



New Jersey Turfgrass Association Makes Decision about Green Expo 2020

TO ALL EXHIBITORS:

With the health and safety of everyone foremost in our minds, the NJTA Board of Directors and the Rutgers Center for Turfgrass Science have decided to cancel Green Expo 2020. We looked at every option for holding the safest possible 45th Green Expo in December 2020. However, the pandemic changed EVERYTHING about the way we do business and it became apparent that canceling Green Expo was the only responsible option. Considerations in making this decision included the need for social distancing, the State requirement for fewer attendees in meeting rooms, travel restrictions from other states, quarantine rules for attendees from outside NJ both before and after Green Expo, as well as serious challenges for food services and social events, and of course the trade show floor and how to enforce those restrictions to keep everyone safe.

To all who exhibit with us each year, and those who also sponsor this event in many other ways, we are extremely grateful and hold you in very high esteem. Your support, attendance, and involvement are what continue to make the Green Expo successful each year. We share a huge debt of gratitude for your continued investment in the Green Expo and hope that you will continue to exhibit and sponsor this event in 2021.

**We are planning to make
Green Expo 2021 bigger and better than ever!
SAVE THE DATES FOR NEXT YEAR'S SHOW
December 7, 8, 9, 2021!**

The Borgata Hotel and Casino, Atlantic City, NJ, will continue to host Green Expo in 2021. The trade show will be held on December 7 and 8 and the floor layout will stay the same as this year. We hope that you'll be ready to join us for an exciting and dynamic experience.

EXHIBITOR OPTIONS:

Most exhibiting companies have provided us with a booth deposit or full booth payment, and in some cases sponsorship monies. You know that your participation in the Green Expo is valuable to your company and to our attendees. We want to do what is best for you and are offering three (3) choices about your booth and sponsorship investment:

- (1) Give NJTA permission to roll over all or part of your booth payment and apply it to the Green Expo 2021 trade show. Your booth location will be guaranteed for Green Expo 2021.**
- (2) Request that NJTA return all or part of your booth payment. You will be invoiced for your booth in 2021.**
- (3) Donate all or part of your 2020 Green Expo booth payment/sponsorship to the NJTA. The cancellation of Green Expo 2020 has had a significant impact on the finances of the NJTA and affects our ability to support our membership and Rutgers University. Your gracious donation will help the NJTA to continue to provide for the Turfgrass Industry in New Jersey as it has for the past 50 Years. Your booth location will be guaranteed for Green Expo 2021. Thanks for your consideration of this option.**

We deeply appreciate your participation in Green Expo and look forward to your continued support. The NJTA office will be contacting you in early-September about how you would like to handle your booth and sponsorship monies from this year's show.

Stay healthy and look for updates via email.

Sincere and heartfelt thanks,
Chris Carson, Expo Chairman
Keith Kubik, Expo Co-Chair
NJTA Board of Directors

Questions?
Call Cece Peabody, Executive Director
Office: (973) 812-6467 * Cell: (201) 704-6635
execdirector@njturfgrass.org

