16 – 17, 2018
Location: Hall D, Indiana Convention Center,
 100 S. Capitol Ave., Indianapolis, IN 46225

Please type or print neatly: (as you would like it on signage, promotional materials and show program listing)

❶ Company Name: _____
 Contact Person: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Toll Free #: _____
 FAX: _____ Website: _____
 Booth Contact Email: _____ Payment Email: _____
 Member: INLA MRTF (check all that apply)

EARLY BIRD SPECIAL

Sign-up by April 30, 2017 & receive:

- SAVE \$\$\$!
- First preference on booth selection (based on date contract is received.)
- General listing in all pre-conference mailings
- Complimentary registration list of all 2018 attendees pre- and post-meeting upon request (a \$250 value)
- Two General Session admissions to all educational programming (excluding paid seminars.) Additional registrants at posted rates.

Description of products and services:

❷ **Exhibit Space:** Number of Booths: _____ *Tiered pricing based on location. See trade floor map.*
(Hall D) E=Economy (orange) / V=Value (green) / S=Standard (blue) / P=Premium (red) / C=Corner (yellow)

| Booth Pricing | Reserved before April 30, 2017 | | | | | | | | Reserved after April 30, 2017 | | | | | | | |
|--------------------------|--------------------------------|-------|-------|-------|------------|-------|-------|-------|-------------------------------|-------|-------|-------|------------|-------|-------|-------|
| | INLA/MRTF members | | | | Nonmembers | | | | INLA/MRTF members | | | | Nonmembers | | | |
| | E | V | S | P | E | V | S | P | E | V | S | P | E | V | S | P |
| 1 booth | \$395 | \$475 | \$575 | \$675 | \$495 | \$585 | \$685 | \$785 | \$450 | \$525 | \$625 | \$725 | \$550 | \$635 | \$735 | \$835 |
| 2 booths | \$375 | \$450 | \$550 | \$650 | \$475 | \$560 | \$660 | \$760 | \$425 | \$500 | \$600 | \$700 | \$525 | \$610 | \$710 | \$810 |
| 3 booths | \$350 | \$425 | \$525 | \$625 | \$450 | \$535 | \$635 | \$735 | \$400 | \$475 | \$575 | \$675 | \$500 | \$585 | \$685 | \$785 |
| 4 + booths | \$325 | \$415 | \$515 | \$615 | \$425 | \$525 | \$625 | \$725 | \$385 | \$465 | \$565 | \$665 | \$485 | \$575 | \$675 | \$775 |
| Corner Booths (C) | \$700 | | | | \$825 | | | | \$800 | | | | \$900 | | | |

- Booth price includes:**
- 10' x 10' booth space / Economy booth space = 8' x 10'
 - Back draped wall 8' high and side rails 36" high and 10' long
 - Identifying sign, and two booth personnel badges (per booth)
 - Promotional brochure listing, website listing, and show program listing (if deadlines met)
 - Assistance with move-in/out.

❸ **Booth Location Preference (TBD)**
(An IGE representative will contact you for your preference once the hall is selected. First preference will go to the early bird exhibitors based on date contract is received.)

1) _____ 2) _____ 3) _____
 4) _____ 5) _____

Corner booths are sold on a first-come, first-serve basis.

❹ **Additional requests regarding booth location** (near other companies, away from other companies, etc)

❺ **Sign and mail. Please provide email of primary contact for booth**
 Signature: _____
 Email: _____

❻ **Total Amount Due: \$** _____
50% deposit due 4/30/17: \$ _____

To Reserve Booth Space: A deposit of 50% should accompany this signed agreement. Deposits must be received by April 30, 2017. Assignment of booth space is based on order of date that deposit was received. The balance of the booth cost is due by September 15, 2017. Any exhibitor not complying with the specified payment schedule forfeits all rights, claims, and reservations to the booths.

Cancellations: A refund minus a \$100.00/booth handling fee will be returned if the IGE office receives a written notice prior to September 15, 2017. Cancellations after September 15, 2017 will forfeit all payments.

