Dear Exhibitor,

The Indiana Nursery and Landscape Association and the Midwest Regional Turf Foundation thank you for your support over the past several years.

As an exhibitor with the Indiana Green Expo 2018 annual trade show and educational conference, we offer you an opportunity to sign up right away and receive "early bird" benefits and savings for 2019.

The dates for the next Indiana Green Expo are January 9–11, 2019. Exhibit set up is Wednesday, January 9, 2019. The Exhibit Hall will be open on Thursday, January 10 and Friday, January 11. Specific hours are yet to be determined. The show will be held at the Indiana Convention Center. Please note the Wednesday through Friday day pattern for 2019.

Enclosed are the contract and trade show rules and policies for your reference. Please review carefully at your earliest convenience.

This year the Early Bird Special for those exhibitors who contract and submit 50% deposit by April 30, 2018 not only receive preferred booth placement, but also the following:

- $$$ Savings
- General listing in all pre-conference mailings
- Complimentary registration list of all 2019 attendees pre- and post-meeting upon request (available for $250 by non-early bird exhibitors post meeting)
- Two General Session admissions to all educational programming (excluding paid workshops) — pre-registration is required. Additional attendees will be at registration price.

As you can see by the enclosed floor plan, we have categorized booth pricing into the following tiers:

- Yellow – Corner
- Red – Premium
- Blue – Standard
- Green – Value
- Orange – Economy (This tier’s pricing reflects both location within the trade show hall and smaller booth size of 8’ x 10’.)

And as usual, trade show refreshments will be provided in the IGE lounge making this a place to gather.

Sponsorship opportunities are available for those interested. In particular, we are seeking sponsors to subsidize lunch and various refreshment breaks. Please see the enclosed sponsorship form that details the many options available.

The Indiana Green Expo looks forward to your participation in 2019! Please contact Rick Haggard at 800-443-7336 for additional information.

Sincerely,

Rick Haggard
Executive Director, INLA
www.inla1.org

Aaron J. Patton
Executive Director, MRTF
www.mrtf.org

The Indiana Green Expo (IGE) is sponsored by the Indiana Nursery and Landscape Association and the Midwest Regional Turf Foundation along with various green industry partners. All proceeds from the IGE are used directly to better our industry through research, educational programming, and other supporting functions.

www.indianaexpos.com
Indiana Green Expo 2019

EXHIBIT BOOTH CONTRACT

Please type or print neatly: (as you would like it on signage, promotional materials and show program listing)

1. Company Name: _____________________________
   Contact Person: ______________________________
   Address: ____________________________________
   City: _______________________________________  State: ________  Zip: _______________
   Phone: ______________________________________  Toll Free #: ________________________
   FAX: ______________________________________  Website: ____________________________
   Booth Contact Email: _________________________  Payment Email: ______________________
   Member: __INLA __MRTF (check all that apply)

Description of products and services:
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

2. Exhibit Space: Number of Booths: _______
   (Hall D)  E= Economy (orange) / V= Value (green) / S= Standard (blue) / P= Premium (red) / C= Corner (yellow)
   Tiered pricing based on location. See trade floor map.
   Booth Location Preference (TBD)
   (An IGE representative will contact you for your preference once the hall is selected. First preference will go to the early bird exhibitors based on date contract is received.)
   1)___________  2)___________  3)___________  4)___________  5)___________
   Corner booths are sold on a first-come, first-serve basis.

3. Additional requests regarding booth location (near other companies, away from other companies, etc)
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

4. Booth Location Preference (TBD)
   Setup: Wednesday, January 9, 2019
   Trade Show: Thursday – Friday, January 10 – 11, 2019
   Location: Hall D, Indiana Convention Center,
   100 S. Capitol Ave., Indianapolis, IN 46225
   **Make copy for your records before sending**

5. Description of products and services:
   1)___________  2)___________  3)___________

6. Booth Pricing:

<table>
<thead>
<tr>
<th>Booths</th>
<th>Reserved before April 30, 2018</th>
<th>Reserved after April 30, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INLA/MRTF members</td>
<td>Nonmembers</td>
</tr>
<tr>
<td>Tiers</td>
<td>E</td>
<td>V</td>
</tr>
<tr>
<td>1 booth</td>
<td>$395</td>
<td>$475</td>
</tr>
<tr>
<td>2 booths</td>
<td>$375</td>
<td>$450</td>
</tr>
<tr>
<td>3 booths</td>
<td>$350</td>
<td>$425</td>
</tr>
<tr>
<td>4 booths</td>
<td>$325</td>
<td>$415</td>
</tr>
<tr>
<td>Corner booths (C)</td>
<td>$700</td>
<td>$825</td>
</tr>
</tbody>
</table>

   Booth price includes:
   • 10’ x 10’ booth space / Economy booth space = 8’ x 10’
   • Back draped wall 8’ high and side rails 36’ high and 10’ long
   • Identifying sign, and two booth personnel badges (per booth)
   • Promotional brochure listing, website listing, and show program listing (if deadlines met)
   • Assistance with move-in/out.

