



2011 Exhibitors Package

**HortEast 2011
is the source
for the most
innovative industry
information
and education
in Atlantic Canada.**

From municipalities,
and educational
institutions to all
hort-related
businesses from
the Atlantic Region
and across Canada,
if you are a
manufacturer or
supplier to the
industry this is the
show for you!

**Sign on early
to reserve
your space!**

Look inside for more information on exhibit space rental contracts, sponsorship and advertising opportunities at the 2011 show.



November 21-23, 2011
Moncton Coliseum Complex
Moncton, NB

show details

Event Site

Moncton Coliseum Complex
377 Killam Drive, Unit 100, Moncton, NB E1C 3T1

Show Hours

Tuesday November 22, 2011: 10:00am - 4:00pm
Wednesday November 23, 2011: 10:00am - 4:00pm

Move-In

Monday November 21, 2011: 2:00pm - 8:00pm

Move-Out

Wednesday November 23, 2011: 4:00pm - 7:00pm

Booth Prices for Members

One to Two Booths: \$795.00
Three to Four Booths: \$750.00
Over Five Booths: \$695.00

Booth Prices for Potential Members

One to Two Booths: \$895.00
Three to Four Booths: \$850.00
Over Five Booths: \$795.00

What do you get?

Every exhibitor will receive 5 free VIP passes to hand out to their customers (trade show only), one lunch per booth staff per day (maximum of two staff per booth), and a company listing in our show guide and on the website.

To Secure Your Space

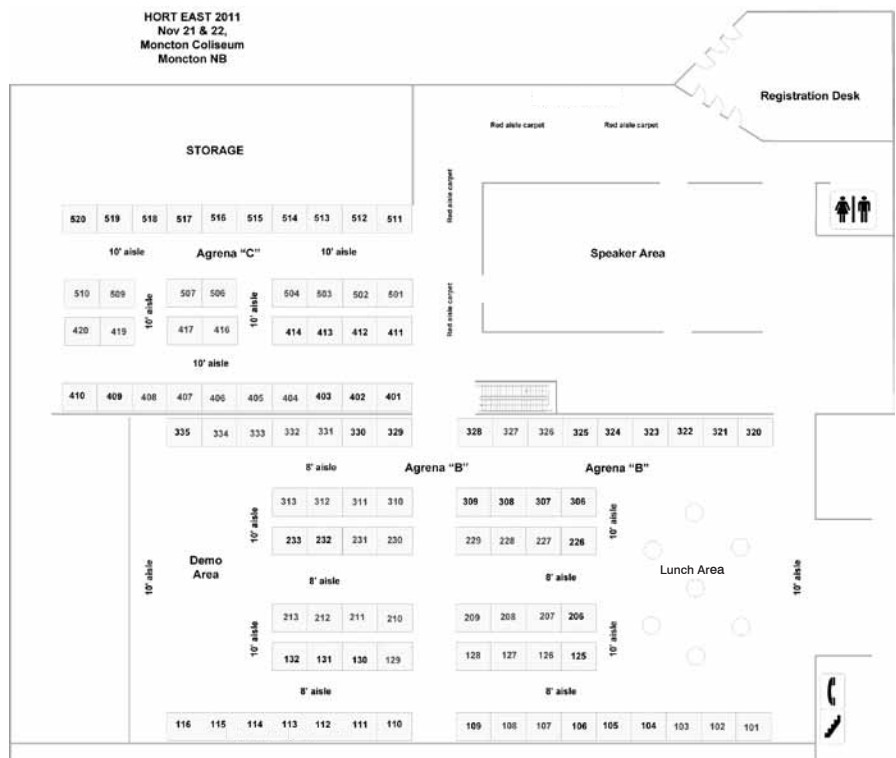
A 50% deposit + HST is required. The balance is due by October 7, 2011. Please include a credit card number or a cheque made payable to "The Canadian Nursery Landscape Association".

Display Material

All booths are 10' X 10' and come with a 8' high draped back wall and 3' high draped sidewalls. All booths come carpeted. Prices do not include tables, chairs, power, extension cords, etc.

Additional display materials may be rented from the official show decorator "Global Convention Services." A package will be mailed to all exhibitors prior to the show with additional display options. For more information, please call Mark Campbell at 506.859.8090.

Floor Plan



Members of
Landscape Nova Scotia,
Landscape New Brunswick,
Landscape PEI and Landscape
Newfoundland and Labrador
receive preferred member
pricing on exhibiting
at HortEast.



