

# Invitation to Exhibit



## New Jersey GREEN EXPO

**Turf & Landscape Conference  
December 6 - 8, 2016**

**\* TRADE SHOW DAYS \***

Tuesday      December 6, 2016:      4:00 PM – 8:00 PM

Wednesday    December 7, 2016:      11:30 AM – 2:30 PM

**The Borgata Hotel Casino & Spa  
Atlantic City, New Jersey**

**[www.njturfgrass.org](http://www.njturfgrass.org) • (973) 812-6467 • #njgreenexpo**

*Celebrating 41 Years • 1975- 2016*

# GREEN EXPO



## Turf and Landscape Conference INVITATION TO EXHIBIT



Dear Business Partners:

March 2016

The New Jersey **GREEN EXPO** Turf and Landscape Conference will be celebrating its 41<sup>st</sup> Anniversary this year – Tuesday, December 6 – Thursday, December 8, 2016, with the Trade Show on December 6th and 7th. The **Exhibitor Application, Rules and Regulations and Information** of the show are enclosed.

The **GREEN EXPO** is devoted exclusively to the turf and landscape industry, and is the most influential conference in the Northeast. Expo attendees are interested in their jobs, and hungry for products and services to make their jobs easier, safer, and better. We maintain a focused two-day format to maximize your effectiveness and reduce your event expenses.

### ✓ WHAT WE'VE HEARD

*"This is a very well-organized show, from the moment we arrived until we left, the event was seamless."*

*"Unbelievable experience! We learned so much, had the chance to network like crazy, and had a lot of fun and good food too."*

*"The Green Expo Trade Show has great traffic and was buzzing with attendees... we talked with lots of new customers and enjoyed spending time with current ones. This show was well worth our investment."*

### Why Should Your Company Exhibit at the GREEN EXPO?

- To Generate Highly Qualified Leads
- To Expand Your Market Share
- To Cultivate and Strengthen Your Customer Relations
- To Meet Committed Buyers
- To Raise Your Brand Awareness
- To Network and Schedule Client Meetings
- To Enjoy an Intimate and Focused Exhibitor Experience

Review the new trade show layout and select three (3) booth choices on your **Exhibitor Application**. Priority in booth assignments is based on multi-booth selection, prior years' participation, sponsorship history, and postmark of date received. We will do our best to accommodate your selection and reserve the right to make the final decision if needed. *Full booth payment or a minimum of a \$325 non-refundable deposit per booth is due with your Exhibitor Application. Total booth fees are due by October 1, 2016.*

Call the Borgata Hotel Reservations Department to reserve your **Hotel Rooms (609) 317-1000**. Use the Group Code **GBJT16** for Borgata Classic Rooms at our reduced rate of **\$99 a night** plus taxes or **GTWCA16** for **\$119 a night** plus taxes at The Water Club. Rates are good until Monday, November 14, 2016. Included in hotel rate is complimentary Wi-Fi in sleeping rooms and meeting locations, and access to the exercise/workout location in hotel. For additional information, please contact Cece Peabody, Executive Director, at (973) 812-6467.

