

# 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](http://www.inla1.org)

Aaron J. Patton  
Executive Director, MRTF  
[www.mrtf.org](http://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](http://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			
Tiers	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
<b>Corner Booths (C)</b>	\$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**

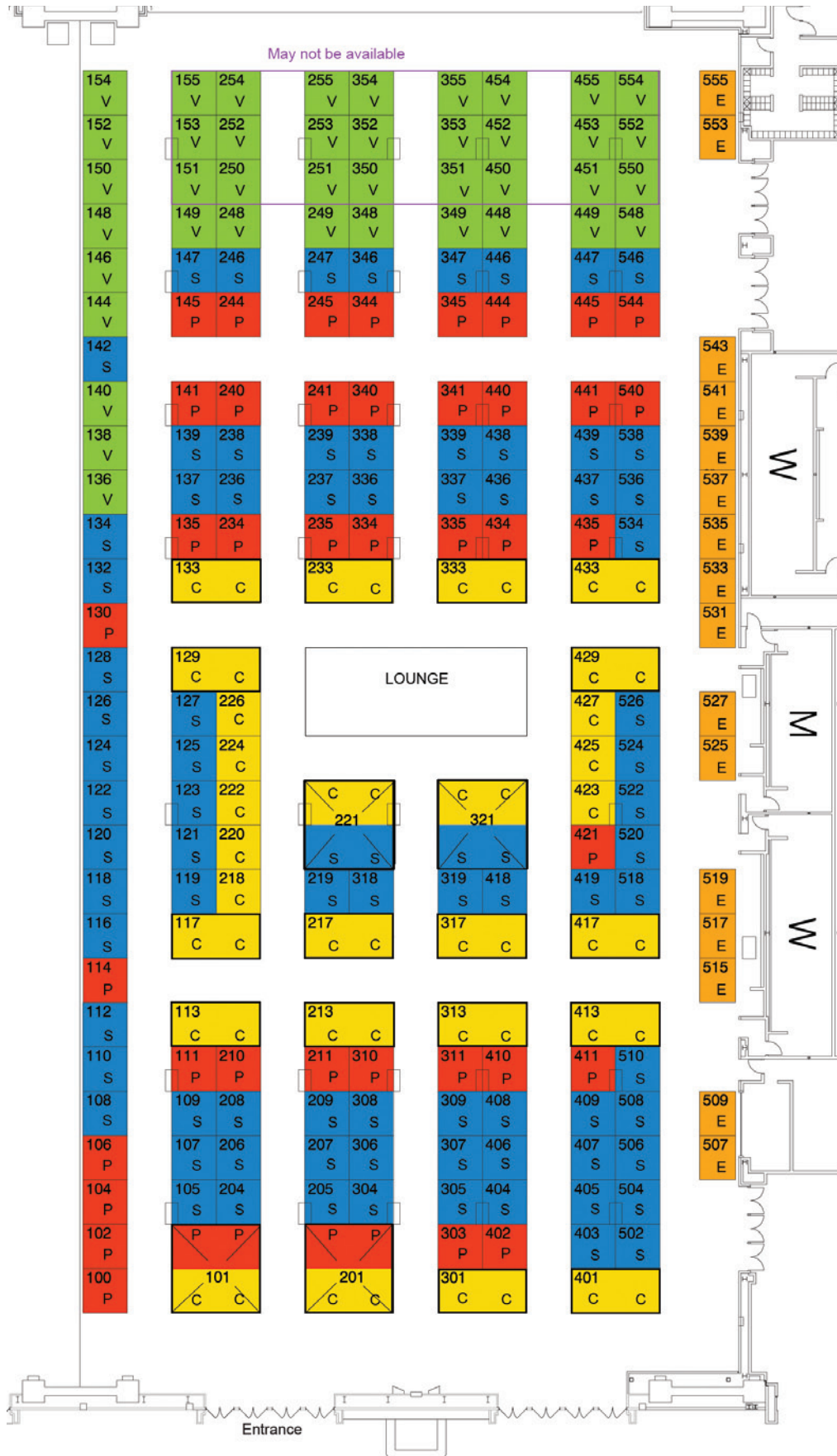
**\*\*\*MAKE COPY FOR YOUR RECORDS BEFORE SENDING\*\*\***

**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](http://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](http://www.IndianaGreenExpo.com)  
Ph: 800-443-7336 • Email: [haggard.rick@att.net](mailto:haggard.rick@att.net) • [www.inla1.org](http://www.inla1.org) • [www.mrtf.org](http://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
_____	\$ _____
<b>Total</b>	<b>\$ _____</b>
<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