

EXHIBITORS PACKAGE



2012 Landscape and Garden Show Spring Show and Symposium

You are invited to participate in Landscape Newfoundland and Labrador's EIGHTH Spring Show and Symposium scheduled for April 27th (set-up day), April 28th and 29th, 2012, at **Jack Byrne Arena** (7 Kennedy's Brook Drive Torbay, NL) - www.jackbyrnearena.com.

The following materials are included below for your attention:

- Show Details
- Schedule 1: Exhibit Rental Contract (return to LNL)
- Schedule 2: Personnel Registration Form (return to LNL)
- Sponsorship and Advertising Information
- Passport Program Registration

Please note that members of LNL will receive preferred pricing on exhibiting...Join today!



Return address:

Landscape Newfoundland and Labrador
Landscape and Garden Show 2012
P.O. Box 8062
St. John's, NL
A1B 3M9

For more information, please contact:

Tel: (709) 726-5651

Fax: (866) 833-8603

Email: rebecca@canadanursery.com

Website: www.landscapenl.org



Location

The Show will be held at Jack Byrne Arena (7 Kennedy's Brook Drive Torbay, NL). We will be using the rink area for the displays. NOTE: LOTS AND LOTS OF PARKING SPACES AVAILABLE

- Industry exhibitors and selected non-profit organizations will set up in the rink area
- A feature Inspiration Garden, designed by LNL members, will be located at the entrance of the show
- Back-to-back public seminars and presentations will be located in a dedicated curtained off area off the exhibition area
- Canteen services will be available

Show Dates

The Show will run from 10:00 AM on Saturday April 28th and close at 5:00 PM on Sunday April 29th, 2012.

Opening Times

The Show will be open to the public from 10:00 AM to 6:00 PM on Saturday, and from 10:00 AM to 5:00 PM on Sunday.

Official Opening

Official Opening Ceremonies will take place at 9:00 AM on Saturday April 28th. This will be followed by a tour of the Show by Government representatives and other invited guests.

Public Seminars

Seminar sessions and presentations by invited guest speakers will take place in the designated area and will be open to anybody who has paid to come to the show. Sessions will be scheduled over both days. A detailed schedule will be published ahead of time, and will also be included in the Show brochure at the Reception desk. Mark Cullen, noted Canadian Gardener, has been booked as our headline speaker for the two-day event.

Setup and Breakdown Arrangements

The exhibition space will be available for setup on Friday April 27th from 8:00 AM onwards. Exhibitors are responsible for setting up booth displays and for booth attendance at all times, in accordance with the enclosed conditions and regulations schedule. Breakdown will take place immediately following the close of the Show on Sunday.

Booth Space, Prices and Admission

Booth spaces (sold in blocks of 10ft X 10ft.) in the main exhibition area will cost \$500 for LNL members and \$600 for non-members – multiple booths purchased will be sold at a lower rate (see Schedule One for price breakdown). Smaller booths or tables will be assigned to a number of voluntary and community organizations free of charge on a first come, first served basis.

Admission price for the general public will be \$6.00 and \$5.00 for Seniors (price includes HST). Children under 12 will be admitted free if accompanied by an adult.



Booth Sizes, Power and Furnishings

All booths in the main exhibition area will be 10ft X 10ft and will include one power outlet. Booth holders will be able to order booth furnishings (i.e. tables and chairs) from Jack Byrne Arena. Please note that exhibitors are responsible for their own backdrops and displays. Royal Blue drapes will be provided for all booth holders in accordance with the floor plan - 8ft backs and 4ft sides. The provider has stipulated that no materials whatsoever are to be attached to the drapes.

Passport Program

A passport program has been introduced to add new excitement to the trade show floor - see information included in this package to learn more about participating - space is limited and sold on a first come, first serve basis. This new program is a great way to get noticed at the 2012 show!

Allocation of Booths

It is understood that Show Management will decide overall floor layout and will assign booth spaces accordingly, with a view to ensuring maximum impact and the appropriate positioning of products and services.