Sincerely,

Chris Carson  
NJTA Expo and Education Chairman

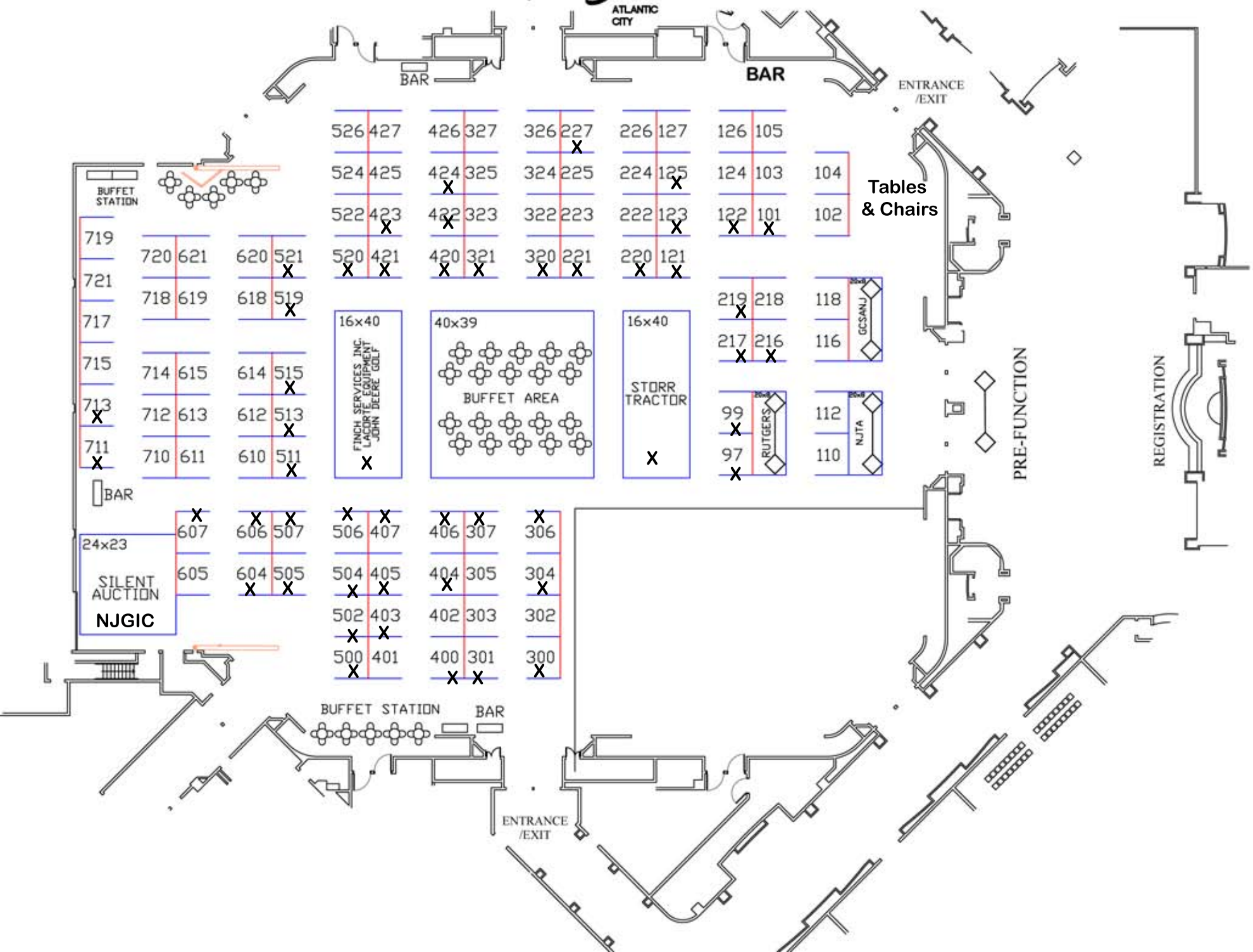


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# NEW JERSEY GREEN EXPO TURF AND LANDSCAPE CONFERENCE DECEMBER 6-8, 2016

RESERVED AS OF 3/14/16

## Borgata



 <b>New Jersey Turfgrass Association</b>		
	<i>As of March 14, 2016</i> <b>BOOTHS RESERVED for 2016 EXPO</b>	

