



Northeast Green Industry Showcase

465 Mola Boulevard, Suite 4
Elmwood Park, NJ 07407

(201) 321-5111 | NGIS@njlca.org
www.NGIS-NJ.com



The New Jersey Landscape Contractors Association and the NJLCA Education Fund are excited to announce that we are back! On October 1st and 2nd of this year, we will be holding a two-day trade show/demo days/in-person event for all to attend! This event will be like no other in the entire northeast, which is why we have named this new and exciting event, the **Northeast Green Industry Showcase!**

The Northeast Green Industry Showcase is so much more than a trade show. So, what is different?

- Outdoors – Booth space will be available in open air pavilions and on a grass concourse.
- Demo space – All equipment vendors will be provided with an equal amount of demo area space to match their booth space for attendees to try out your equipment (more space available for purchase).
- Live music – There will be a live band on Saturday (don't worry, it will be far enough away from the booths for you to have normal conversations).
- Food trucks – Instead of the usual concession stand fare, this event will host several food options from multiple food truck vendors.
- Location – The Hunterdon County Fairgrounds are within minutes of a great nightlife in Lambertville, NJ and New Hope, PA. Plus, we expect attendees from throughout NJ, PA and DE to come to this centrally located event.
- Limited education – Means more time for you to spend with attendees discussing your products and services.
- Space – With over 1 acre of covered exhibit space, 1.5 acres of outdoor space and 1.25 acres of demonstration area, this will be the biggest event on the east coast.

Attendance at this event will be to the level permitted under New Jersey Executive Orders in effect at the time of the show. Additionally, all participants must adhere to all CDC and state guidelines regarding COVID-19. However, we are back and better than ever and invite you to be part of the beginning of the northeast's biggest green industry event ever!

Plus, we're still hosting our Landscape New Jersey Trade Show and Conference at the Meadowlands in February. So, you will now have two opportunities to meet and greet new and prospective customers throughout the area. And even better, if you decide to exhibit at both events, you may be eligible for a 15% discount on both!

Please take a moment to review the enclosed brochure and sponsorship opportunities and reserve your booths for the Northeast Green Industry Showcase 2021 and Landscape New Jersey 2022 today!

If you have any questions, please feel free to contact us at 201-321-5111 or NGIS@njlca.org.

Sincerely,

Richard Goldstein
President

Gail Woolcott
Executive Director



Produced by:

New Jersey Landscape Contractors Association

NJLCA
Growing Every Day



NGISTM

NORTHEAST GREEN INDUSTRY SHOWCASE

***Not just a Trade Show...
an Experience***
www.NGIS-NJ.com

Friday and Saturday
October 1-2, 2021
Hunterdon County Fairgrounds

Administered by:

New Jersey Landscape Contractors Association

NJLCA
Growing Every Day

1207 County Route 179
(Just off US Route 202)
Lambertville, NJ 08530

WHAT IS NGIS™?

The Northeast Green Industry Showcase is a comprehensive Landscape, Nursery, Horticulture, Hardscape, Outdoor Living and Equipment Showcase.

16 hours of face-to-face interaction

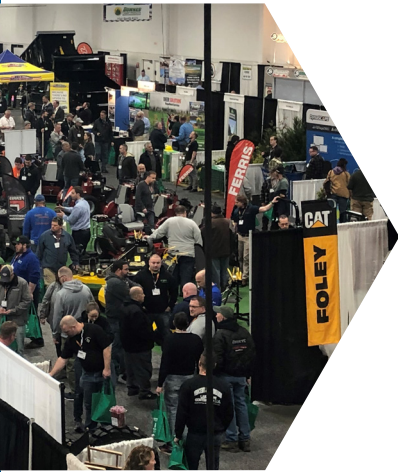


1 acre covered exhibit space
1.5 acres outdoor exhibit space
1.25 acres outdoor demo area



October 1-2, 2021

Join the New Jersey Landscape Contractors Association as we present the largest Green Industry Trade Show, Demo Days and Showcase in the East!



WHO ATTENDS?

Landscape Contractors

Nursery Professionals

Municipalities

Irrigation Professionals

Snow and Ice Managers

Buyers and Dealers

Lawn and Plant Healthcare Professionals

and many more!



