

# HortEast Conference & TRADESHOW

*2010 Exhibitor's Package*



The HortEast committee is excited to announce that we will again be holding HortEast 2010 in Halifax, NS from November 22-24th at the Cunard Centre. As previously experienced, the venue located on the Halifax waterfront just behind the Westin Nova Scotian Hotel is the ideal location for this event. We thank our regular exhibitors for their ongoing support of our show and look forward to seeing you again in 2010!

Horticulture related businesses, municipalities, and educational institutions from the Atlantic Region and across Canada rely on HortEast as their source for the newest and most innovative industry information and education. If you are a manufacturer or supplier to the horticulture industry in Atlantic Canada, you should be a HortEast exhibitor.

Please review the following package for more information on exhibit space rental, sponsorship opportunities, show guide ad rates, the new "Passport Program" and show details. Space is available on a first come, first serve basis, so sign on early to reserve your space!



**November 22-24, 2010**  
**Cunard Centre: Halifax, NS**  
961 Marginal Road, Halifax, Nova Scotia

**For more information, contact Rebecca at  
1-866-383-4711 or visit [www.horteast.ns.ca](http://www.horteast.ns.ca)**



# Show Details

## Event Site

Cunard Centre: 961 Marginal Road, Halifax, Nova Scotia

## Show Hours

Tuesday November 23, 2010: 10:00am - 4:00pm

Wednesday November 24, 2010: 10:00am - 4:00pm

## Move-In

Monday November 22, 2010: 2:00pm - 8:00pm

## Move-Out

Wednesday November 24, 2010: 4:00pm - 7:00pm

## Booth Prices for Members

Up to Four Booths: \$795.00

Five to Ten Booths: \$750.00

Over Ten Booths: \$735.00

## Booth Prices for Potential Members

Up to Four Booths: \$895.00

Five to Ten Booths: \$850.00

Over Ten Booths: \$835.00

## 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. Please note that parking is not included.

## To Secure Your Space

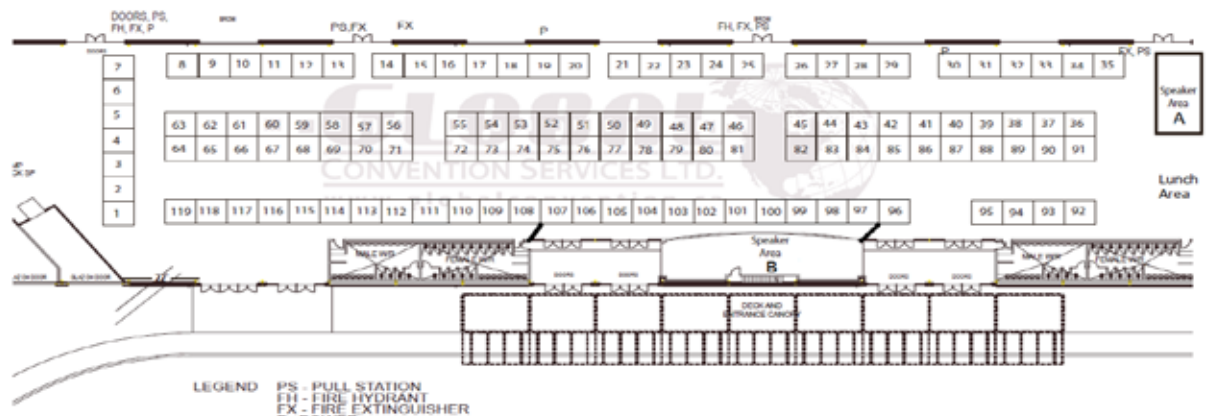
A 50% deposit + HST is required. The balance is due by October 8, 2010. Please include a credit card number or a cheque made payable to "The Canadian Nursery Landscape Association".

## 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 call Doug MacNutt at 902-425-2261.

## Floor Plan



Members of Landscape Nova Scotia, Landscape New Brunswick, and Landscape Newfoundland and Labrador receive preferred member pricing on exhibiting at HortEast. Call Rebecca Wetselaar, Show Coordinator, at 1-866-383-4711 for more information on how to join!