<b>COMPANY</b>	<b>BOOTH #</b>	<b>LOCATION</b>
A. G. Enterprises	519	Inside
Aggrand/Amsoil	300	Corner
BASF	407	Corner
Bayer	421	Corner
Carbtrol	520	Corner
Davisson Golf	511	Corner
Double "D" Turf	306	Corner
Dow AgroSciences	711	Corner
DryJect New Jersey	404	Inside
East Coast Sod & Seed	515	Corner
Ecologel Solutions	304	Inside
Fisher & Son	507 & 606	2 Corners
F. M. Browns Sons	216	Corner
FMC Agricultural Solutions	713	Inside
Golf Course Superintendents of NJ	Front	2 Front Right
Grass Roots Inc.	321 & 420	2 Corners
Growth Products	422	Inside
John Deere/ Finch Services/LaCorte	Back Island	Back Island
Lebanon Turf	423	Inside
Levitts	500	Corner
Maser Consulting	101	Corner
Mitchell Products	403 & 405	2 Insides
Montco Products	227	Corner
New Jersey Green Industry Council	Silent Auction	Silent Auction AREA - BACK
New Jersey Turfgrass Association	Front	2 Front Center
Ocean County Utilities Authority	506	Corner
Partac Peat Corporation	301 & 400	2 Corners
Plant Food Company	521	Corner
Reed & Perrine	97 & 99	2 Corners
Rutgers University & OCPE	Front	2 Front Left

 <b>New Jersey Turfgrass Association</b>		
	<i>As of March 14, 2016</i> <b>BOOTHS RESERVED for 2016 EXPO</b>	

<b>Salsco</b>	<b>607</b>	<b>Corner</b>
<b>Seeton Turf Warehouse</b>	<b>307 &amp; 406</b>	<b>2 Corners</b>
<b>Shearon Design</b>	<b>220</b>	<b>1 Corner</b>
<b>Soil and Water Consulting</b>	<b>424</b>	<b>Inside</b>
<b>Standard Golf</b>	<b>513</b>	<b>Inside</b>
<b>Storr Tractor Company</b>	<b>Front Island</b>	<b>Front Island</b>
<b>Synatek</b>	<b>219 &amp; 217</b>	<b>2 Corners</b>
<b>Syngenta</b>	<b>221 &amp; 320</b>	<b>Corner</b>
<b>Total Turf Services</b>	<b>505</b>	<b>Corner</b>
<b>Turf Trade</b>	<b>502 &amp; 504</b>	<b>2 Insides</b>
<b>Vic Gerard Golf Cars</b>	<b>122</b>	<b>Corner</b>
<b>We Stop Deer</b>	<b>604</b>	<b>Corner</b>
<b>Wilfred MacDonald</b>	<b>121, 123, &amp; 125</b>	<b>1 Corner, 2 Insides</b>
<b>CRITERIA FOR BOOTH SELECTION:</b> Priority in booth assignments is based on number of years exhibiting at show, multi-booth selection, prior years' participation, sponsorship history, and postmark or date booth reservation received.		





# 2016 GREEN EXPO SPONSORSHIP OPPORTUNITIES

Sponsor opportunities for GREEN EXPO have been extremely well received by past business partners and attendees. We appreciate your consideration to promote your Company and support Green Expo.

**PLEASE MAKE YOUR SELECTION AND FAX TO: (973) 812-6529.**

You can also add your specific Sponsorship Amount to the Exhibitor Agreement.

DATE: \_\_\_\_\_  
 COMPANY NAME: \_\_\_\_\_  
 CONTACT NAME: \_\_\_\_\_  
 PHONE: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

