

Invitation to Exhibit
GROW WITH US!
BIGGER TRADE SHOW FLOOR



GREEN EXPO Turf & Landscape Conference
December 5 - 7, 2017

*** TRADE SHOW DAYS ***

Tuesday December 5, 2017: 4:00 PM – 8:00 PM
Wednesday December 6, 2017: 11:30 AM – 2:30 PM

The Borgata Hotel Casino & Spa
Atlantic City, New Jersey

*If you have already registered for the Green Expo,
please share this invitation with another company.*

www.njturfgrass.org • (973) 812-6467 • #njgreenexpo
Celebrating 42 Years • 1975 - 2017 •• 25 US Highway 46 West, Wayne NJ 07470

GREEN EXPO

Turf and Landscape Conference

INVITATION TO EXHIBIT

GROW WITH US!

BIGGER TRADE SHOW FLOOR



Dear Business Partners:

March 2017

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

THE TRADE SHOW FLOOR IS BIGGER THIS YEAR....COME GROW WITH US!

The New Jersey **GREEN EXPO** Turf and Landscape Conference will be celebrating its 42nd Anniversary this year – Tuesday, December 5 - Thursday, December 7, 2017, with the Trade Show on December 5th and 6th. The **Exhibitor Application, Rules and Regulations and Information** of the show are enclosed.

GROW WITH US! *FOR RETURNING EXHIBITORS ONLY*

We've enlarged the trade show floor and added more booths!
Your company can increase your 'real estate'!

Add an additional booth or two to what you had last year (for example, if you had one and want to increase to two; or if you had two and want to increase to four) **for only \$500 each booth for those additional booths – includes 2 staff too!**

Check the latest booths layout at:
www.njturfgrass.org

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 \$350 non-refundable deposit per booth is due with your Exhibitor Application. **All Booth fees due by October 1, 2017.***

FIND CURRENT BOOTH LAYOUT & LIST AT www.njturfgrass.org.

Call the Borgata Hotel Reservations Department to reserve your **Hotel Rooms (609) 317-1000**. Use the Group Code **GBNJ17** for Borgata Classic Rooms at our reduced rate of **\$99 a night** plus taxes or **GTWT17** for **\$119 a night** plus taxes at The Water Club. Rates are good until Monday, November 13, 2017. 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 Chairman



ENCLOSURES



2017 EXHIBITOR Application

Review and Sign Rules on Back



New Jersey GREEN EXPO Turf and Landscape Conference
December 5-7, 2017

GROW WITH US! LARGER TRADE SHOW FLOOR

Trade Show Days: December 5 & 6, 2017 • 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 \$350 Non-Refundable Deposit per booth.**
Booth Payments are due by October 1, 2017
 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 2017 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: PUT CHECK ✓ BY CHOICE

GROW WITH US! 2016 Returning Companies ONLY:
 Increase the number of booths reserved from 2016 for only
\$500 per booth - PLUS it includes 2 staff per each booth

(A) Booths Reserved BEFORE Oct 1, 2017

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)

(B) Booths Reserved AFTER October 1, 2017

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.

IV. STAFF BADGES (2 Staff 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 11/15/17.

SUBTOTAL: STAFF \$ _____

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 13, 2017. After this date, regular room rates may apply. Make room reservations with THE BORGATA at **(609) 317-1000. Reservation Code: GBNJ17 for Borgata Classic or GTWT17 for Water Club.**

— NJTA MEMBERSHIP —

2018 NJTA MEMBERSHIP: ___ Renewal ___ New

Membership Year: January 1, 2018 - December 31, 2018

- BUSINESS PARTNER (Mfg/Suppliers/Sod Producers) (1 to 4) \$ 275.00
- Individual Member \$ 80.00
- Addl PARTNER (5 +) \$ 65.00 ea

1. _____
 2. _____
 3. _____
 4. _____

SUBTOTAL: MEMBERS Total \$ _____

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

— TOTAL FEES DUE —

Write totals from BOOTH • STAFF • MEMBERS boxes.

- 1. **BOOTHS** \$ _____
- 2. **STAFF** \$ _____
- 3. **2018 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 A, B, C, D

AEX DRAYAGE SET UP: Monday, Dec 4, 2017: 8:00 PM - Midnight

VENDOR SET UP: Tuesday, Dec 5, 2017: 8:00 AM - 3:00 PM

There are guidelines for bringing in equipment below.

EXHIBIT DATES AND TIMES:

Tuesday, December 5, 2017 4:00 PM to 8:00 PM

(Grand Opening & Trade Show Reception)

Wednesday, December 6, 2017 11:30 AM to 2:30 PM

Main Entrance: One Borgata Way

Trade Show Entrance: Salon A & B

Exhibit Dismantle: Wednesday, December 6, 2017 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 \$350 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 \$350 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, 2017, 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 \$350 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. 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 \$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 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 2017**.

Hotel: A limited number of rooms at convention rates (reduced rates) are available for reservation until November 13, 2017. 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: GBNJ17 (Borgata Classic Rooms @ \$99++) or GTWT17 (The Water Club @ \$119++) Cut off for room reservations is Monday, November 13, 2017. 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: **2017 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 \$350 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, 2017, 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, 2017, 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