GENERAL EXHIBITOR INFORMATION

The Northeast Green Industry Showcase is produced by the NJLCA Education Fund in cooperation with the New Jersey Landscape Contractors Association. The NJLCA Education Fund is a non-profit association. The purpose of the Northeast Green Industry Showcase is to provide a conducive, common environment bringing sellers and buyers together to educate and inform members and the green industry representatives on the latest developments in technology, information, product innovation and services available to industry members.



Exhibitor Move-In

September 30, 2021
10:00 am - 5:00 pm

October 1, 2021
7:00 am - 9:00 am

Trade Show Hours

October 1, 2021
11:00 am - 6:00 pm

October 2, 2021
8:00 am - 5:00 pm

Exhibitor Move-Out

October 2, 2021
5:00 pm - 8:00 pm

NGIS™ and the NJLCA are acutely aware of the issues surrounding COVID-19 and how it will affect attendees and exhibitors.

The show and staff plan to implement all recommendations of the NJ Department of Health and the Center for Disease Control in order to limit exposure to the virus. However, all exhibitors and attendees are also asked to take steps to reduce exposure opportunities and understand that the show, the NJLCA and its staff will not be held liable in cases where individuals may contract the virus at this event.



Multiple hand-washing and hand sanitizing stations will be available on-site.



Demonstration equipment must be disinfected between each demonstration.



Social distancing of 6-feet between individuals must be observed where possible.



Send the Right People

Be mindful that you may be talking to key decision-makers that want to talk to subject matter experts, not all sales staff.

Design a Safe Booth

Define a clear path through your exhibit space, consider adding sneeze guards and use eco-friendly digital versions of printed materials.

Safe Networking

Introduce a custom greeting for that replaces the handshake respect social distancing and enable digital business card exchanges.



EXHIBIT RATES AND DETAILS

BOOTH SPACE INCLUDES:

- ⦿ 10' x 15' booth space
- ⦿ 2 complimentary booth staff registrations
- ⦿ Digital directory listing
- ⦿ Access to food and networking
- ⦿ Professional floor management and security
- ⦿ Access to our Exhibitor Marketing Toolkit
- ⦿ Exclusive benefit to be an event sponsor
- ⦿ 7" x 44" side identifying your company name and booth number (inline booths only)
- ⦿ 2 full days of networking and sales

	Member Pricing		Non-Member Pricing		
	Through July 31st	August 1st and after	Through July 31st	August 1st and after	
15'l x 10'w inline pavilion	\$800	\$900	\$900	\$1,000	Includes 150 sq. ft. demo
15'l x 10'w inline concourse	\$800	\$900	\$900	\$1,000	Includes 150 sq. ft. demo
30' x 30' peninsula pavilion	\$5,000	\$5,600	\$5,600	\$6,200	Includes 900 sq. ft. demo
30' x 30' peninsula concourse	\$5,000	\$5,600	\$5,600	\$6,200	Includes 900 sq. ft. demo

Each booth purchase includes the equal amount of square footage in outdoor demo space. However, outdoor demo area space is only to be used for equipment that will be demonstrated, not for service providers (i.e. insurance, software (unless used to control equipment), financial products, cellular, etc.). If you wish to use additional demo area, you may purchase that space at \$1 per sq. ft. increments of 100 sq. ft.

EXHIBIT BOOTH INFORMATION

Exhibit Booths are not equipped with tables or chairs for this event. You may bring your own to the event at no fee. Floors inside the pavilions are concrete and stone dust, while outside are grass.

There are no loading and unloading services at this site. Therefore, any equipment and/or materials must be brought onto the site with your own or rented equipment.



Vendors who choose to exhibit at both the Northeast Green Industry Showcase 2021 and Landscape New Jersey 2022 will receive a 15% discount off of your booth price at each show. In order to receive 15% discount, exhibitor must complete the following by September 30, 2021:

1. Submit contract for NGIS™ 2021
2. Pay booth fees in full for NGIS™ 2021
3. Submit contract for LNJ 2022
4. Pay 50% of booth fees for LNJ 2022

15% will be deducted from the final payment due for booth space at LNJ 2022.

PAYMENT DEADLINES

50% of booth rental amount due at signing. Booths contracted after August 1st require full booth payment at time of signing. Full booth rental price due September 25, 2021.

CANCELLATION & REFUND POLICY

NJLCA Education Fund reserves the right to cancel exhibit space if full payment has not been received by September 25, 2021. Should the event be canceled due to public health emergency, all fees collected will be refunded or may be used towards a future event.