<input type="checkbox"/> <b>PLATINUM</b> ( <i>Exclusive</i> )	<b>\$12,000</b>	<b>Includes:</b> Sponsor Poster displayed at all Events, Recognition during Awards Lunch/Opening Session, on Trade Show floor, In all printed programs, Name/Logo on Website and E-blasts. Info Flyer in Attendee Packets. <span style="float: right;"><i>6 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>(Wednesday) MIX &amp; MINGLE Reception</b> ( <i>Exclusive</i> )	<b>\$10,000</b>	<b>Includes:</b> Sponsor Poster displayed, Recognition during Awards Lunch /Opening Session, on Trade Show floor, In all printed programs, Name/Logo on Website and E-blasts. <span style="float: right;"><i>5 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>GOLD</b> ( <i>Exclusive</i> )	<b>\$7,500</b>	<b>Includes:</b> Sponsor Poster displayed at Events, Recognition during Awards Lunch /Opening Session, on Trade Show floor, In all printed programs, Name on Website and E-blasts. Info Flyer in Attendee Packets. <span style="float: right;"><i>4 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>BADGE LANYARDS</b> ( <i>Exclusive</i> ) <i>Closing Date to produce lanyards: November 1, 2016</i>	<b>\$5,000</b>	<b>Includes:</b> Recognition on Posters, in Trade Show, in printed programs. Name on Website and E-blasts. <span style="float: right;"><i>3 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>(Tuesday) LUNCH</b> ( <i>Exclusive</i> )	<b>\$3,500</b>	<b>Includes:</b> Recognition during Opening Session, Sponsor Poster displayed at Events. Recognition in printed Expo programs. Name on Website and E-blasts. <span style="float: right;"><i>2 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>(Tuesday) DINNER at TRADE SHOW</b> <i>(Two Available)</i>	<b>\$2,750</b>	<b>Includes:</b> Recognition during Opening Session, Sponsor Poster displayed at Events. Recognition in printed Expo programs. Name on Website and E-blasts <span style="float: right;"><i>2 Complimentary Full Registrations</i></span>
<input type="checkbox"/> <b>(Wednesday) LUNCH in TRADE SHOW</b> <i>(Two Available)</i>	<b>\$2,500</b>	<b>Includes:</b> Recognition during our General Session, Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> <b>(Tuesday) TS GRAND OPENING</b> <i>(Exclusive)</i>	<b>\$2,000</b>	<b>Includes:</b> Ribbon Cutting in front of Trade Show Entrance with photo opportunity. Recognition on Signage, in printed programs. Name on Website & E-blasts.
<input type="checkbox"/> <b>NOTE PADS</b> ( <i>Exclusive</i> )	<b>\$2,000</b>	Promote Your Company Name & Logo on Notepads for every attendee packet. <b>Includes:</b> Company name listed on Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> <b>(Thursday) BREAKFAST or LUNCH</b> <i>(Two Available)</i>	<b>\$2,000</b>	<b>Includes:</b> Recognition during our General Session, Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> <b>HYDRATION STATION IN TRADE SHOW</b> (Tuesday / Wednesday) ( <i>Exclusive</i> )	<b>\$1500</b>	<b>Includes:</b> Recognition during our General Session, Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> <b>COFFEE BREAKS</b> (Tuesday / Wednesday / Thursday)	<b>\$850</b>	<b>Includes:</b> Company name listed on Signage, Recognition in printed programs. Name on Website and E-blasts. <b>WHICH ONE?</b> ____ TUES: Core Session • ____ TUES: Golf AM Session ____ WEDS: Education • ____ THURS: Education
<input type="checkbox"/> <b>EDUCATION SESSION</b> (Golf, Sports Field, or Lawn & Landscape) (Tuesday / Wednesday / Thursday)	<b>\$750</b>	<b>Includes:</b> Company name listed on Signage, Recognition in printed programs. Name on Website and E-blasts. <b>WHICH ONE?</b> TUES                      WEDS                      THURS
<input type="checkbox"/> <b>FLYER INSERT</b> <i>Closing Date to mail to NJTA office: November 1, 2016</i>	<b>\$700</b>	Send us 1200 flyers or brochures and we'll insert them in the attendee onsite packet. <b>Includes:</b> Company name listed on Signage, Recognition in printed Expo programs.
<input type="checkbox"/> <b>GENERAL EVENT</b>	<b>\$500</b>	Want to support the show but not sure how? Take a General Event sponsorship. <b>Includes:</b> Company name listed on Signage, Recognition in Expo programs.

Sponsorships are available on a first come, first reserve basis. Previous sponsors have first opportunity to renew.

Many sponsor levels have multiple available. Have a new creative idea?

