

# NORTHERN GREEN EXPO



1813 Lexington Ave N • Roseville, MN 55113  
 651-633-4987 • toll-free: 888-886-6652  
 fax: 651-633-4986 • toll-free fax: 888-266-4986  
[www.NorthernGreenExpo.org](http://www.NorthernGreenExpo.org) • [info@NorthernGreenExpo.org](mailto:info@NorthernGreenExpo.org)

## 2016 Event Information, Exhibit Contract, Rules and Guidelines.

To: Past and Future Exhibitors  
 Fr: Mary Dunn, Expo Trade Show Manager, [mary@mnl.biz](mailto:mary@mnl.biz), 651-633-4987

***Connect with your current and prospective customers!***  
***Showcase new products and services!***  
***Gather sales leads for the coming season!***

Thousands of green industry professionals from 7 states and Canada attend the Northern Green Expo to shop, buy, learn, and network with vendors and colleagues as they prepare for the coming year.

*Who will you meet and get to know at the Northern Expo?*

<b>Nursery &amp; Landscape Professionals</b>	<b>Turf &amp; Grounds Professionals</b>
Landscape and Hardscape Contractors	Golf Course Superintendants
Garden Center Owners and Managers	Sports Turf Managers
Landscape Designers	Park Superintendants
Nursery and Greenhouse Growers	School Grounds Supervisors
Professional Gardening Services	Sod Growers
Commercial Arborists and Tree Care Services	Municipal Arborists
Irrigation Contractors	Cemetery Grounds Superintendants
Landscape Management including Lawn Care & Snow Plowing Services	Turf Seed Producers

**RETURNING EXHIBITORS: RETURN YOUR CONTRACT WITH DEPOSIT BY MARCH 16, 2015, FOR YOUR BEST OPPORTUNITY TO RETAIN, IMPROVE OR EXPAND YOUR BOOTH LOCATION.**

*Proceeds from the Northern Green Expo help MNLA and MTGF advance the green industry through education, research, public relations, public policy and other activities.*



OFFICE USE ONLY
BOOTH NUMBER(S) ASSIGNED

2016 GREEN EXPO TRADE SHOW
Wednesday, Thursday, Friday, January 13-15, 2016
Minneapolis Convention Center
651-633-4987 Fax: 651-633-4986
www.NorthernGreenExpo.org info@NorthernGreenExpo.org

CONTRACT FOR EXHIBIT SPACE

Company \_\_\_\_\_
Contact Person \_\_\_\_\_
Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
Phone \_\_\_\_\_ Add'l Phone \_\_\_\_\_ Fax \_\_\_\_\_
website \_\_\_\_\_ email \_\_\_\_\_

Indicate Location Preference:
(see booth selection
guidelines on page 4 and see
floor plan/trade show map.)

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

Companies you want to be
near: \_\_\_\_\_

Companies you do not want to
be near: \_\_\_\_\_

Comments/special requests:
\_\_\_\_\_

Every effort will be made to
accommodate your requests, but there
is no guarantee those space(s) will be
available.

BOOTH RENTAL FEE (Indicate the number of 10x10 booths you require)

\_\_\_\_\_ Premium Booth. . . . . @ \$899 = \$ \_\_\_\_\_
\_\_\_\_\_ Regular Booth. . . . . @ \$780 = \$ \_\_\_\_\_

Volume Discount Booths

For 9 or more booths, see instructions on page 4, including deposit option.

\_\_\_\_\_ @ \_\_\_\_\_ = \$ \_\_\_\_\_
\_\_\_\_\_ @ \_\_\_\_\_ = \$ \_\_\_\_\_
Subtotal \$ \_\_\_\_\_

Association Members

Deduct 15% off total fee. . . . . x .15 - \$ \_\_\_\_\_

To receive the discount, we will verify your membership status in one of the
following organizations: MNLA, MGCSA, MPSTMA, MSA, MASMS, MAC, MTA, MTSC.

Total Booth Rental Fee = \$ \_\_\_\_\_ X .60 = \$ \_\_\_\_\_
DEPOSIT

Deposit must accompany contract • Final payment due Oct. 15, 2015
Full payment due for booths reserved after Oct. 15, 2015.