EXHIBITOR CONTACT INFORMATION

201-321-5111

NGIS@NJLCA.org

www.NGIS-NJ.com

SPONSORSHIP OPPORTUNITIES:

Make an impact on the 2021 Northeast Green Industry Showcase attendees with your sponsorship. Your company can be one of the first to interact with present and future customers at the show!

By committing to one of our sponsorship opportunities, you can join this group of exhibitors who have chosen to take their

brand presence to the next level.

We have multiple sponsorship opportunities to choose from for every price range - put your brand on a unique and unforgettable marketing component at the 2021 Northeast Green Industry Showcase. See our sponsorship opportunity guide today!



Not just a Trade Show...an Experience!

- Food Trucks
- Live Band
- Equipment Test Runs
- Destination Location
- Multi-State Attendees

WHO EXHIBITS?

Equipment Manufacturers/Dealers

Growers, Greenhouses and Nurseries

Hardscape Manufacturers/Dealers

Snow and Ice Management Products

Irrigation and Lighting Manufacturers/Dealers

Seed, Sod and Artificial Turf Manufacturers/Dealers

Software and Technology Providers

and many more!

Why YOU Should Exhibit

- ⚙ Opportunity to meet with customers and qualified buyers
- ⚙ Lead generation
- ⚙ Launch new products



Tel: 201-321-5111
Fax: 201-703-3776



Email: NGIS@njlca.org
Web: www.NGIS-NJ.com



465 Mola Blvd, Ste. 4
Elmwood Park, NJ 07407



Northeast Green Industry Showcase 2021

Rules and Regulations

- 1. Rules and Regulations** are to be construed as part of all Northeast Green Industry Showcase (NGIS) Exhibitor Contracts. The NGIS Planning Committee members ("the Committee") reserves the right to interpret them, as well as to make final decisions on all points the Rules and Regulations do not cover.
- 2. Application and Payment for Exhibit Space.** Exhibitors can reserve booth space by submitting a contract and a 50% deposit. All spaces will be assigned on a first-come, first-served basis. Final payment (50%) will be due on August 1, 2021. Please note, if you are paying by credit card, each installment will be automatically billed to the credit card on file. A receipt will be sent to the email address listed on the contract. Failure to meet payment dates may result in release of booth space.
- 3. Subletting of Space.** The Exhibitor shall not assign, sublet or apportion the whole, or any part of, space assigned or have representative, equipment, or materials from firms other than its own in the exhibit space without written consent of the Committee.
- 4. Exhibit Space Layout.** Every effort will be made by the Committee to assign the best booth space location available. Where multiple exhibitors request the same space, the date/time the official contract is received will determine booth allocation. A 50% deposit must be received within 5 working days of contract receipt to guarantee booth location.
- 5. Security.** The Committee will provide overall security guard service during set-up and show period, but neither the Committee, Hunterdon County Fairgrounds, nor Management Contractor will guarantee Exhibitors against loss and will not be responsible for loss of any material for any cause. Each Exhibitor must make provisions for safeguarding of goods, materials, equipment and display at all times, and Exhibitors are urged to carry insurance at their expense.
- 6. Liability and Indemnification.** The Exhibitor is required to secure comprehensive general liability insurance in an amount not less than two million dollars (U.S.) to include protective and contractual liability coverage for bodily injury and property damage, and worker's compensation/occupational disease coverage in full compliance with federal and state laws. The Exhibitor will furnish a Certificate of Insurance naming the New Jersey Landscape Contractors Association as additionally insured. The Exhibitor acknowledges that it deems appropriate to comply with its obligations for its own protection while at the Fairgrounds or in transit. Exhibitors who do not have existing policies that meet these requirements can purchase 2-day Exhibitor insurance through any providers including: <https://insurance4exhibitors.com/>; <https://www.exhibitorinsurance.com/>; <https://www.exhibitorinsurenw.com/>. NJLCA and the NJLCA Education Fund do not endorse any of the above providers. You can also find alternate providers by searching "Exhibitor Insurance."
- 7. Exhibition Rules.** Exhibitors must adhere to all rules set by the Committee concerning set-up and breakdown of displays. All booths must be set up on Thursday, September 30, 2021, unless prior approval is obtained. All freight arrangements, exhibit furniture, and all other requirements must be handled by exhibitor. Booth dismantling is NOT permitted until the official closing of show on October 2, 2021 at 5:00 p.m. No early breakdowns will be permitted. Disregarding this may cause forfeiture of exhibiting in future events.
- 8. Exhibits.** In the interest of ALL participating Exhibitors, the Committee reserves the right to insist on properly constructed and operated displays which do not exceed a height of 20 feet. Nonconforming displays may be dismantled or modified, at cost to the Exhibitor, at the sole judgment and discretion of the Committee. Nothing shall be posted on, glued, taped, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Booth and demo area should be left in the same or better condition than when exhibitor arrived.
- 9. Solicitation.** Exhibitors must conduct all business activities within the confines of their contracted booth space. No solicitation can be conducted in public areas (i.e., aisle, parking lots, loading dock, or any other property owned/operated by the Hunterdon County Fairgrounds. This includes, but is not limited to, Exhibitor staff (including temporary personnel) verbally or through the use of signage encouraging attendees to visit their booth by distribution of printed material, food/beverage/candy or promotional items. Any Exhibitor engaged in such activities will be subject to a penalty at the discretion of the Committee. Also, Exhibitors may not conduct employment activities such as advertising vacant positions, distributing employment applications or otherwise recruiting show attendees or other Exhibitor staff for employment opportunities.
- 10. Catering on Show Floor.** Distribution of food or beverages on the show floor is prohibited without prior approval from the NGIS Planning Committee. All requests must be submitted in writing to NGIS@njlca.org or faxed to 201-703-3776. If approved, fees will be apply.
- 11. Display of Machinery.** All display equipment must stay within your assigned booth space and/or demo area. All fuel tanks shall be locked, taped or effectively sealed. Ignition keys for vehicles on display shall be kept by a responsible person at the display location.
- 12. Cancellation Policy.** Once a booth has been reserved, the following cancellation policy will be in effect. All cancellations must be submitted in writing to NGIS@njlca.org or faxed to 201-703-3776. Refunds will be based on the following schedule: 100% refund on or before July 1, 2021 less \$100 administrative fee; 50% refund between July 2 and September 1, 2021 less \$100 administrative fee; no refunds will be considered after September 1, 2021. A \$100 administrative fee will be charged for all cancellations.
- 13. Communications.** All communications with reference to exhibits should be addressed in writing to: NGIS 2021, 8 Hemlock Road, Andover, NJ 07821.
- 14. Contact.** All exhibitors and prospective exhibitors may contact 201-321-5111 for additional information.

