

# Indiana Green Expo 2024

January 16-19, 2024 • Indiana Convention Center  
(Tuesday - Friday) Indianapolis, IN



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 at the Indiana Green Expo 2023 trade show and educational conference, we offer you an opportunity to sign up right away and receive "early bird" benefits and savings for 2024.

**The dates for the next Indiana Green Expo are January 16-19, 2024. This is a Tuesday-Friday event.**

**Setup:** Tuesday & Wednesday January 16-17  
**Trade Show:** Thursday & Friday January 18-19 (Specific hours are yet to be determined.)  
**Location:** Hall F, Indiana Convention Center,  
100 S. Capitol Ave., Indianapolis, IN 46225

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 August 31, 2023** not only receive preferred booth placement, but also receive:

- \$\$\$ Savings
- General listing in all pre-conference mailings
- Complimentary registration list of all 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/seminars) — pre-registration is required. Additional attendees will be at registration price.

We have categorized booth pricing into the following tiers:

Yellow — Corner  
Red — Premium  
Blue — Standard  
Green — Value

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 2024. Please contact Rick Haggard at 800-443-7336 for additional information.

Sincerely,

Rick Haggard  
Executive Director, INLA  
[www.inla1.org](http://www.inla1.org)

Aaron J. Patton  
Executive Director, MRTF  
[www.mrtf.org](http://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.IndianaGreenExpo.com](http://www.IndianaGreenExpo.com)

# Indiana Green Expo 2024

## EXHIBIT BOOTH CONTRACT

Setup: Tuesday- Wednesday January 16-17, 2024  
Trade Show: Thursday-Friday January 18-19, 2024  
Location: Hall F, Indiana Convention Center,  
100 S. Capitol Ave., Indianapolis, IN 46225

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: \_\_\_\_\_  
Member: ☐ INLA ☐ MRTF (check all that apply)  
Description of products and services (limit 150 characters): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### EARLY BIRD SPECIAL

Sign-up by August 31, 2023 receive:

- SAVE \$\$\$!
- First preference on booth selection (based on date contract is received.)
- General listing in all pre-conference mailings
- Complimentary registration list of all attendees pre- and post-meeting upon request (a \$250 value)
- Two General Session admissions to all educational programming (excluding paid seminars.) Additional registrants at posted rates.

② Exhibit Space: Number of Booths: \_\_\_\_\_ Tiered pricing based on location. See trade floor map.  
(Hall F) V=Value (green) / S=Standard (blue) / P=Premium (red) / C=Corner (yellow)

Booth Pricing	Reserved before August 31, 2023						Reserved after August 31, 2023					
	INLA/MRTF Members			Nonmembers			INLA/MRTF Members			Nonmembers		
Tiers	V	S	P	V	S	P	V	S	P	V	S	P
1 booth	\$575	\$660	\$745	\$710	\$785	\$880	\$630	\$715	\$805	\$765	\$845	\$935
2 booths	\$545	\$630	\$720	\$670	\$750	\$845	\$595	\$680	\$770	\$730	\$810	\$900
3 booths	\$515	\$600	\$690	\$640	\$720	\$815	\$565	\$655	\$745	\$700	\$780	\$870
4 + booths	\$490	\$575	\$665	\$625	\$705	\$800	\$550	\$635	\$725	\$685	\$765	\$855
Corner Booths (C)	\$775			\$925			\$880			\$1000		

### Booth price includes (only):

- 10' x 10' booth space – Each letter in booth number represents a 10' x 10' space
- 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.

### ③ Booth Location Preference (TBD)

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.

### ④ Additional requests regarding booth location (near other companies, away from other companies, etc)

### ⑤ Sign and mail. Please provide email of primary contact for booth

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

⑥ Total Amount Due: \$ \_\_\_\_\_  
50% deposit due 8/31/2023: \$ \_\_\_\_\_

**To Reserve Booth Space:** A deposit of 50% should accompany this signed agreement. Deposits must be received by August 31, 2023. Assignment of booth space is based on order of date that deposit was received. The balance of the booth cost is due by November 15, 2023. 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 October 31, 2023. Cancellations after October 31, 2023 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 \_\_\_\_\_  
Payment Email: \_\_\_\_\_

### Mail contract to:

Indiana Green Expo, 7915 S Emerson Ave., Ste 247, Indianapolis, IN 46237  
Ph: 800-443-7336 • rhaggard@inla1.org  
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: \_\_\_\_\_



# Indiana Green Expo

## COMBINATION BOOTH PRICING

Refer to Floor Plan on next page

The following combination booth pricing utilizes "Member Pricing".

Non-Member pricing is available. However, if your company utilizes **more than one booth of any multiple combinations**, you might want to consider becoming either an INLA or MRTF member as the **money you save with member pricing is more than the cost of the membership**. You can join either association that best fits your company profile and products you offer.

. . . . .

The following are combination booth pricing based on the Floor Plan on the next page.

**Early Bird discount requires 50% deposit before August 31, 2023 – Balance due November 15, 2023.**

Booth combinations	Booth Numbers	Before 8/31/23	After 8/31/23
4 booth combo (20' x 20') (2 Corner and 2 Premium Booths)	401, 501, 317, 417	\$3,040.00	\$3,380.00
2 booth combo (10' x 20') (2 Corner Booths)	201, 301, 329, 429, 601	\$1,550.00	\$1,760.00
2 booth combo (10' x 20')	217, 229, 517, 529	\$1,520.00	\$1,685.00
2 booth combo (10' x 20')	101, 113, 213, 313, 413, 513, 613, 617, 629	\$1,490.00	\$1,610.00
2 booth combo (10' x 20')	117	\$1,320.00	\$1,430.00

\* NOTE: You can combine other individual booths upon request if available.