Acceptance of this application by the Northern Green Expo management constitutes a contract.
We agree to abide by the rules and regulations of the 2016 Northern Green Expo Trade Show,
which are printed on pages 3 and 4 of this document, and to all conditions under which exhibit
space is leased to the Northern Green Expo.

Exhibitor Signature \_\_\_\_\_

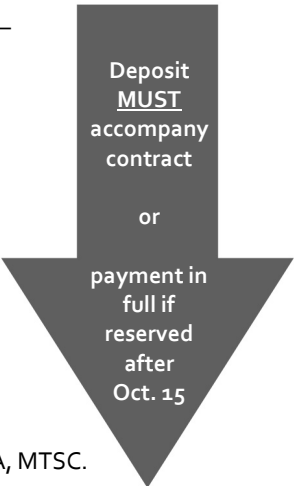
Title \_\_\_\_\_ Date \_\_\_\_\_

FOR OFFICE USE ONLY

Date Received \_\_\_\_\_
Amount Received \$ \_\_\_\_\_
Balance Due \$ \_\_\_\_\_
Approved By \_\_\_\_\_
Date \_\_\_\_\_

Mail or Fax Contract:
Northern Green Expo
1813 Lexington Ave. N
Roseville, MN 55113
Fax: 651-633-4986

Amount Enclosed: \$ \_\_\_\_\_
VISA MasterCard DISCOVER
[ ] Check enclosed
Credit Card No. \_\_\_\_\_
Expiration Date required \_\_\_\_\_
[ ] Billing address is same as company address or \_\_\_\_\_



# 2016 NORTHERN GREEN EXPO RULES AND REGULATIONS.

It is agreed that the space herein contracted for is subject to the following rules and regulations:

## RENTAL CHARGE

Contract and full payment must be received by Northern Green Expo (NGE) on or before October 15, 2015, it being understood that if not so paid, NGE may sell the space herein contracted for to another exhibitor. All checks for space rental fees shall be made payable to Northern Green Expo, 1813 Lexington Ave. N, Roseville, MN 55113, phone 651-633-4987, fax 651-633-4986.

## SPACE RESERVATION

Applications for space should be submitted on this contract with deposit. Upon acceptance, a copy of the agreement will be returned to each exhibitor and serve as his record of space assignment. No telephone reservations will be accepted. Each firm represented in the Minneapolis Convention Center must have regularly contracted for space.

## CANCELLATIONS

Requests for booths may be cancelled by written notice to the NGE management provided that notice is received by October 15, 2015. A 15% processing fee will apply. If space is cancelled after October 15, 2015, no return of payment will be made. It is agreed that if, for any cause which arises beyond the control of NGE or where it serves the best interests of NGE, it becomes necessary to move an exhibitor to a different location, this will be made at the discretion of NGE and the exhibitor will be notified of such move.

## SPECIAL NON-ASSOCIATION SERVICE

Each booth will be provided with an installed drapery backdrap and side dividers. Also provided will be one, two-line 7x44" firm name sign. Exhibitors will provide for their own booth furnishings. Booth furniture and furnishings will be available for rent at the Convention Center by Hubbell-Tyner, Inc. A mailer of additional services and prices will be sent to each exhibitor via email by Hubbell-Tyner, 2110 Old Highway 8, New Brighton MN 55112, 651-917-2632.

## SET-UP/TAKE-DOWN

Set up will be Tuesday, Jan. 12 from 9 a.m. - 6 p.m. Exhibitors at the 2016 Northern Green Expo must have their display in complete form by 8:00 a.m., Wednesday, January 13, 2016. Exhibitors not in place by this time will forfeit their space. Call NGE for special arrangements. Exhibit take-down will occur between 1:01 p.m. and 6 p.m. on Friday, Jan. 15.