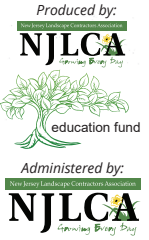


Northeast Green Industry Showcase

October 1-2, 2021

Hunterdon County Fairgrounds - Lambertville, NJ

(201) 321-5111 | NGIS@njlca.org
www.NGIS-NJ.com



Vendor Parking

Mowers, etc.

Demo Area
60,000 sf

Excavators/
Skid Steers

Portable Rest Areas

Stage

Food Trucks

Tables and Chairs

Indoor classes

4-H Bldg #5

Portable Rest Areas

Attendee Parking

30 x 100

30 x 160

30 x 160

30 x 120

First Aid

Concourse - Uncovered

30 x 100

30 x 160

30 x 160

30 x 120

Registration

60' x 160' pavillion
(covered)

60' x 160' pavillion
(covered)

60' x 160' pavillion
(covered)

60' x 160' pavillion
(covered)

NJLCA
Booth
30 x 20'

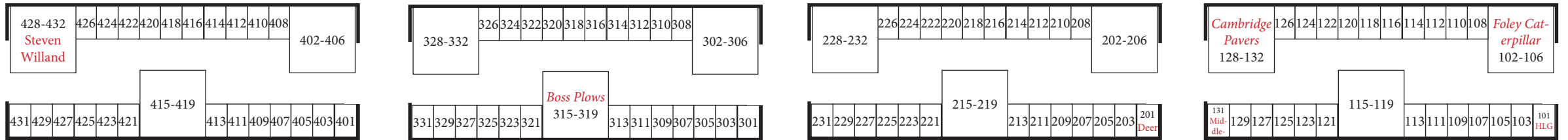
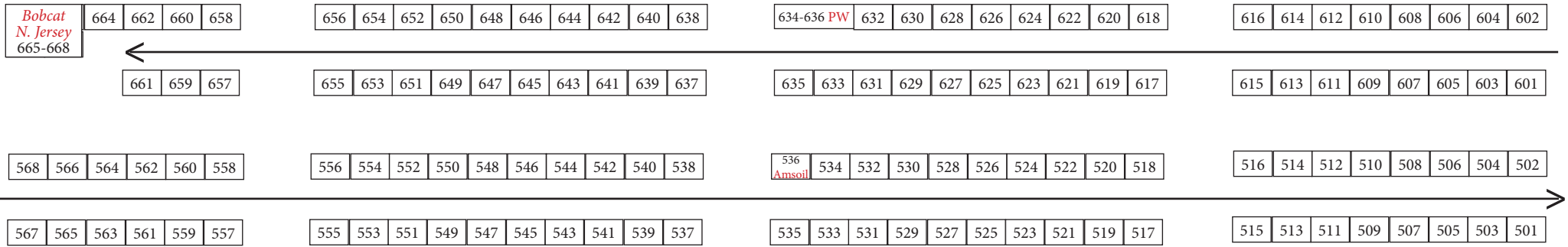
Entrance