Make all checks payable to Indiana Green Expo (IGE) or charge:
 MasterCard Visa Discover Amex
 Card Number _____
 Expires _____ Security code _____
 Billing Address _____
 City, State, Zip _____
 Authorized Signature _____

Mail contract to:
 Indiana Green Expo, 3596 Linkside Court, Carmel, IN 46032
 Ph: 800-443-7336 • haggard.rick@att.net
 www.inla1.org • www.mrtf.org • **www.IndianaGreenExpo.com**

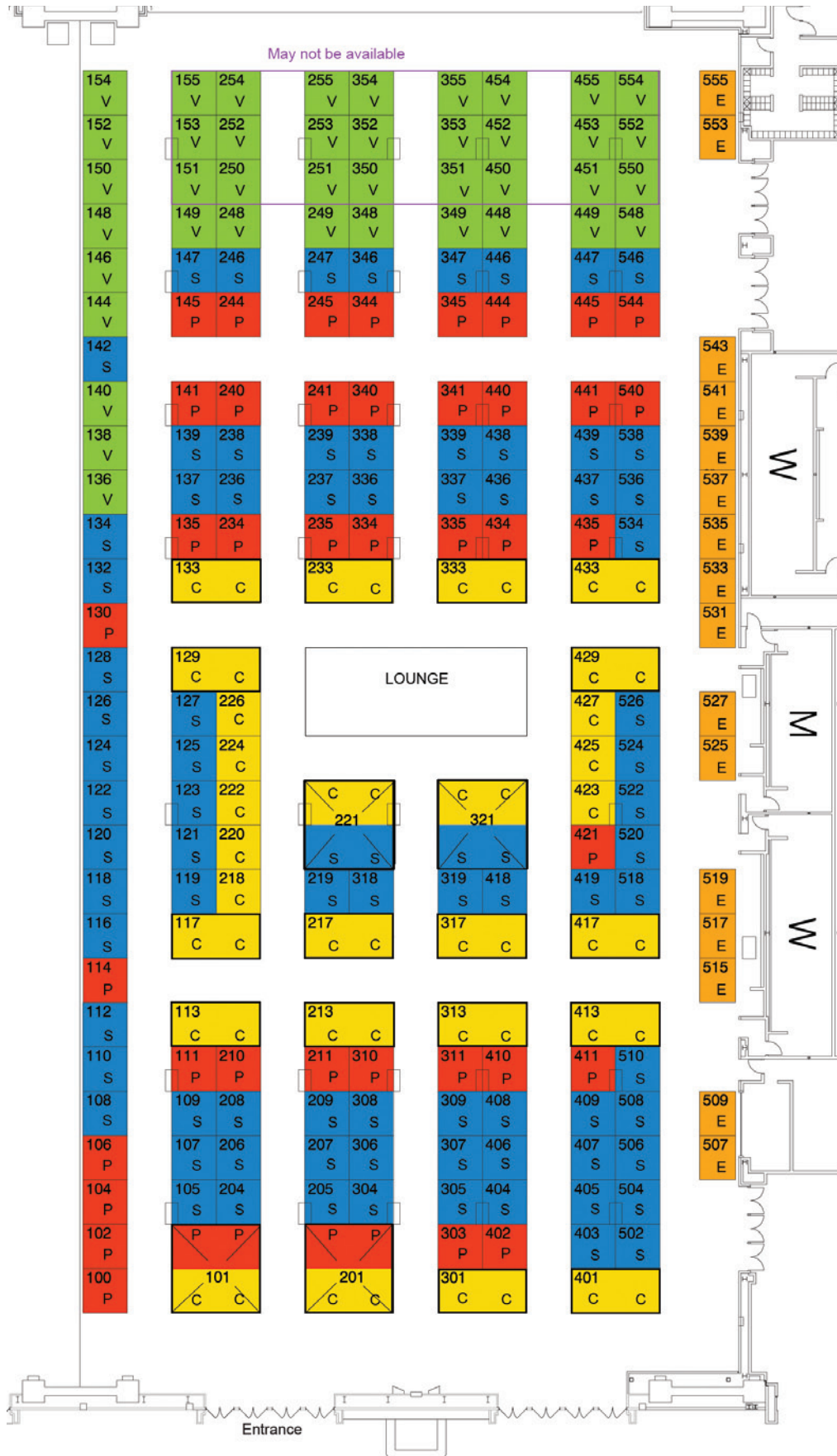
*****MAKE COPY FOR YOUR RECORDS BEFORE SENDING*****

OFFICE USE ONLY

Member: _____ Date Rcvd: _____
 Check/P.O. #: _____ Payment Rcvd: _____

Indiana Green Expo 2018

TRADE SHOW FLOOR PLAN (tentative) — HALL D



Indiana Green Expo 2018

TRADE SHOW POLICIES

1. The 2018 exhibit show hours are:

Tuesday, January 16, 2018: hours TBD
Wednesday, January 17, 2018: hours TBD

2. Exhibit setup and breakdown.

Tentative installation of exhibits will be in the morning of Monday, January 15, 2018 (hours TBD). All exhibits must be completely assembled by Tuesday, January 16, 2018 (hour TBD). Late exhibits will not be allowed to set up during exhibit hours. Only exhibitors will be allowed in the exhibit hall when the show is not officially open.

The exhibit breakdown can start on Wednesday, January 17, 2018 at 1:00 pm and must be completed by 11:59 pm of the same day. The official decorator will have personnel and equipment available during exhibit set-up and during all conference hours. Any services rendered will be appropriately billed to the exhibitor as necessary.

3. Booths.

Standard booths will be 10' wide x 10' deep (Economy booth are 8' x 10'). Each exhibitor's booth will include a back drape (8' high), rail drapes (36" high x 10' long), carpeted aisles, and one exhibitor's name sign. Any modification must be approved in writing. Any additional equipment such as tables, chairs, carpets, etc. can be secured from the official decorator at the exhibitor's expense. Electrical equipment information will be provided by Fern Expo or on the IGE website at www.IndianaGreenExpo.com. In addition, Fern Expo will furnish a complete exhibitor packet of information available through the association's website.

4. Contract for Space.

The application for space and formal notice of assignment constitutes a contract for the right to use the space allotted. The Indiana Green Expo reserves the right to cancel any contract with any exhibitor any time prior to or during the Expo.

5. Use of Space.

All demonstrations and distributions of advertising materials or other activities must be confined to the limits of the exhibit booths. No exhibitor shall assign, or share the whole or any part of the space allotted without the knowledge and written approval of the Indiana Green Expo.

6. Assignment of Booth Space.

The exhibit space will be assigned on a first-come, first-served basis by the Tradeshow Committee of the Indiana Green Expo. The committee will honor, to the best of its ability, the preference for booth space as requested by each exhibitor on the returned contract.