## SPECIAL EXHIBIT RULES

- Exhibitors may not sublet their space, nor any part thereof.
- Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the exhibit management, do not interfere with the activities of neighboring exhibitors
- **Exhibits may not obstruct the view of neighboring exhibits, either those to the side or behind. Specifically, a 20-foot wide end-cap booth may not have a back display more than 10 feet wide, 5 feet from center. Also, the side of displays should not extend more than 3 feet from the rear of the display. Booth height limit is 12 feet – contact Expo management for exceptions.**
- **Limitation on booth coverings per fire marshal:** A booth with a covering or roof exceeding 300 square feet is required to have its own sprinkler system.
- Exhibitors shall treat flammable materials with a fire retardant.
- **Helium balloons are not allowed in the exhibit halls at the Minneapolis Convention Center.**
- Any materials or display deemed inappropriate or unsafe by NGE may be removed by the NGE management. NGE management has the discretion to instruct exhibit changes or moves.

## ENTERTAINMENT

Although meetings of the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation are conducted for educational purposes, it is recognized that an appropriate social program may contribute to the pleasure of those attending. Social functions or independent educational functions cannot be scheduled at a time or place where they will conflict with activities scheduled by the Minnesota Nursery & Landscape Association, the Minnesota Turf & Grounds Foundation or with the exhibition. Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitors' booths or displays.

## ALCOHOLIC BEVERAGES - IDENTIFICATION (ID) AND CONTROL PROCEDURES

The MCC and its exclusive concessionaire, Kelber Catering, maintain the exclusive rights to approve the dispensing of alcohol and location at any event within the MCC. Alcoholic beverages purchased within the MCC may not be consumed or carried off premise. Additional staff may be required at Permittee's expense based on the nature of the event as determined by the MCC and Kelber Catering.

## ASCAP - Music Licensing

No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to the Northern Green Expo proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. The Northern Green Expo reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify and hold the Northern Green Expo, their agents and employees, harmless from all loss, cost, claims, causes of actions, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violations or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

## INSURANCE

Each exhibitor is required to be covered by Public Liability Insurance (naming the NGE/MNLA/MTGF as co-insured therein) in the amount of not less than \$300,000 for injury to each person, not less than \$1,000,000 for each accident and not less than \$100,000 property damage for each accident, to protect against possible claims arising out of the operation of his booth.

Theft and fire insurance floater policies are highly recommended. Small or easily portable articles of value should be properly secured or removed after exhibit hours. The NGE/MNLA/MTGF insurance policies do not include fire and theft coverage for individual exhibit booths.

## LIMITATION OF LIABILITY

Each exhibitor must make provision for the safeguarding of his goods, materials, equipment and display at all times, and wherever the same may be located within, on, or about the Exhibition Hall premises. Neither NGE/MNLA/MTGF, its subcontractors, nor the Minneapolis Convention Center and the City of Minneapolis will be responsible for property damage or loss by, or for, any cause, and exhibitor hereby waives any right to claim liability against them for the same.

The Exhibitor assumes full responsibility for property damage, personal injury, or death to any party by reason of Exhibitor's participation in the exhibition, or convention activities, and Exhibitor agrees to defend, indemnify, and hold NGE/MNLA/MTGF, its subcontractors and the Minneapolis Convention Center and the City of Minneapolis harmless from all liability which might occur from any Act of God or any cause whatsoever arising out of the Exhibitor's participation in the exhibition or in convention activities. NGE/MNLA/MTGF, its employees, subcontractors and Minneapolis Convention Center and the City of Minneapolis will not be liable for injuries to any person or for damages to property owned or controlled by exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with Exhibitor's occupation of display space, and the Exhibitor agrees to defend, indemnify and hold NGE/MNLA/MTGF, its subcontractors and Minneapolis Convention Center and the City of Minneapolis harmless against all such claims.

The Exhibitor expressly understands and agrees that the foregoing limitation of liability clauses apply not only during the exhibit hours, but also at all other hours of the day for the period extending from the commencement of installation until the final removal of all the Exhibitor's property and personnel from the Exhibition Hall and to any latent contingent damage, injuries, or liability arising or discovered at a later date as the results of or arising out of exhibitor's participation in the Exhibition.

NGE/MNLA/MTGF, its employees, subcontractors or Minneapolis Convention Center and the City of Minneapolis will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the NGE Trade Show for any samples taken, or by other means given them by the Exhibitor representatives.

## AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the MNLA Executive Director. These rules and regulations may be amended any time by the MNLA Executive Director and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

## 2016 Northern Green Expo Contract – Additional Advisories and Guidelines

Please read carefully. By signing the exhibit contract, you are also agreeing to all terms and conditions listed on this page. All policies and guidelines are in place to ensure fairness for all exhibitors. Northern Green Expo show management will make every effort to be fair to all exhibitors when assigning space. If you have any questions, please call 651-633-4987 or toll-free 888-886-6652.

### IMPORTANT ADVISORIES

1. Trade Show Map: Be advised that Expo management reserves the right to make modifications or even significant alterations to the plan. Exhibitors will be advised of any floor plan changes. After April 15, 2015, see [www.NorthernGreenExpo.org](http://www.NorthernGreenExpo.org) for a map of the exhibition area showing locations of exhibitors and available booths.
2. Plant Material: Expo management recommends that companies with plant material try to locate in the front third of the show to minimize potential injury from cold temperatures during move-in.

### ADDITIONAL BOOTH SELECTION GUIDELINES

1. For those requesting an improved booth location and those requesting premium booths, the following considerations will be given priority:
  - A. Contract with deposit payment returned by March 16, 2015.
  - B. Addition of new booths (However, we may not be able to accommodate all booth expansion requests.)
  - C. Companies with multiple booths.
  - D. Companies currently in premium space requesting a move to new premium space.

After March 16, 2015, booths will be available on a first-come, first-served basis.

2. If you downsize your number of booths, you may forfeit your previous year's location.
3. No blocks of booths greater than 16 may be located in the front two-thirds of the show, with the exception of the bulk space on the west wall. Blocks of 17 booths or greater may cross aisles in the back one-third of the show. However, aisle space will be charged as booth space at the rate of \$500 per 10x10-foot space.
4. No blocks of booths may cross aisles 100, 800, 1000, or 1600 per fire marshal regulations.
5. Restrictions – Refer to page 3 of this document for restrictions related to booth height; booth coverings or ceilings; and booth displays obstructing the view of neighboring exhibits.

### ADDITIONAL BOOTH PAYMENT INFORMATION

#### STANDARD BOOTH LOCATIONS

All 10x10-foot booth locations are \$780 except as denoted in the information below.

#### PREMIUM BOOTH LOCATIONS

"Premium" locations are \$899 per booth. All corner booths are "premium" locations. Additional "premium" locations are those booths adjacent to green spaces and adjacent to campfire spaces\*.

\* (132, 133, 232, 235, 237, 239, 241, 630, 632, 634, 636, 638, 731, 733, 735, 737, 739, 1329, 1330, 1332, 1334, 1336, 1338, 1341, 1428, 1429, 1440, 1441, 1528, 1531, 1533, 1535, 1537, 1539, 1540)

#### BULK SPACE

In aisles 1500, 1600 and 1700, when one company purchases a block of 14 or more booths, the price for each booth is only \$450. Save 40% over our standard rates! Discounts only apply when the group of booths is assigned under a single company name.

#### BOOTH PAYMENT FOR 9 OR MORE BOOTHS

1. The first 8 standard booths rented are \$780 each. Once a company has purchased 8 booths at the standard rate, the 9th booth through the 16th booth are \$600 each.
2. Additional booths over 16 are \$500 each.
3. Here's how a company purchasing 24 booths would pay:

8 standard booths @\$780 each =	\$6,240
8 discount booths @\$600 each =	\$4,800
8 super discount booths @\$500 each =	\$4,000
Total for 24 booths =	\$15,040 (In this example, the cost represents a \$3,680 savings over 24 booths at the standard rate.)
4. All premium booth locations are \$899, regardless of the total number of booths purchased, with the exception of the bulk area in aisles 1500, 1600 and 1700 when 14 or more booths are purchased.
5. Discounts only apply when the group of booths is assigned under a single company name.
6. DEPOSIT modification: When purchasing 9 or more booths, you may choose to pay a deposit of only 30% vs. the usual 60%. Exhibitors choosing this option will forfeit one-half of the deposit if cancelled prior to Oct. 15, 2015.