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Entrance

Friday and Saturday, October 1-2, 2021

Hunterdon County Fairgrounds
1207 County Route 179, Lambertville, NJ 08530

Sponsorship Opportunities



NGISTM
NORTHEAST GREEN INDUSTRY SHOWCASE

www.NGIS-NJ.com

Produced by:

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NJLCA
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**Make an impact on the 2021
Northeast Green Industry
Showcase attendees with your
sponsorship. Your company
can be one of the first to
interact with present and future
customers at the show!**

**By committing to one of our
sponsorship opportunities, you
can join this group of exhibitors
who have chosen to take their
brand presence to the next level.**

**We have multiple sponsorship
opportunities to choose from
for every price range - put
your brand on a unique and
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component at the 2021
Northeast Green Industry
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opportunity guide today!**

Advertising Opportunities

The New Jersey Landscape Contractor Magazine



The official publication of the NJLCA, *The New Jersey Landscape Contractor* magazine, is distributed to over 4,500 green industry professionals, three times per year. Reach your target audience with an advertisement announcing your participation in the Northeast Green Industry Showcase. This issue will be sent out in September.

Ad Type (w" x h")	Member Pricing		Non-Member Pricing	
	Show Issue / Entire Year (3 iss.)		Show Issue / Entire Year (3 iss.)	
Center Spread (17x11)	\$975	\$2625	\$1275	\$3600
Outside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Front (8.5x11)	\$850	\$2325	\$1050	\$2925
Full Page (8.5x11)	\$600	\$1650	\$800	\$2250
1/2 Page (8.5x5.5)	\$325	\$825	\$525	\$1425
1/4 Page (4.25x5.5)	\$175	\$450	\$375	\$1050
Business Card (3x2)	\$150	\$375	\$350	\$975

Show Directory



The definitive on-site digital guide used by attendees. Complete with the final show floor map, attendees can quickly locate you in the alphabetic company listing. Distinguish your company from the competition with a strategically placed, full-color advertisement at a great price.

Ad Type (w" x h")	Member Pricing/Non-Member Pricing	
Outside Back Cover (5.5x8.5)	SOLD	\$525
Inside Back Cover (5.5x8.5)	\$375	\$475
Inside Front Cover (5.5x8.5)	\$375	\$475
Full Page (5.5x8.5)	\$195	\$245
1/2 Page (5.5x4.25)	\$120	\$150
Business Card (3x2)	\$95	\$125

Sponsorship Opportunities

Official Pens



On Trade Show day we provide pens for registration and for attendees to use throughout the day. Why not have your advertising on everyone's mind when you put your logo and info on the pen in their hands?

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Official Pen (you provide)	\$200	\$300
Official Pen (we provide)	\$500	\$600

Pavilion Sponsor



Rise above the crowd! Place your company artwork and booth number on a 4' x 6' banner prominently displayed on the outside of any of the four pavilions. Attendees will instantly know where you are located. (4 available)

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Pavilion Sponsor	\$250	\$350

Portable Toilet Sponsor



Where is the one place that everyone is going to go at some point during the day? You got it, the bathrooms! Feature your brand and booth number on 6 or 12 of the portable bathroom walls.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
6 Clings	\$250	\$350
12 Clings	\$400	\$500

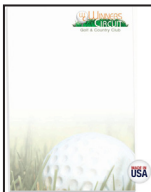
Trash Receptacles



Support the efforts to keep the site clean by sponsoring our trash bin receptacles, custom printed with your logo, throughout the event.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Trash Receptacles	\$500	\$600

Notepad



Market your business effectively with these 25-sheet notepads! Each will be customized with any artwork, text, or logo of your choice. Will be inserted in every "swag bag" given to all attendees.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Notepads	\$1000	\$1100

Sponsorship Opportunities

Lanyards



Lanyards are a memorable and timeless way to advertise your company or product. Worn by every attendee and exhibitor, lanyards will continue to be used after the show as a convenient holder for keys, eyeglasses, tools and much more.

