



GREEN EXPO EXHIBITOR KIT

DECEMBER 8-10, 2020

BORGATA HOTEL, ATLANTIC CITY, NJ

The Best Turf and Landscape Show in the
Northeast! Your Company Should Be Here!



Hosted by the
New Jersey Turfgrass Association
www.njturfgrass.org



2020 GREEN EXPO

Turf and Landscape Conference • December 8 - 10, 2020
EXHIBITOR INVITATION & KIT

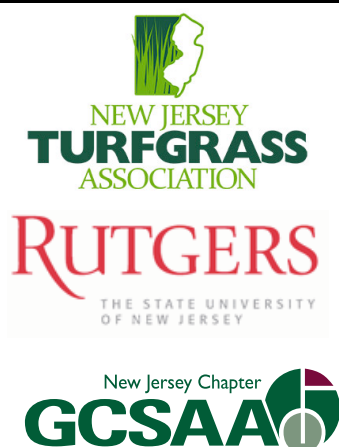


Dear Business Partners:

MARCH 2020

The New Jersey **GREEN EXPO** Turf and Landscape Conference will be celebrating its 45th Annual Conference this year – from **Tuesday, December 8 - Thursday, December 10, 2020** - with the Trade Show on December 8th and 9th. *NOTE: Green Expo continues to be held the second week after Thanksgiving.*

The **GREEN EXPO** is presented exclusively for the turf and landscape industry, and is the most influential conference in the Northeast. Green Expo attendees look for products and services to make their jobs easier, safer, and better. The show has a focused two-day trade show format to maximize effectiveness and reduce event expenses. The Exhibitor Application, Rules and Regulations and Information of the show are enclosed. Per exhibitor suggestions, the back of the floor has been adjusted for better sight lines; map reflects these changes.



WHY YOU SHOULD EXHIBIT at the GREEN EXPO:

- To Generate Highly Qualified Leads
- To Expand Your Market Share
- To Cultivate and Strengthen Customer Relations
- To Meet Committed Buyers
- To Raise Your Brand Awareness
- To Network and Schedule Client Meetings
- To Enjoy a Focused Exhibitor Experience
- To Have Fun, Learn, and Socialize with Buyers

GREEN EXPO SHOW PARTNERS: NJTA, RUTGERS, and GCSANJ

Review the trade show layout and **select three (3) booth choices** on your Exhibitor Application. Booth assignment criteria are based on: number of years of participation, number of booths reserved, sponsorship history, and postmark of date received. We will do our best to accommodate your selection; we reserve the right to make final decisions. *NOTE: Many Exhibit Companies reserved their same booths before leaving Expo 2019.*

A non-refundable deposit of \$375 per booth is due with your Exhibitor Application, or you may pay for your booth in full now. All Booth fees are due by October 1, 2020. Questions? Contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

FIND THE LATEST BOOTH LAYOUT & COMPANY LIST at www.njturfgrass.org.

2020 HOTEL ROOMS: As the show gets closer, call the Borgata Hotel Reservations to reserve your 2020 Hotel Rooms: **(609) 317-1000**. Use the Group Code **GBTRF20** for **Borgata Classic Rooms** at our reduced rate of **\$105 a night** plus taxes or Use the Group Code **GTWTG20** for **The Water Club Rooms** for the reduced rate of **\$125 a night** plus taxes. Rates are good through Monday, November 9, 2020. *Included in hotel rate is complimentary Wi-Fi in sleeping rooms and meeting locations, and access to the exercise/workout location in hotel.*

Sincerely,

Chris Carson, NJTA Expo Chairman

2020 EXHIBITOR Application

Review and Sign Rules on Back



December 8-10, 2020

(NOTE: . There is a week between Thanksgiving & Expo. Thanksgiving is on Nov. 26th.)

New Jersey GREEN EXPO Turf and Landscape Conference

Trade Show Days: December 8 & 9, 2020 • THE BORGATA • Atlantic City, NJ

COMPANY

Mailing Address _____

City _____ State _____ Zip Code _____

Phone: _____ Fax: _____

E-mail _____

Booth Contact Name: (PLEASE PRINT) _____

Title _____

Products or Services Offered (for OnSite Program): _____

In order to validate this contract:

• We enclose our \$375 deposit per booth or full payment** of booths.

We will send a Proof of Insurance Coverage (\$1 Million commercial general liability) *

*Booth fee includes \$375 Non-Refundable Deposit per booth.

Full Booth Payments are due by October 1, 2020

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 2020 Management.