Call Rebecca Doutre,
Show Coordinator,
1-866-383-4711 for more
information on how to join!

sponsor levels



Secure Your Sponsorship Opportunity on the Exhibitor Space Rental Contract in this package.

For more information on any of the sponsorship opportunities, please contact Rebecca Doutre, Show Coordinator, 1-866-383-4711 or email rebecca@canadanursery.com.

Platinum Show Sponsor (One Available)

\$5,000.00 + HST

Take centre stage at the trade show as an exclusive Platinum Show Sponsor:

- Company's name will be tagged under the show title as the title sponsor of the show
- Show bags with your company logo to be distributed to all show delegates
- Company logo included on the front page of the show guide - 750 copies
- Company logo included on the front page of the show brochure - 4500 copies
- Company logo on the HortEast website
- Company name announced over the PA
- Company logo on signage at the tradeshow
- Two complimentary registration packages for the speaker sessions
- Recognition in emails and fax broadcasts leading up to the show.

Gold Sponsor (Three Available)

\$2,000.00 + HST

Three workshops will take place on Monday November 21st. Choose to sponsor 1 of 3 workshops: Retail/Nursery; Landscape Construction; Landscape Maintenance.

Have your company recognized in a unique way to a direct audience:

- Recognition made to your company during your sponsored workshop
- Can speak to the participants at the workshop
- Company logo included in the show guide beside your sponsored workshop - 750 copies
- Company logo on signage at the tradeshow
- One complimentary registration package for the speaker sessions
- Company logo on the HortEast website

Silver Sponsor (Four Available)

\$1,000.00 + HST

Name Badges

- Company logo on all name badges
- Company logo on signage at the tradeshow
- Company logo in the show guide - 750 copies
- Company logo on the HortEast website
- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

Monday Night

Welcome Reception

- Company logo on signage at the tradeshow & reception
- Company logo in the show guide beside your sponsored event - 750 copies
- Company logo on the HortEast website
- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

Tuesday Night

Kitchen Party

- Company logo on signage at the tradeshow & Kitchen Party
- Company logo in the show guide beside your sponsored event - 750 copies
- Company logo on the HortEast website
- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

Shuttle Buses

- Company logo on signage on the shuttle buses
- Company logo on signage at the tradeshow
- Company logo in the show guide - 750 copies
- Company logo on the HortEast website
- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

Speaker Sponsor

\$750.00 + HST

Receive recognition where your company will be aligned with a targeted industry speaker. Your sponsorship includes the following benefits:

- Recognition made during the speaker seminar
- Company logo in the show guide beside your sponsored speaker
- Company logo on signage at the tradeshow
- Opportunity to introduce your sponsored speaker
- Company logo on the HortEast website
- Company logo included in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

Coffee Breaks

\$250.00 + HST

Coffee will be provided during workshops on Monday, November 21, 2011.

- Signage at the coffee break table
- Company logo on signage at the tradeshow
- Company logo on the HortEast website
- Company logo in the show guide - 750 copies
- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

exhibitor space rental contract

Exhibitor Information *(Please Print)*

Exhibiting Company: _____

Contact Person: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Attendee Name: _____

Attendee Name: _____

Products to be Displayed: _____

List my company in any publications:

As above, or: _____

Member Price:

One to Two Booths: \$795.00

Three to Four Booths: \$750.00

Over Five Booths: \$695.00

Non-Member Price:

One to Two Booths: \$895.00

Three to Four Booths: \$850.00

Over Five Booths: \$795.00

We will require _____ 10' x 10' booth(s)

We are Members We are not Members

Our preferred location is:

1st choice: _____ 2nd choice: _____ 3rd choice: _____

Signature: _____ Date: _____

By signing this contract, we agree to all conditions as listed on the following page. Rental is for a single exhibitor only and may not be transferred or sublet. We understand that locations are on a first come first serve basis and adjustments may be made to provide maximum utilization of hall space.

We hereby enclose our 50% non-refundable deposit of \$_____ and agree to pay the balance before October 7, 2011. Add 13% HST to all payments.

Sponsorship Information:

I would like to reserve my company as a show sponsor:

Category: _____ Amount: \$ _____

Please enclose payment for the full amount of sponsorship plus HST to reserve your space.