Please contact: Cece Peabody, NJTA Executive Director, at (973) 812-6467

# 2016 EXHIBITOR Application

Review and Sign Rules on Back



New Jersey GREEN EXPO  
Turf and Landscape Conference  
December 6 - 8, 2016

**Trade Show Days: December 6 & 7, 2016 • THE BORGATA • Atlantic City, NJ**

**COMPANY** \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Company Booth Contact at Show: (PLEASE PRINT)**  
 \_\_\_\_\_  
 Title \_\_\_\_\_  
 Products or Equipment or Services you offer? \_\_\_\_\_

In order to validate this contract:  
 • We enclose our full payment\*\* of booth rental (s) & addl staff registrations, and Proof of Insurance Coverage (\$1 Million commercial general liability)  
**\*\*Booth fee includes \$325 Non-Refundable Deposit per booth.**  
*Booth Payments are due by October 1, 2016.*  
 We agree to abide by the Exhibitor Rules and Regulations as printed on the back of this agreement, all of which are a part of this contract and are binding with the Exhibitor and Green Expo 2016 Management.

Authorized Signature \_\_\_\_\_  
 Date \_\_\_\_\_

**X** Complete Credit Card Information Below and Fax/Mail or  
 Make check payable to NJTA and mail with application to:  
**New Jersey Turfgrass Association • Green Expo**  
 25 US Highway 46 W, Wayne, NJ 07470-6801 • Phone: (973) 812-6467  
 Fax: (973) 812-6529 • F.E.I.N.: 23-7453656 • www.njturfgrass.org

We wish to apply for exhibit space under the Terms and Conditions of this contract, as printed in the Rules & Regulations on back. **Sign & Return both sides. (PRINT)**  
**REFER TO BOOTH LAYOUT TO SELECT BOOTHS**

**I. BOOTH Choices: (Booths are 8' Wide x 10' Deep)**

1st Choice: \_\_\_\_\_  
 2nd Choice: \_\_\_\_\_  
 3rd Choice: \_\_\_\_\_

**II. BOOTH SIGN: Print Company Name, City, State**

\_\_\_\_\_

**III. BOOTH FEES: CIRCLE YOUR CHOICE**

**(A) Booths Reserved BEFORE Oct 1, 2016**

Inside Booth(s)	One (1) @ \$800.00 ea	Two (2) @ \$1550 (\$775 ea)
Corner Booth(s)	One (1) @ \$850.00 ea	Two (2) @ \$1650 (\$825 ea)

*If you want to reserve more than 2 Booths - Use amounts above.*

**(B) Booths Reserved AFTER October 1, 2016**

Inside Booth(s)	One (1) @ \$900.00 ea	Two (2) @ \$1750 (\$875 ea)
Corner Booth(s)	One (1) @ \$950.00 each	Two (2) @ \$1850 (\$925 ea)
One (1) Inside and One (1) Corner Booth	Two (2) @ \$1800 (\$900 ea)	

*If you want to reserve more than 2 Booths - Use amounts above.*

**SUBTOTAL: BOOTHS \$** \_\_\_\_\_

*Bring Subtotal down to "Total Fees Due" box below.*

**HOTEL:** Borgata Classic room rates are \$99 nite + tax or The Water Club rates are \$119 nite + tax and are available for reservation until November 14, 2016. After this date, regular room rates may apply. Make room reservations with THE BORGATA at (609) 317-1000. Reservation Code: GBJT16 for Classic or GTWCA16 for Water Club.

**— NJTA MEMBERSHIP —**

**2017 NJTA MEMBERSHIP:** \_\_\_ Renewal \_\_\_ New  
 Membership Year: January 1, 2017 - December 31, 2017

BUSINESS PARTNER (Mfg/Suppliers/Sod Producers) (Up to 4) \$ 275.00  
 Individual Member \$ 80.00  
 Addl PARTNER Name \_\_\_\_\_ \$ 65.00 ea

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_

**SUBTOTAL: MEMBERS Total \$** \_\_\_\_\_  
*Bring Subtotal down to "Total Fees Due" box below.*

**IV. STAFF BADGES (2 Staff Badges included with each booth)**

Maximum 4 staff permitted per booth. Print names below.