X Authorized Signature _____

Date _____

Complete Credit Card Information Below and Mail or Fax (973) 812-6529

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

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

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

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

BOOTH SIGN: Print Company Name, City, State

1. BOOTH FEES: PUT CHECK ✓ BY CHOICE

(A) Booths Reserved BEFORE Oct 1, 2020

Inside Booth(s) _____ One (1) @ \$825.00 ea _____ Two (2) @ \$1600 (\$800 ea)

Corner Booth(s) _____ One (1) @ \$875.00 ea _____ Two (2) @ \$1700 (\$850 ea)

One (1) Inside and One (1) Corner Booth _____ Two (2) @ \$1700 (\$850 ea)

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

(B) Booths Reserved AFTER October 1, 2020

Inside Booth(s) _____ One (1) @ \$925.00 ea _____ Two (2) @ \$1800 (\$900 ea)

Corner Booth(s) _____ One (1) @ \$975.00 ea _____ Two (2) @ \$1900 (\$950 ea)

One (1) Inside and One (1) Corner Booth _____ Two (2) @ \$1850 (\$925 ea)

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

SUBTOTAL: BOOTHS \$ _____

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

2. STAFF BADGES (2 Staff Included Per Booth Fee)

Maximum 4 Staff permitted per booth. Print names below.

1. _____

2. _____

**NOTE: 3rd & 4th STAFF PRE-Registered @ \$140 each
(To register staff at show, cost will increase.)**

3. _____

4. _____

Staff registered at Green Expo Show will cost more.

If you have 2 or more booths, send separate list with names

& payment. **Need ALL Staff names by 11/9/20.**

SUBTOTAL: STAFF \$ _____

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

2021 NJTA MEMBERSHIPS

3. NJTA MEMBERSHIPS: _____ Renewal _____ New

Membership Year: January 1, 2021 - December 31, 2021

☐ BUSINESS PARTNER (Mfg/Suppliers/Sod Producers) (1 to 4) \$ 295.00

☐ Individual Member (One Person) \$ 95.00

1. _____

2. _____

3. _____

4. _____

SUBTOTAL: MEMBERS Total \$ _____

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

HOTEL RATES: Borgata Classic room rates are \$105 night + tax.

The Water Club rates are \$125 night + tax and are available for reservation until November 9, 2020. After this date, regular room rates may apply.

Make reservations with THE BORGATA at (609) 317-1000. Reservation Codes: GBTRF20 for Borgata Classic or GTWTG20 for The Water Club.

TOTAL FEES DUE

Write totals from BOOTH • STAFF • MEMBERS subtotals.

1. **BOOTHS** \$ _____

2. **STAFF** \$ _____

3. **MEMBERSHIPS** \$ _____

GRAND TOTAL DUE \$ _____

PAYMENT: ☐ Check # _____ ☐ Visa ☐ MasterCard ☐ AMEX

SELECT ONE: ☐ Pay Full Booth Cost • ☐ Pay \$375 Per Booth & NJTA to Invoice Balance

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 A, B, C, D

AEX DRAYAGE SET UP: Monday, Dec 7, 2020: 8:00 AM - Midnight

VENDOR SET UP: Tuesday, Dec 8, 2020: 8:00 AM - 3:00 PM

There are guidelines for bringing in equipment below.

EXHIBIT DATES AND TIMES:

Tuesday, December 8, 2020 4:00 PM to 8:00 PM

(Grand Opening Ribbon Cutting & Trade Show Reception)

Wednesday, December 9, 2020 11:30 AM to 2:30 PM

Main Entrance: One Borgata Way

Trade Show Entrance: Salons A & B

Exhibit Dismantle: Wednesday, December 10, 2020 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 of \$375 deposit per booth by check or credit card is sent with 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 gal and no more than 1/2 gal 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 \$375 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, 2020, 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 \$375 non-refundable deposit per booth, excluding any expenses incurred in connection with the exhibit.

Mail Original with your signature to NJTA office.

Keep a copy for your records.

Questions? Call: 973.812.6467

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. Wide by 8 ft. Deep 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 \$850.

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 Staff included per booth & 2 addl Staff @ \$140 (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 2020**.