Booth Personnel Registration Form

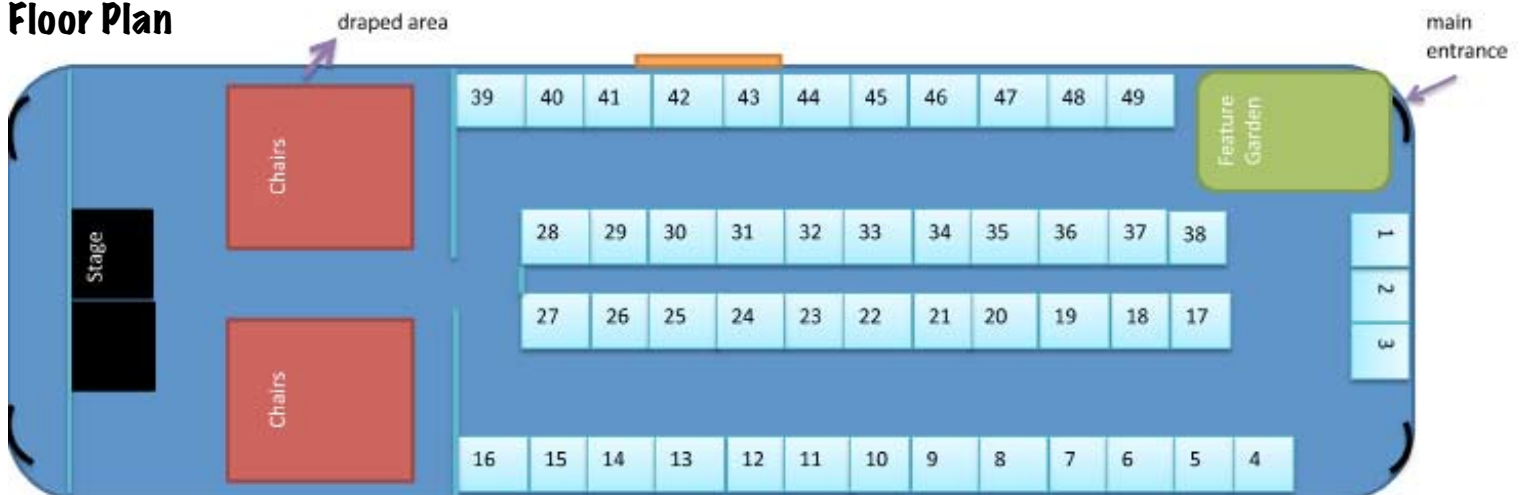
Please fill in the Personnel Registration form (Schedule Two). This will help in monitoring the Show. Nametags will be issued to all named personnel at the Reception desk.

Complimentary Tickets

Complimentary tickets will be available to all registered booth holders at a reduced price of \$3.00 each (includes HST). Invite your favorite clients for half-price! Please indicate on the attached Exhibitor Contract Form how many tickets you want and include the appropriate amount together with your exhibit registration payment. The tickets will be sent to you in time for distribution.

All payments for complimentary tickets must be made by April 1st, 2012 to allow time for mail out to booth holders.

Floor Plan



Schedule 1: Exhibit Rental

2012
Landscape and
Garden Show

Exhibitor Information (Please Print)

Exhibiting Company: _____
Date: _____
Contact Person: _____
Mailing Address: _____

Phone: _____ Fax: _____
Email: _____ Website: _____
Products/Services to be Displayed: _____

Booth Information

We hereby contract to exhibit in the Landscape and Garden Show 2012 and will require the following booth space(s) (check one):

Single booth	(10' X 10')	_____	\$500	(\$600 non-member) – plus HST
Double booth	(10' X 20')	_____	\$950	(\$1150 non-member) – plus HST
Double booth	(10' X 30')	_____	\$1400	(\$1700 non-member) – plus HST
Quadruple booth	(20' x 20')	_____	\$1800	(\$2200 non-member) – plus HST

A 50% non-refundable booth deposit is needed to hold the space, along with a credit card on file.

The credit card will be charged on April 1st for the balance owing on the booth, following a mailed invoice. Please add 13% HST to all payments.

We agree to pay LNL the total sum of \$ _____ for our booth and to abide by the conditions set out on page seven. We require _____ complimentary tickets @ \$3.00 each for a total of \$ _____.

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. It is understood that Show Management will decide overall floor layout and will assign booth spaces accordingly, with a view to ensuring maximum impact and the appropriate positioning of products and services.

Payment Information (HST # 879654770RT0001)

Visa/Mastercard #: _____ Expiry: _____
Signature of Cardholder: _____
Print Name of Cardholder: _____

Copy and Return to:

Landscape Newfoundland and Labrador P.O. Box 8062, St. John's, NL A1B 3M9



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Schedule 1: Exhibit Conditions