   To Reserve Booth Space: A deposit of 50% should accompany this signed agreement. Deposits must be received by April 30, 2018.
   Assignment of booth space is based on order of date that deposit was received. The balance of the booth cost is due by September 15, 2018.
   Any exhibitor not complying with the specified payment schedule forfeits all rights, claims, and reservations to the booths.

   Cancellations: A refund minus a $100.00/booth handling fee will be returned if the IGE office receives a written notice prior to September 15, 2018. Cancellations after September 15, 2018 will forfeit all payments.

   Make all checks payable to Indiana Green Expo (IGE) or charge: ___MasterCard ___Visa ___Discover ___Amex
   Card Number ________________________________________________
   Expires ___________________ Security code ___________________
   Billing Address ________________________________________________
   City, State, Zip ________________________________________________
   Authorized Signature __________________________________________

   Mail contract to:
   Indiana Green Expo, 3596 Linkside Court, Carmel, IN 46032
   Ph: 800-443-7336 • haggard.rick@att.net
   www.inla1.org • www.mrtf.org • www.IndianaGreenExpo.com

   **Make copy for your records before sending**

   OFFICE USE ONLY
   Member: _____________________________  Date Rcvd: _____________________________
   Check/P.O.: __________________________  Payment Rcvd: __________________________
1. The 2019 exhibit show hours are:
   Thursday, January 10, 2019: hours TBD
   Friday, January 11, 2019: hours TBD

2. Exhibit setup and breakdown.
   Tentative installation of exhibits will be in the morning of Wednesday, January 9, 2019 (hours TBD). All exhibits must be completely assembled by Thursday, January 10, 2019 (hour TBD). Late exhibits will not be allowed to set up during exhibit hours. Only exhibitors will be allowed in the exhibit hall when the show is not officially open.

   The exhibit breakdown can start on Friday, January 11, 2019 at 1:00 pm and must be completed by 11:59 pm of the same day. The official decorator will have personnel and equipment available during exhibit set-up and during all conference hours. Any services rendered will be appropriately billed to the exhibitor as necessary.

   Standard booths will be 10’ wide x 10’ deep (Economy booth are 8’ x 10’) Each exhibitor’s booth will include a back drape (8’ high), rail drapes (36” high x 10’ long), carpeted aisles, and one exhibitor’s name sign. Any modification must be approved in writing. Any additional equipment such as tables, chairs, carpets, etc. can be secured from the official decorator at the exhibitor’s expense. Electrical equipment information will be provided by Fern Expo or on the IGE website at www.IndianaGreenExpo.com. In addition, Fern Expo will furnish a complete exhibitor packet of information available through the association’s website.

   The application for space and formal notice of assignment constitutes a contract for the right to use the space allotted. The Indiana Green Expo reserves the right to cancel any contract with any exhibitor any time prior to or during the Expo.

5. Use of Space.
   All demonstrations and distributions of advertising materials or other activities must be confined to the limits of the exhibit booths. No exhibitor shall assign, or share the whole or any part of the space allotted without the knowledge and written approval of the Indiana Green Expo.

6. Assignment of Booth Space.
   The exhibit space will be assigned on a first-come, first-served basis by the Tradeshow Committee of the Indiana Green Expo. The committee will honor, to the best of its ability, the preference for booth space as requested by each exhibitor on the returned contract.

   The Indiana Convention Center, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association will not be responsible or liable in case of fire, theft, or damage to any exhibitor’s equipment on the premises. Exhibitors must provide their own insurance coverage to protect themselves, their equipment, and to cover damages that may be inflicted to the building and/or property of the Indiana Convention Center. The exhibitor shall indemnify and hold harmless the Indiana Convention Center, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association, their agents, servants and employees from any and all such losses, damages, and claims.

8. Decorator.
   The tentative decorator will be Fern Expo, 1147 S. White River Parkway, East Drive, Indianapolis, IN 46225. The name and address of each exhibitor will be provided to the Fern Expo as soon as these are received by the Indiana Green Expo.

   The Indiana Green Expo reserves the right to restrict exhibits which because of the noise, method of operation, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Tradeshow Committee of the Indiana Green Expo may detract from the general character of the show. This restriction includes things, conduct, printed matter, or anything of a character which may be objectionable to the exhibit as a whole.

   In the event of such restrictions or evictions, the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association is not liable for any refunds of rentals or other exhibit expenses. Any person who fails to reserve an exhibit space and who persists in soliciting in any manner at any time during the length of time of the show and/or related activities may be ejected from the premises.

   The Indiana Convention Center prohibits the distribution of food within the exhibit hall unless purchased through the Convention Center’s catering service.

10. Care of Building and Booths.
    Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors without written permission. Furthermore, no booths shall extend vertically to interfere with sight lines of neighboring booths without written permission.