Payment Information:

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name: _____

*Make cheques payable to:

The Canadian Nursery Landscape Association
c/o 7856 Fifth Line South, Milton ON L9T 2X8
HST# 121444129

Members of
Landscape Nova Scotia,
Landscape New Brunswick,
Landscape PEI and Landscape
Newfoundland and Labrador
receive preferred member
pricing on exhibiting
at HortEast.



Call Rebecca Doutre,
Show Coordinator,
1-866-383-4711 for more
information on how to join!

Mail, fax, or email
your registration
to Rebecca Doutre

7856 Fifth Line South, Milton ON L9T 2X8
Fax: 1-866-833-8603 or 1-905-875-1840
Email: rebecca@canadanursery.com



exhibitor space terms and conditions

Setting up and Dismantling

Times should be as follows: Trade Show set-up will begin on Monday November 21, 2011 from 2:00 pm to 8:00 pm. Dismantling will take place on Wednesday November 23, 2011 from 4:00 pm to 7:00 pm.

Qualification of Applicants

Trade Show committee has the right to decline any application or proposed exhibit without any reason. Committee may request applicant to furnish proof of his or her qualifications or his or her interest in the goods proposed to be exhibited.

Trade Show Costs

Exhibitor Space Rental Contract must be accompanied by a 50% deposit of the charge for the space applied for. Balance is due October 7, 2011. If payments are not made when due, deposit may be forfeited and the space reallocated.

Cancellation Policy

Deposits paid on cancelled space are non-refundable. Exhibitor will be required to pay in full for the contract amount on any cancellation received after October 7, 2011. Cancellations must be received in writing.

Space Allotment

Exhibitor Space Rental Contract must include particulars of goods to be exhibited and desired allotment of space. Trade Show Committee reserves the right to limit space allocation and final allotment of booth space will be at the discretion of the committee.

Delivery and Removal of all Exhibits

Exhibitors will be advised prior to the show of the dates and times when exhibitors and other goods can be received at the Moncton Coliseum Complex. Goods shall not be received or removed from the exhibit area during show hours.

Transfer

Exhibitors may not sub-license or transfer any part of their allocated space. Exchanges of space may be made only with the Trade Show Committee's consent.

Inflammable Goods

Exhibitors are subject to the requirements of the Fire Policies of the Moncton Coliseum Complex. No explosives or highly inflammable substances may be exhibited. No operation of internal combustion engines is permitted. Fuel tank covers must be sealed.

Bylaws

Exhibitors and the exhibition generally are subject to the bylaws and rules and regulations applying to the exhibition premises. Exhibitors are also subject to the terms and conditions of the Committee's agreement with the complex, particularly as it affects catering and sound reproduction.

Working

Exhibits are acceptable but only electricity shall be used for their mechanical operation. Horns, sirens or whistles may not be sounded. Any machinery in motion must be well guarded to satisfy the Committee's requirements.

Liability Insurance

Exhibitors shall provide to Management a Certificate of Insurance issued by their insurance agent/broker (this Certificate is generally available at no additional cost). This Certificate must certify that the Exhibitor has General Liability Insurance that is effective between the Move-In and Move-Out dates and that the amount of this insurance is no less than \$1,000,000. Exhibitors who have not supplied this Certificate will not be allowed to Move-In.

Empty Crates and Packing

Empty crates may not be stored in booths. A designated area will be set aside for crates and containers until move-out. Exhibitors must have proper identification labels on their crates and containers for easy access after the show. Any material not removed from the storage area five hours after the show will become the property of the show and disposal charges will be billed to the exhibitor.

Loss or Damage to Property

The Trade Show Committee will not be responsible for loss or damage occurring to any exhibit or any property of the exhibitors from any cause whatsoever, and all articles placed in the complex premises shall be at the exhibitor's own risk.

Other Damage

Exhibitors must make good at their own expense all damage done by them or their employees or person in charge at the time of the event at the Moncton Coliseum Complex.

Show Services

Management reserves the right to appoint all show services, and will make all information available to exhibitors. Such items as electricity, furniture, etc. may be rented from display contractor (Global Convention Services). SUCH ITEMS ARE NOT COVERED BY THIS CONTRACT.

2011 passport program

Increase traffic to your booth with the Passport Program!

How does it work?