1. \_\_\_\_\_  
 2. \_\_\_\_\_

**Per Booth, 3rd & 4th STAFF pre-registered @ \$125 each**

3. \_\_\_\_\_  
 4. \_\_\_\_\_

On Site staff registered will pay more. If you have 2 or more booths, send in separate list with staff names & payment.  
**Need ALL Staff names by 11/15/16.**

**SUBTOTAL: STAFF \$** \_\_\_\_\_

**— TOTAL FEES DUE —**  
 Write totals from BOOTH • STAFF • MEMBERS boxes.

1. **BOOTHS** \$ \_\_\_\_\_  
 2. **STAFF** \$ \_\_\_\_\_  
 3. **2017 MEMBERSHIP** \$ \_\_\_\_\_

**GRAND TOTAL DUE \$** \_\_\_\_\_

**PAYMENT:**  Check # \_\_\_\_\_  Visa  MasterCard  AMEX

Card No. \_\_\_\_\_ // \_\_\_\_\_ // \_\_\_\_\_ // \_\_\_\_\_ // \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ // \_\_\_\_\_ • 3 Or 4 Digit Security Code \_\_\_\_\_  
 PRINT Cardholder's Name \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Billing Address (if different than above) \_\_\_\_\_

# GREEN EXPO Rules and Regulations: Sign Below

## EXHIBIT SET-UP: Salons B, C, D

AEX DRAYAGE SET UP: Monday, Dec 5, 2016: 8:00 PM - Midnight

VENDOR SET UP: Tuesday, Dec 6, 2016: 8:00 AM - 3:00 PM

There are guidelines for bringing in equipment below.

## EXHIBIT DATES AND TIMES:

Tuesday, December 6, 2016 4:00 PM to 8:00 PM

(Grand Opening & Trade Show Reception)

Wednesday, December 7, 2016 11:30 AM to 2:30 PM

Main Entrance: One Borgata Way

Trade Show Entrance: Salon B

Exhibit Dismantle: Wednesday, December 7, 2016 2:30 PM to 8:30 PM

## BOOTH ASSIGNMENT & INSTALLATION

Priority in assigning booth(s) is established on the basis of multi-booth selection, previous years' participation, sponsorship history, and the postmark date on the envelope or fax received. Every effort possible will be made to assign booth space in accordance with choices indicated on the application. **Booth assignment(s) will not be made unless a full payment or \$325 deposit per booth by check or credit card accompanies the application form.** GREEN EXPO Management reserves the right to shift booth assignment(s) after the contract has been signed if they find it necessary to do so. Exhibitors will be sent an acknowledgement of the receipt of their application form and payment along with their booth assignment.

Exhibitors may have access to booths per the times in the set up above. It is requested that any equipment (per height and weight limitations of elevator) be installed on Monday, the day before the show.

- Fuel Tanks shall be kept filled at a level of no less than 1/4 and no more than 1/2 of its labeled liquid volume. Vehicles must have a lockable fuel cap.
- No gasoline will be permitted in gas-powered equipment or motors of any type. All gas tank caps must be properly taped. Key to vehicle must be turned over to Security upon delivery.
- Exhibitors must take proper precautions to protect the floor from oil drips.
- Batteries required for starting and/or operation of equipment must be disconnected.
- Propane may not be stored at the Exhibit Center.

## GENERAL INFORMATION

- **Submit Proof of Insurance Coverage (\$1 Million Commercial General Liability)**
- Load-in and load-out must take place during hours designated by Show Mgmt.
- Load-in and load-out must take place from The Borgata loading dock. The porte-cochere is always off-limits.
- The dock area must be entered and exited in an orderly fashion. The unloading area is subject to the discretion of the dockmaster. You may not leave your vehicle parked in the loading dock while you deliver materials to your booth.
- You must provide your own labor and means of moving the exhibit materials.
- Heavy machinery (i.e. fork lifts) is not permitted.
- **Nothing may be shipped to the hotel in advance! It will be refused and forwarded to the drayage company warehouse!**

Atlantic Expo (AEX) will assign times for large exhibitors to set-up. This will avoid problems with parking and lining up on the street. We have negotiated with Atlantic Expo (AEX) for elimination of "spotting fees."