# Sponsorship Opportunities

## Platinum Show Sponsor (One Available) \$5,000.00 + HST

Your company will take centre stage at the trade show as an exclusive Platinum Show Sponsor. Many different benefits will be offered including:

- 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 (Two Available) \$2,000.00 + HST

An Industry Tour and a Landscape Contractors training day will take place on Monday November 22nd. Have your company recognized in a unique way to a direct audience with these Gold Sponsor opportunities:

- Recognition made to your company during your sponsored tour or training day
- Can speak to the participants during the bus ride or at the training day
- Company logo included in the show guide beside your sponsored tour or training day - 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 (Three 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
- Company logo on the HortEast website

## Secure Your Sponsorship Opportunity!

To secure your spot as a sponsor for any of the above opportunities, please fill out the sponsorship section on the Exhibitor Space Rental Contract in this package. For more information on any of the sponsorship opportunities, please contact Rebecca Wetselaar, Show Coordinator, at 1-866-383-4711 or email [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com).

## Silver Sponsor Cont'd:

- Company logo in show brochure - 4500 copies
- Recognition in emails and fax broadcasts leading up to the show

## Tuesday Night Event

- Recognition given to the sponsor at the event
- Company logo on signage at the tradeshow
- 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

Your company will receive recognition as a speaker sponsor 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 and tours on Monday, November 22, 2010.

- 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



**November 22-24, 2010**  
**Cunard Centre: Halifax, NS**  
961 Marginal Road, Halifax, Nova Scotia

For more information contact: Rebecca Wetselaar, Show Coordinator  
Phone: 1-866-383-4711  
Fax: 1-866-833-8603 or 1-905-875-1840  
Email: [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)

[www.horteast.ns.ca](http://www.horteast.ns.ca)

# 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 \_\_\_\_\_

## Booth Information

Member Price:

Up to Four Booths: \$795.00

Five to Ten Booths: \$750.00

Over Ten Booths: \$735.00

Non-Member Price:

Up to Four Booths: \$895.00

Five to Ten Booths: \$850.00

Over Ten Booths: \$835.00

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 8, 2010. Add 15% 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

GST# 121444129

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

7856 Fifth Line South, Milton ON L9T 2X8

Fax: 1-866-833-8603 or 1-905-875-1840 / Email: rebecca@canadanursery.com

Members of  
Landscape Nova  
Scotia, Landscape  
New Brunswick,  
and Landscape  
Newfoundland and  
Labrador receive  
preferred member  
pricing on exhibiting  
at HortEast. Call  
Rebecca Wetselaar,  
Show Coordinator, at  
1-866-383-4711 for  
more information on  
how to join!



Landscape  
Nova Scotia



Landscape NB  
Paysage NB



LANDSCAPE

# Exhibitor Space Terms and Conditions



**Setting up and Dismantling** Times should be as follows: Trade Show set-up will begin on Monday November 22, 2010 from 2:00pm to 8:00pm. Dismantling will take place on Wednesday November 24, 2010 from 4:00pm to 7:00pm.

**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 8, 2010. 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 8, 2010. 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 Cunard Centre. 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 Cunard Centre, Halifax. 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 Cunard Centre.

**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.

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

7856 Fifth Line South, Milton ON L9T 2X8

Fax: 1-866-833-8603 or 1-905-875-1840 / Email: [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com)



# New! 2010 Passport Program Form

## 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 15% HST = \$115.00)

GST# 12144 4129

Visa/Mastercard #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Print Signature: \_\_\_\_\_

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

**FAX: 866-833-8603**

**OR 905-875-1840**

**DEADLINE: OCTOBER 8, 2010**

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

7856 Fifth Line South, Milton ON L9T 2X8

Fax: 1-866-833-8603 or 1-905-875-1840 / Email: [rebecca@canadanursery.com](mailto: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 2010 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 15% HST.

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

Back Cover:	\$600.00 (Members)	\$700.00 (Non-Members)
Inside Front Cover:	\$500.00 (Members)	\$600.00 (Non-Members)
Inside Back Cover:	\$500.00 (Members)	\$600.00 (Non-Members)

### Full Page Black and White Ad - 7.25" h x 4.5" w

\$350.00 (Members)	\$400.00 (Non-Members)
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### 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)
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### 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)
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### Advertisement Requirements:

- All advertisers must comply with ad dimensions
- All advertisers must provide an electronic copy of their ad

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Ad Type: \_\_\_\_\_

Visa/Mastercard #: \_\_\_\_\_ Expiry: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

**\*Make cheques payable to:** The Canadian Nursery Landscape Association

GST# 12144 4129

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

## ADVERTISING DEADLINE:

**October 8, 2010**

## MATERIAL DEADLINE:

**October 15, 2010**

## For more information:

Contact Rebecca Wetselaar, Show Coordinator

Toll Free: 1-866-383-4711

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

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