7. Insurance Coverage and Liability.

The Indiana Convention Center, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association will not be responsible or liable in case of fire, theft, or damage to any exhibitor's equipment on the premises. Exhibitors must provide their own insurance coverage to protect themselves, their equipment, and to cover damages that may be inflicted to the building and/or property of the Indiana Convention Center. The exhibitor shall indemnify and hold harmless the Indiana Convention Center, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association, their agents, servants and employees from any and all such losses, damages, and claims.

8. Decorator.

The tentative decorator will be Fern Expo, 1147 S. White River Parkway, East Drive, Indianapolis, IN 46225. The name and address of each exhibitor will be provided to the Fern Expo as soon as these are received by the Indiana Green Expo.

9. Restrictions.

The Indiana Green Expo reserves the right to restrict exhibits which because of the noise, method of operation, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Tradeshow Committee of the Indiana Green Expo may detract from the general character of the show. This restriction includes things, conduct, printed matter, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or evictions, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association is not liable for any refunds of rentals or other exhibit expenses. Any person who fails to reserve an exhibit space and who persists in soliciting in any manner at any time during the length of time of the show and/or related activities may be ejected from the premises.

The Indiana Convention Center prohibits the distribution of food within the exhibit hall unless purchased through the Convention Center's catering service.

10. Care of Building and Booths.

Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors without written permission. Furthermore, no booths shall extend vertically to interfere with sight lines of neighboring booths without written permission.

11. Contract.

These regulations become a part of the contract between the exhibitor and the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association. They have been formulated for the best interests of both parties. The Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Executive Director and the Tradeshow Committee of the Indiana Green Expo. The Tradeshow Committee reserves the right to make changes necessary to the best interest of the meeting.

SPONSORSHIP CONTRACT

Indiana Green Expo 2018

January 15-17, 2018 • Indiana Convention Center

There are many sponsorship opportunities available for companies to show their support of the Indiana Green Expo and also gain exposure to Indiana's green industry.