Exhibitors will abide by all other provisions of said rules and regulations, with fire regulations and all other regulations of governmental agencies and The Borgata Hotel. All draping material must be flame proof. **Each booth fee includes a \$325 non-refundable deposit.**

Scheduling of receptions or other activities to promote business during times when Education Programs or other Expo activities are scheduled is strictly prohibited.

Your cooperation will be greatly appreciated. If you need assistance in planning such events, please feel free to contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

## LIABILITIES

The New Jersey GREEN EXPO Turf and Landscape Conference Management will exercise reasonable care for the protection of the Exhibitor's materials and displays. Beyond this, Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata, or any officer or staff member thereof, will not be responsible for the safety of the property of the Exhibitor, his agent, or employees from theft, damages by fire, accident, or any other cause.

The Exhibitors agree that Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata or their employees (a) will not be responsible for any damage or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, agents, or employees; all claims for such loss, damage, destruction or injury being expressly waived by the Exhibitor; (b) will be exempted or indemnified from any claims for injury to any part of the Exhibitor's representatives, agents, or employees.

Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata or their employees will not be liable for failure to hold the GREEN EXPO as scheduled. If the Trade Show is cancelled prior to October 15, 2016, because of fire, any act of God, or a public enemy, strike, or epidemic, or any law or regulating public authority, which makes it impossible or impractical to hold the Trade Show, NJTA will return payment for booth space, less \$325 non-refundable deposit per booth, excluding any expenses incurred in connection with the exhibit.

**Questions? Call: 973.812.6467**  
**www.njturfgrass.org**

## TELEPHONE SERVICE REQUESTS

Exhibitors requiring telephone service in their booth must contact Verizon directly for arrangements: In-State (800) 660-9922 Out-of-State (800) 755-1387

## BOOTHS, USAGE, & ADDITIONAL INFORMATION

Standard size booths are 10 ft. deep by 8 ft. wide and are indicated by number on the Official Floor Plan. **Booths include the following at no extra charge: Drapery - 8 ft. backdrop with 3 ft. divider (drape and rail); Room is carpeted.** Each exhibitor will be provided with an **Identification Sign** indicating firm name, city, state, and booth number(s). Electrical service and all other furnishings, equipment facilities, etc., shall be the responsibility of the Exhibitor at their expense, with arrangements to be made through the Convention Services Contractor or with The Borgata.

All exhibits and demonstrations must be confined to the exhibit booth. No Exhibitor shall assign, sublet, or share the whole or any part of the assigned booth space. Opening and closing of Exhibit periods each day will be announced on the PA System. Exhibitors are urged to cooperate in closing of exhibits and clearing the Trade Show area.

**Exhibiting Companies MAY NOT break down earlier than the closing times of the Trade Show. If this occurs, Show Management reserves the right to exclude a company from participating in future Expo Trade Shows, and to charge a break down violation fee of \$750.**

**Carpet:** The Salons are fully carpeted. If exhibitors wish another carpet for their booth, carpet can be ordered in the Exhibitor Kit provided by Atlantic Expo (AEX). Special order carpet will be placed on top of selected show carpet.

**Valet Parking** is available at the Main Entrance of The Borgata. Self-parking is available near the Main Entrance. Truck and Tractor Trailer parking is available by special arrangement.

**Freight Access:** See AEX package.

**Security:** Around-the-clock, full time security will be provided on the Trade Show floor at no additional cost to Exhibitors.

**Registration:** An Exhibitor name badge will be provided for each company representative (2 included with booth & 2 addl @ \$125 (pre-registered) for a maximum of 4 company staff per booth) listed on the Application form. The badge must be used for entrance to the Trade Show, for admittance to Educational Sessions, and will constitute official registration for **GREEN EXPO 2016**.

**Hotel:** A limited number of rooms at convention rates (reduced rates) are available for reservation until November 14, 2016. After this date, lodging cannot be assured and regular room rates may apply. Make room reservations with The Borgata at (609) 317-1000. Reservation Code: GBJT16 (Borgata Classic Rooms @ \$99++) or GTWCA16 (The Water Club @ \$119++) Cut off for room reservations is November 14, 2016. An online reservations link will also be available at [www.njturfgrass.org](http://www.njturfgrass.org).

