JOIN US at the 2019
GREEN EXPO TURF & LANDSCAPE
CONFERENCE
DECEMBER 10-12, 2019
The Borgata Hotel, Atlantic City, NJ

SIGN UP AND RESERVE
YOUR FAVORITE BOOTH SPACE!

Questions? Ask Cece Peabody, NJTA Executive Director
(973) 812-6467 • www.njturfgrass.org
Dear Business Partners:  

March 2019

The New Jersey GREEN EXPO Turf and Landscape Conference will be celebrating its 44th Anniversary this year – from Tuesday, December 10 - Thursday, December 12, 2019, with the Trade Show on December 10th and 11th. 

NOTE: As always, there is a week between Thanksgiving and the Green Expo; we are NOT a week later this year; we are on target for the same week as we have traditionally held the Green Expo.

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.

WHY EXHIBIT at the GREEN EXPO?

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

A non-refundable deposit of a $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, 2019. Questions? Contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

FIND CURRENT BOOTH LAYOUT & COMPANY LIST at www.njturfgrass.org.

2019 HOTEL ROOMS: Call the Borgata Hotel Reservations to reserve your 2019 Hotel Rooms: (609) 317-1000.

Use the Group Code GBNJT19 for Borgata Classic Rooms at our reduced rate of $105 a night plus taxes or Use the Group Code GTWTG19 for The Water Club Rooms for the reduced rate of $125 a night plus taxes. Rates are good through Monday, November 11, 2019. 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
2019 EXHIBITOR Application
Review and Sign Rules on Back

Trade Show Days: December 10 & 11, 2019 • THE BORGATA • Atlantic City, NJ

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 8’ Wide x 10’ 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, 2019
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, 2019
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 with Each booth)
Maximum 4 staff permitted per booth. Print names below.
1.
2.
3.
4.

NOTE: 3rd & 4th STAFF PRE-Registered @ $135 each

3.
4.

Staff registered onsite at Green Expo will pay more.
If you have 2 or more booths, send separate list with names & payment. Need ALL Staff names by 11/11/19.

SUBTOTAL: STAFF $______________

Bring Subtotal down to “Total Fees Due” box below.

TOTAL FEES DUE $______________

PAYMENT: ☐ Check #___________ ☐ Visa ☐ MasterCard ☐ AMEX
SELECT ONE: ☐ Pay Full Booth Cost ☐ Pay $375 Per Booth & NJTA to Invoice Balance

1. BOOTHs $______________
2. STAFF $______________
3. MEMBERSHIPS $______________

GRAND TOTAL DUE $______________

NOTE: Mail this Original to NJTA Office: 25 US Hwy 46 • Est, Wayne NJ 07470 • Keep a Copy for your records • Tax ID #: 23-7453656

Corner Booth(s) ____One (1) @ $975.00 ea ____Two (2) @ $1900 ($950 ea)
Inside Booth(s) ____One (1) @ $925.00 ea ____Two (2) @ $1800 ($900 ea)

December 10-12, 2019

(Note: Thanksgiving is on Nov. 28th. There is a week between Thanksgiving & Expo.)

New Jersey GREEN EXPO
Turf and Landscape Conference

as of 2/3/19
**GREEN EXPO Rules and Regulations: Sign Below**

**EXHIBIT SET-UP:** Salons A, B, C, D  
**AEX DRAJAGE SET UP:** Monday, Dec 9, 2019: 8:00 AM - Midnight  
**VENDOR SET UP:** Tuesday, Dec 10, 2019: 8:00 AM - 3:00 PM  
There are guidelines for bringing in equipment below.

**EXHIBIT DATES AND TIMES:**  
Tuesday, December 10, 2019: 4:00 PM to 8:00 PM  
*Grand Opening & Trade Show Reception*  
Wednesday, December 11, 2019: 11:30 AM to 2:30 PM  
Main Entrance: One Borgata Way  
Trade Show Entrance: Salons A & B  
Exhibit Dismantle: Wednesday, December 11, 2019: 2:30 PM to 8:30 PM

**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 (drop and rail)  
Room is carpeted. Each exhibitor will be provided with an identification sign identifying firm name, city, state, and booth number(s).  
Electronic 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.

**BOOT ASSIGNMENT & INSTALLATION**  
Priority in assigning booth(s) is established on the basis of multi-boot selection, previous years’ participation, sponsorship history, and the postmark date on the envelope or fax received. Every effort 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 $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 property tagged. 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 must 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 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 doorman. 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 all 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 10, 2019, because of fire, any act of God, or a public enemy, strike, 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

**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 1, 2019, 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 1, 2019, 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**
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.