- Each trade show delegate will receive a Passport at registration.
- The passport will profile 10 participating exhibitors (max.), including company name, booth number and location on floor plan. Delegates then visit participating exhibitor booths to have their passport stamped.
- Delegates must collect a stamp from each participating exhibitor to enter the draw for prizes (a company representative must be in booth at all times to stamp delegates passports).
- A draw box will be positioned with promotional signage at the registration table.
- Acceptance of exhibitors into the Program is on a first-come, first-served basis.

What you get!

- Increased traffic to your booth as the Passport Program specifically directs delegates to your booth.
- Your company name and booth number on every Passport distributed to all delegates.
- Company recognition in the show guide.
- Passport Program signage located at the trade show entrance, displaying participating company names.

Fee of \$100.00 plus HST

Covers production and printing of passports, signage, and draw prizes

Registration:

Company Name: _____

Booth Number(s): _____

Contact Name: _____

Email Address: _____

Payment Information: (\$100.00 plus 13% HST = \$113.00)

HST# 12144 4129

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name: _____

*Make cheques payable to:

The Canadian Nursery Landscape Association

c/o 7856 Fifth Line South, Milton ON L9T 2X8

HST# 121444129

DEADLINE: OCTOBER 7, 2011

**Mail, fax, or email
your registration
to Rebecca Doutre**

7856 Fifth Line South, Milton ON L9T 2X8

Fax: 1-866-833-8603 or 1-905-875-1840

Email: rebecca@canadanursery.com



show guide ad rates

Reach the members of Atlantic Canada's landscape, garden centre, and nursery industry - book your advertising in the 2011 HortEast Show Guide!

Total Circulation: 750+

landscapers, arborists, nursery and greenhouse growers, garden centre operators, sod growers, lawn care companies, horticulture suppliers as well as educational and government institutions.

Rates

Back Cover, Inside Front Cover, and Inside Back Cover are in full colour, all other ads are black and white. All ads plus 13% HST.

Full Page Colour Ad - 7.25" h x 4.5" w

- | | | |
|--|---|---|
| <input type="checkbox"/> Back Cover: | <input type="checkbox"/> \$600.00 (Members) | <input type="checkbox"/> \$700.00 (Non-Members) |
| <input type="checkbox"/> Inside Front Cover: | <input type="checkbox"/> \$500.00 (Members) | <input type="checkbox"/> \$600.00 (Non-Members) |
| <input type="checkbox"/> Inside Back Cover: | <input type="checkbox"/> \$500.00 (Members) | <input type="checkbox"/> \$600.00 (Non-Members) |

- Full Page Black and White Ad - 7.25" h x 4.5" w
 \$350.00 (Members) \$400.00 (Non-Members)

- Half Page Black and White Ad - 7.25" h x 2.25" w, or 3.5" h x 4.5" w
 \$250.00 (Members) \$300.00 (Non-Members)

- Quarter Page Black and White Ad - 3.5" h x 2.25" w, or 2" h x 4.5" w
 \$150.00 (Members) \$175.00 (Non-Members)

Advertisement Requirements:

- All advertisers must comply with ad dimensions
- All advertisers must provide an electronic copy of their ad
- Members receive preferred rates on advertising

Company: _____

Contact Name: _____

Email: _____

Ad Type: _____

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name: _____

*Make cheques payable to: The Canadian Nursery Landscape Association
 HST# 12144 4129
 c/o 7856 Fifth Line South, Milton ON L9T 2X8

ADVERTISING DEADLINE:

October 7, 2011

MATERIAL DEADLINE:

October 14, 2011

For more information:

Contact Rebecca Doutre, Show Coordinator

Toll Free: 1-866-383-4711

Fax: 1-866-833-8603 or 1-905-875-1840

Email: rebecca@canadanursery.com

Members of
 Landscape Nova Scotia,
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 receive preferred member
 pricing on exhibiting
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 information on how to join!



We wouldn't miss HortEast. It is a great place to connect with existing and future customers. The venues are great, the show is well organized and we always enjoy the speakers.

Karen Verboom, Nova Tree Co., Inc.

As a manufacturer and retailer of hardscape products in Atlantic Canada, it is of considerable value to support and have a presence at the largest industry trade show event in Atlantic Canada. The calibre of the delegates, the ideal venues, and the multiple networking opportunities make it "the event to attend". Last but not least, it is always nice to have an opportunity to socialize with those who have so much in common.

Kevin McGinnis & Jenn Hall, Shaw Brick



November 21-23, 2011
Moncton Coliseum Complex
Moncton, NB