HOTEL: A limited number of rooms at convention rates (reduced rates) are available for reservation until November 9, 2020. 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: GBTRF20 (Borgata Classic Rooms @ \$105++) or GTWTG20 (The Water Club @ \$125++) Cut off for room reservations is Monday, November 9, 2020. An online reservations link will also be available at 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: **2020 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 \$375 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 OCTOBER 15, 2020, 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 OCTOBER 15, 2020, 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 2020 GREEN EXPO
Trade Show is
December 8 & 9, 2020**

**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:

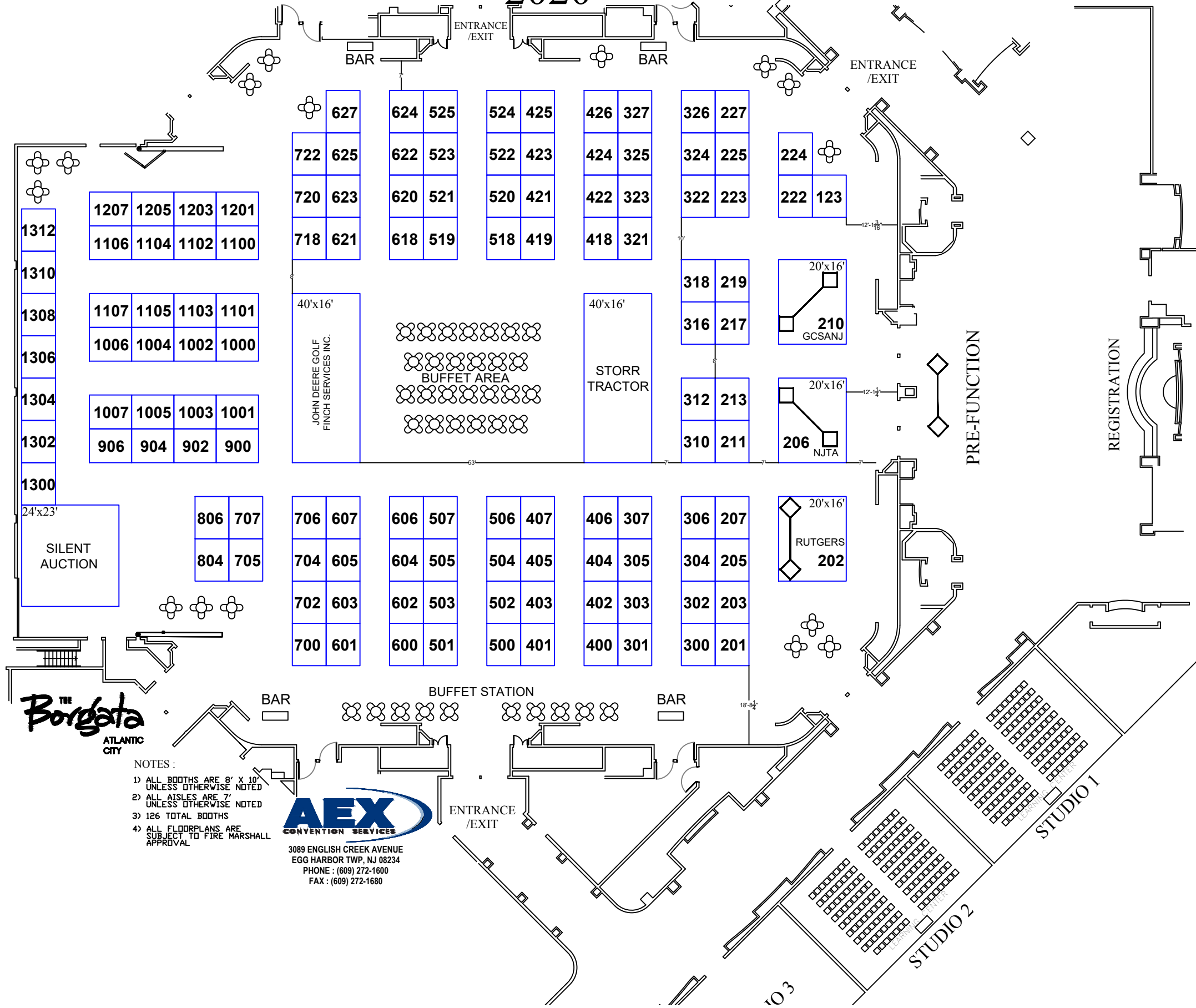
Width: 7' (feet)
Depth: 10' (feet)
Height: 10' (feet)
Elevator capacity: 50,000 lbs

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.

NEW JERSEY GREEN EXPO TURF AND LANDSCAPE CONFERENCE

2020



NOTES :

- 1) ALL BOOTHS ARE 8' X 10' UNLESS OTHERWISE NOTED
- 2) ALL AISLES ARE 7' UNLESS OTHERWISE NOTED
- 3) 126 TOTAL BOOTHS
- 4) ALL FLOORPLANS ARE SUBJECT TO FIRE MARSHALL APPROVAL



3089 ENGLISH CREEK AVENUE
EGG HARBOR TWP, NJ 08234
PHONE : (609) 272-1600
FAX : (609) 272-1680