    These regulations become a part of the contract between the exhibitor and the Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association. They have been formulated for the best interests of both parties. The Midwest Regional Turf Foundation and the Indiana Nursery and Landscape Association asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Executive Director and the Tradeshow Committee of the Indiana Green Expo. The Tradeshow Committee reserves the right to make changes necessary to the best interest of the meeting.
There are many sponsorship opportunities available for companies to show their support of the Indiana Green Expo and also gain exposure to Indiana’s green industry.
All sponsors will be acknowledged by:
• Signage at Indiana Green Expo 2019 Conference & Trade Show
• Announced in the Indiana Green Expo 2019 Show Program
• Announced in the Indiana Nursery & Landscape News, November/December 2018 and March/April 2019 issues
• Tabletop sign for your booth identifying sponsorship

☐ CORPORATE SPONSOR / $2,500
• Your company’s logo will be included on all Indiana Green Expo 2019 promotional registration information and brochure
• 25% discount on your first 10' x 10' booth with premium placement
• Four admissions to the education conference
• One half-page ad in the Indiana Green Expo 2019 Show Program
Best to commit by July 1, 2018 for maximum promotional benefit.

☐ TRADE SHOW LOUNGE BREAK SPONSOR / $1,000
Sponsors are also announced prior to trade show functions and throughout conference. Please choose break sponsorship time:
☐ Thursday AM (January 10)
☐ Thursday PM (January 10)
☐ Friday AM (January 11)

☐ OPENING SESSION BREAK SPONSOR / $1,000
Event held on Thursday, January 10. Sponsors are also announced prior to trade show functions and throughout conference.

TOTAL SPONSORSHIP $__________________________

Company Name:________________________________________________________________________________________
Contact Person:_______________________________________________________________________________________
Address: ____________________________________________________________________________________________
City: ______________________________________________________  State:  _________ Zip:  _____________
Phone:__________________________________________ Fax:  ________________________________________
Email: ________________________________________________________________________________________

Make all checks payable to Indiana Green Expo (IGE) or charge:
__MasterCard    __Visa    ___Discover    ___Amex
Card Number ____________________________________________ Expiration Date ____________ Security Code _________
Authorized Signature ________________________________
Billing Address __________________________________________
City, State, Zip _______________________________________

Mail contract to: Indiana Green Expo, 3596 Linkside Court, Carmel, IN 46032 • www.IndianaGreenExpo.com
Ph: 800-443-7336 • Email: haggard.rick@att.net • www.inla1.org • www.mrtf.org
SHOW PROGRAM
AD CONTRACT

Ads Due: Friday, December 7, 2018

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non Member</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B/W Color</td>
<td>B/W Color</td>
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<tr>
<td>Full-page ads:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.25&quot; w x 7.5&quot; h</td>
<td>$285 $350</td>
<td>$375 $450</td>
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<tr>
<td>Half-page ads:</td>
<td></td>
<td></td>
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<tr>
<td>3.25&quot; w x 3.625&quot; h</td>
<td>$210 $285</td>
<td>$255 $330</td>
</tr>
<tr>
<td>Quarter-page ads:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.25&quot; w x 1.75&quot; h</td>
<td>$180 $255</td>
<td>$210 $295</td>
</tr>
<tr>
<td>Back cover:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.25&quot; w x 7.5&quot; h *</td>
<td>$465 $525</td>
<td>$635 $740</td>
</tr>
<tr>
<td>Inside front cover:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.25&quot; w x 7.5&quot; h *</td>
<td>$465 $525</td>
<td>$635 $740</td>
</tr>
<tr>
<td>Inside back cover:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.25&quot; x 7.5&quot; h *</td>
<td>$415 $470</td>
<td>$575 $685</td>
</tr>
</tbody>
</table>

* full-page ads only

Please complete and return to the Indiana Green Expo office.
Company: _____________________________________________________________________________________________________________
Contact: ______________________________________________________________________________________________________________
Address _______________________________________________________________________________________________________________
City, State, Zip: _________________________________________________________________________________________________________
Email: _______________________________________________________ Website:  ________________________________________________
Phone: (______)  _____________________________________________ Fax: (______)  ____________________________________________
Signature: ___________________________________________________ Print name: ______________________________________________

Ad to place in the 2019 Show Program
(Contract and artwork due: 12/7/18):

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Total</td>
<td>$</td>
</tr>
</tbody>
</table>

__ Pick up 2018 ad
__ Submitting new ad for 2019

Payment:
Amount $_______________  □ Prepay  □ Invoice
Charge Card #: ___________________________________________
Exp date: ________________________________________________
Signature: _______________________________________________

Make checks payable to:
Indiana Green Expo (IGE)
3596 Linkside Court
Carmel, IN 46032

Ad Specs
Electronic submissions (preferred):
• High resolution PDF, TIFF or JPEG file (300 dpi at print size.)

Submit files to:
mary@ecumulus.com

Right of Publisher:
IGE reserves the right to refuse or to edit any advertisement for any reason it deems necessary. The quality of the published advertisement depends upon the materials provided. The publisher assumes no responsibility for errors in the copy submitted by the advertiser.

To Reserve Ad Space, send completed form to:
Mary Breidenbach, Advertising Sales
Ph/Fax: 317-757-8634
Email: mary@ecumulus.com