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1. Management agrees to provide the Exhibitor with booth space located as per the contract and at the cost quoted.
2. All operating electrical equipment used by the Exhibitor must have CSA or equivalent provincial power authority approval.
3. Space contracted by the Exhibitor may not be sublet without prior approval of Management.
4. The Exhibitor agrees to abide by all regulations adopted by Management in the best interests of the Show and agrees that Management shall have the final decision in adopting any rule or regulation deemed necessary prior, during and after the Show.
5. The Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damage whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, other exhibitors, Management, the owner of the building and their respective agents, servants and employees and members of the public attending the Show, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
6. A 50% non-refundable booth deposit is needed to hold the space, along with a credit card on file. The credit card will be charged on April 1st for the balance owing on the booth, following a mailed invoice. If payments are not made when due, deposit may be forfeited and the space reallocated. The exhibitor will be required to pay in full for the contract amount on any cancellation received after April 1st, 2012. Cancellations must be received in writing.
7. Management reserves the right to alter or change the space assigned to the Exhibitor with due cause.
8. Management reserves the right to alter or remove exhibits or any part thereof, including print material, product, signs, lights or sound, and to expel exhibitors or their personnel, if in Management's opinion, their conduct or presentation is objectionable to other Show participants.
9. The Exhibitor agrees to confine presentation within the confines of the assigned space only and within height limits set by the Show rules and regulations and to maintain staff at all times in the booth space during Show hours.
10. Management assumes no responsibility for loss or damage to goods before, during or after the Show. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the assigned booth number.
11. The Exhibitor is responsible for the placement and the cost of insurance related to participation in the show. (up to \$1m public liability is advised).
12. The Exhibitor agrees that the setup of the assigned booth will be completed during designated setup hours and that no displays may be dismantled or goods removed until the close of the Show. The Exhibitor also agrees to dismantle equipment and displays from the Show by the final move-out time, or in the event of failure to do so, agrees to pay such additional costs as may be incurred.
13. Management reserves the right as its sole discretion to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Management whether similar to or dissimilar from the cause enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Management. A refund of all monies paid by the Exhibitor to Management will be made by management in the event that the show is not held as proposed by Management.
14. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Show rules and regulations, in which case the Exhibitor forfeits as liquidation damages all space rental payments made and any further occupancy of such space.
15. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Show Management, official contractors serving companies and the building in which the Show shall take place and according to the labour relations jurisdiction in which the building is located.



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Schedule 2: Personnel Registration

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Please enter the names of your company representatives who will be attending your booth at the Show.

Identification badges will be available at the Show Reception desk.

Exhibiting Company: _____

Date: _____

Contact Person: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

COMPANY REPRESENTATIVES:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Please return this form with your Exhibitor Contract to:

Landscape Newfoundland and Labrador P.O. Box 8062, St. John's, NL A1B 3M9



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Platinum Show Sponsor - \$5000.00 + HST (exclusive)

Your company will take centre stage at the trade show as a Platinum Show Sponsor, sponsoring our keynote speaker Mark Cullen. The sponsorship amount will help cover a portion of Mark Cullen's speaker fee's and travel/accomodations for this event. Benefits include:

- Your company tagged as the title show sponsor (i.e. "Landscape and Garden Show, sponsored by "Company Name" with your logo included on all promo pieces)
- Your company logo included on the front page of the show guide, handed out to all visitors
- Your company logo included in newspaper print ads
- Your company recognized in event radio promotions
- Your company logo included on event poster
- Your company logo included on LNL website events section
- Your company thanked over the PA system at the event
- Your company logo included on event signage
- One free booth in the trade show

Inspiration Garden Sponsor - \$2000.00 + HST (two available)

Inspire your customers by sponsoring the inspiration garden, designed and built by LNL members at the entrance of this years event. You must have contributed materials towards the garden to participate. Benefits include:

- Your company logo included on the front page of the show guide, handed out to all visitors
- Your company logo included on LNL website events section
- Your company thanked over the PA system at the event
- Your company logo included on event signage

Speaker Sponsor - \$500.00 + HST (multiple available)

Tag your as a sponsor of one of our many educational sessions throughout the event. Benefits include:

- Your company logo included inside the show guide (speaker agenda), handed out to all visitors
- Your company logo included on LNL website events section
- Your company logo included on event signage

Show Guide Ad rates

This publication will feature show details and will be handed out to all show attendees. Advertisers will receive thousands of impressions in this piece.

- Inside Front or Back Cover Ad (Full Page b/w): \$500.00 + HST
- Business Card Sized Ad (b/w): \$250.00 + HST

Call or email the LNL office to book the sponsorship or ad of your choice.



Passport Program Registration

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Increase traffic to your booth with the Passport Program!

How does it work?

- Each show visitor will receive a Passport at registration.
- The passport will profile 15 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 + HST

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

Registration

Company Name: _____

Contact Name: _____

Email Address: _____

Payment Information (HST # 879654770RT0001)

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name of Cardholder: _____

Copy and Return to:

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