All sponsors will be acknowledged by:

- Signage at Indiana Green Expo 2018 Conference & Trade Show
- Announced in the Indiana Green Expo 2018 Show Program
- Announced in the *Indiana Nursery & Landscape News*, November/December 2017 and March/April 2018 issues
- Tabletop sign for your booth identifying sponsorship

CORPORATE SPONSOR / \$2,500

- Your company's logo will be included on all Indiana Green Expo 2018 promotional registration information and brochure
 - 25% discount on your first 10' x 10' booth with premium placement
 - Four admissions to the education conference
 - One half-page ad in the Indiana Green Expo 2018 Show Program
- Best to commit by July 1, 2017 for maximum promotional benefit.*

TRADE SHOW LOUNGE BREAK SPONSOR / \$1,000

Sponsors are also announced prior to trade show functions and throughout conference. Please choose break sponsorship time:

- Tuesday AM (January 16)
- Tuesday PM (January 16)
- Wednesday AM (January 17)

OPENING SESSION BREAK SPONSOR / \$1,000

Event held on Tuesday, January 16. Sponsors are also announced prior to trade show functions and throughout conference.

TOTAL SPONSORSHIP \$ _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Make all checks payable to Indiana Green Expo (IGE) or charge:

MasterCard Visa Discover Amex

Card Number _____ Expiration Date _____ Security Code _____

Authorized Signature _____

Billing Address _____

City, State, Zip _____

Mail contract to: Indiana Green Expo, 3596 Linkside Court, Carmel, IN 46032 • www.IndianaGreenExpo.com
Ph: 800-443-7336 • Email: haggard.rick@att.net • www.inla1.org • www.mrtf.org

Indiana Green Expo 2018

SHOW PROGRAM AD CONTRACT

Ads Due: Friday, December 8, 2017

| | Member | | Non Member | |
|---|--------|-------|------------|-------|
| | B/W | Color | B/W | Color |
| Full-page ads: 3.25" w x 7.5" h | \$285 | \$350 | \$375 | \$450 |
| Half-page ads: 3.25" w x 3.625" h | \$210 | \$285 | \$255 | \$330 |
| Quarter-page ads: 3.25" w x 1.75" h | \$180 | \$255 | \$210 | \$295 |
| Back cover: 3.25" w x 7.5" h * | \$465 | \$525 | \$635 | \$740 |
| Inside front cover: 3.25" w x 7.5" h * | \$465 | \$525 | \$635 | \$740 |
| Inside back cover: 3.25" x 7.5" h * | \$415 | \$470 | \$575 | \$685 |
| * full-page ads only | | | | |



Full-page ad
3.25" w x 7.5" h



Half-page ad
3.25" w x 3.625" h



Quarter-page ad
3.25" w x 1.75" h

Publication Info:
Trim size = 4.25" w x 8.5" h
Bleed Specs
(for full-page ads only):
Bleed size: 4.5" w x 8.75" h
(Bleed = .125" all around)
Live area: 3.75" w x 8.0" h

Please complete and return to the Indiana Green Expo office.

Company: _____
 Contact: _____
 Address: _____
 City, State, Zip: _____
 Email: _____ Website: _____
 Phone: (_____) _____ Fax: (_____) _____
 Signature: _____ Print name: _____

Ad to place in the 2018 Show Program
(Contract and artwork due: 12/8/17):

| Ad Size | Ad Cost |
|---|-----------------|
| _____ | \$ _____ |
| Total | \$ _____ |
| <input type="checkbox"/> Pick up 2017 ad | |
| <input type="checkbox"/> Submitting new ad for 2018 | |

Payment:

Amount \$ _____ Prepay Invoice
 Charge Card #: _____
 Exp date: _____
 Signature: _____

Make checks payable to:

Indiana Green Expo (IGE)
 3596 Linkside Court
 Carmel, IN 46032

Ad Specs

Electronic submissions (preferred):
 • High resolution PDF, TIFF or JPEG file (300 dpi at print size.)

Submit files to:

mary@ecumulus.com

Right of Publisher:

IGE reserves the right to refuse or to edit any advertisement for any reason it deems necessary. The quality of the published advertisement depends upon the materials provided. The publisher assumes no responsibility for errors in the copy submitted by the advertiser.

To Reserve Ad Space, send completed form to:

Mary Breidenbach, Advertising Sales
 Ph/Fax: 317-757-8634
 Email: mary@ecumulus.com