Sponsored Item

Lanyards

Member Pricing

\$1500

Non-Member Pricing

\$1950

Swag Bag



Every attendee will want this eco-friendly tote bag emblazoned with your company logo. After the show, your company will continue to get exposure as this sturdy tote is used again and again. Sponsorship also includes a complimentary bag insert.

Alternatively, purchase an insert in the swag bag, which can be any flat, printed item, such as a brochure or flyer.

Finally, we are offering one sponsor the opportunity to place a special item, a hat, shirt or other bulky item in the show bag.

Sponsored Item

Member Pricing

Non-Member Pricing

~~Swag Bag~~

~~SOLD~~

~~\$1950~~

Insert (flat, printed material)

\$250

\$350

Special Insert (bulky item)

\$350

\$450

(One available - you provide item)

Sponsorship Opportunities

Handwashing Station



Help attendees and exhibitors keep their hands sanitized with a sponsorship on our handwashing stations or hand sanitizer stops!

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Handwashing Stations (2 available)	\$250	\$350

Single Use Disinfectant Wipes



Single use disinfectant wipes will be available to all attendees. Why not make them a branded advertisement and show them you care about their health.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Single Use Wipes	\$1250	\$1400

Food Truck Sponsor



Everybody will be eating at one of our exciting food trucks at this event. Sponsor one or all and have a large menu-board sign in front of a food truck.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
1 Food Truck	\$250	\$350
All Food Trucks (Approximately 6 trucks)	\$1250	\$1350

Showcase Baseball Cap



Baseball Caps are a memorable and timeless way to advertise your company or product. Caps will continue to be used after the event is over and is a constant reminder of your company. Caps will be given to first 500 attendees.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
500 Baseball Caps	\$2000	\$2200

ADVERTISING/SPONSORSHIP FORM

Please fill in your contact and payment information below. You must identify which item you wish to sponsor or which publication you wish to advertise in.

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please make all checks payable to NJLCA Education Fund. Fax or email or mail this form to: NGIS@njlca.org or 201-703-3776

Visa MasterCard AMEX Discover

Card Number: _____ Expiration Date: _____

Signature: _____ CCV: _____

If you have any questions about advertising or sponsorships, please call us at 201-321-5111.

Sponsorship/Advertising Opportunities

Please check the item(s) you want and enter the total to be charged.

The New Jersey Landscape Contractor Magazine Advertising

Ad size: _____ # of Issues: _____ Amount: \$ _____

Digital Show Directory Advertising

Ad size: _____ Amount: \$ _____

	<u>Member</u>	<u>Non-Member</u>	<u>Amount</u>
<input type="checkbox"/> Pens (you supply/we supply)	\$200/\$500	\$300/\$600	\$ _____
<input type="checkbox"/> Pavilion	\$250	\$350	\$ _____
<input type="checkbox"/> 6 Portable Toilet Clings	\$250	\$350	\$ _____
<input type="checkbox"/> 12 Portable Toilet Clings	\$450	\$550	\$ _____
<input type="checkbox"/> Trash Receptacles	\$500	\$600	\$ _____
<input type="checkbox"/> Notepads	\$1000	\$1250	\$ _____
<input type="checkbox"/> Lanyards	\$1500	\$1950	\$ _____
<input type="checkbox"/> Swag Bag	sold	\$1950	\$ _____
<input type="checkbox"/> Swag Bag Insert	\$250	\$350	\$ _____
<input type="checkbox"/> Special Swag Bag Insert	\$350	\$450	\$ _____
<input type="checkbox"/> Handwashing Station	\$250	\$350	\$ _____
<input type="checkbox"/> Single Use Disinfectant Wipes	\$1250	\$1400	\$ _____
<input type="checkbox"/> Food Truck Sponsor (1)	\$250	\$350	\$ _____
<input type="checkbox"/> Food Truck Sponsor (All)	\$1250	\$1350	\$ _____
<input type="checkbox"/> Show Baseball Cap	\$2000	\$2200	\$ _____

Grand Total \$ _____



Produced by:



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