**Location:** The Borgata is conveniently located on the marina side of Atlantic City, Major roadways - Interstate 295, New Jersey Turnpike (Exit 3); Garden State Parkway (Exit 38) to Atlantic City Expressway. When in AC, follow signs to The Borgata.

## BOOTH MATERIALS SHIPMENT & DRAYAGE COMPANY

The Borgata has no facilities for the storage of exhibits and/or exhibit materials. All materials must be shipped directly to the official drayage company for transport to The Borgata on day of load-in. Mark on all materials: **2016 GREEN EXPO.**

**Official Drayage Company:**

**ATLANTIC EXPO**

**3093 English Creek Avenue**

**Egg Harbor Twp., NJ 08234**

**Phone (609) 272-1600 • Fax (609) 272-1680**

Shipments that arrive prior to the show will be directed to the official drayage company warehouse for storage and delivery to the hotel on day of load-in. Packages shipped in excess of 20 pounds will be returned to sender unless special arrangements have been made in advance with the show management. You may bring your own materials into the exhibit area. If you use the services of the valet, there will be a charge per box to bring them up to the exhibit area.

## PAYMENTS AND CANCELLATIONS

In applying for space, the Exhibitor will pay the cost of the booth(s) with the filing of the application form (includes a \$325 non-refundable deposit per booth). All cancellations must be made in writing. In the event Exhibitor cancels all, or part, of the exhibit space contracted, the following will apply: (1) if written cancellation request is received before September 15, 2016, 50% of booth fees, less non-refundable deposit per booth, will be refunded. If the show sells out all booth spaces, then the full amount, less non-refundable deposit per booth, will be refunded. Refund will be issued after the completion of the show. (2) if the cancellation request is received after September 15, 2016, the exhibitor shall pay a cancellation fee equal to the amount of the exhibit booth space rental.

## AGREEMENT

Anything not covered by these rules is subject to the judgment of the New Jersey Turfgrass Association, and Rutgers University or official representatives without appeal.

Each Exhibitor, by signing the Exhibitor application, agrees to abide by the rules and any amendments or additions that might hereafter be established or put into effect by the New Jersey Turfgrass Association, and Rutgers University or its authorized representatives. We appreciate your signature below.

## EXHIBITOR SIGNATURE





**BOOTH MATERIALS INFO for BORGATA  
2016 GREEN EXPO  
Trade Show is  
December 6 & 7, 2016**

**BOOTH MATERIALS  
Information for BORGATA**

**Where do Exhibitors go when they arrive at the Borgata?**

From Atlantic City Expressway

1. Take Exit 1 toward Convention Center/Marina/Brigantine
2. Proceed through the Atlantic City / Brigantine Connector, stay in the left lane when you exit the tunnel.
3. Take Exit H to Renaissance Pointe / Borgata
4. Take the **Employees/Deliveries** [Sign reads – “Borgata. Deliveries, Employees Only, Keep Left”] exit on the left and follow the ring road around to the loading docks. Use the Loading Dock for shows at the Event Center. Unload materials with or without the assistance of AEX drayage services. Once done, park in the customer garage.

**Event Center Specifications:**

A freight elevator is taken from the outside of the Event Center up to the Event Center floor. The Event Center is right next to the freight elevator. The elevator size is a large version of a standard elevator.

**Freight Elevator Information:**

Width: 7' (feet)

Depth: 10' (feet)

Height: 10' (feet)

Elevator capacity: 50,000 lbs

**No fuel (gas or diesel)** may be in the units before they are moved onto the elevator for transport to the Event Center, UNLESS dollies or turtles (full circular wheels) are used. The AEX Drayage company usually does this unless the exhibitor pushes their own equipment, or uses dollies. Only electric driven items can be driven in.

**NOTE: You may bring your materials in the hotel as long as you can manage them yourself. If you need the services of a bellman, there will be a charge per box to bring them upstairs to the Event Center.**