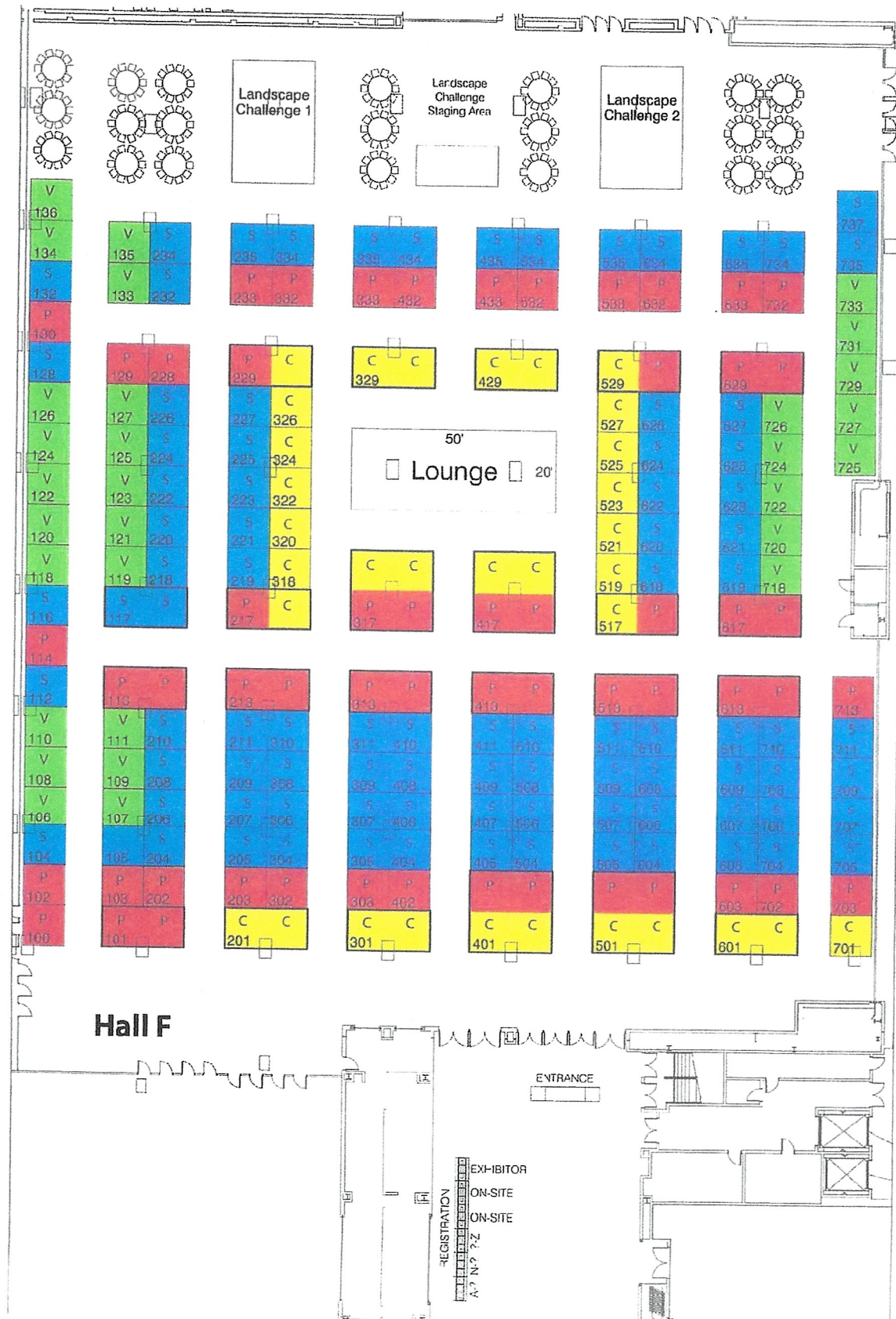
**SPECIAL PRICING ON ALL BOOTHS TOTALING 5 or MORE BOOTHS**  
**Contact Rick Haggard (317) 889-2382 or (800) 443-7336 for quote**

**Become a Corporate Sponsor for even greater Booth Savings,  
Educational Registration, and Advertising Options.**

**\* Other sponsorship and advertising options are also available in this packet**  
**Sign up soon to get recognized in magazine/website publication and email notifications!!**

# Indiana Green Expo

## TRADE SHOW FLOOR PLAN





# Indiana Green Expo

## TRADE SHOW POLICIES

### 1. The 2024 exhibit show hours are:

Thursday-Friday January 18-19, 2024 : hours TBD

### 2. Exhibit setup and breakdown.

Tentative installation of exhibits will be Tuesday-Wednesday (January 16-17, 2024 (hours TBD). All exhibits must be completely assembled by Thursday January 18, 2024 (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 19, 2024 at 1:15 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.

### 3. Booths.

Standard booths will be 10' wide x 10' deep. 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 Indiana Convention Center Exhibitor Services (TBD) or on the IGE website at [www.IndianaGreenExpo.com](http://www.IndianaGreenExpo.com). In addition, Indiana Convention Center Exhibitor Services will furnish a complete exhibitor packet of information available through the association's website.

### 4. Contract for Space.

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.

### 7. Insurance Coverage and Liability.

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 name and address of each exhibitor will be provided to the Exhibitor Service company as soon as these are received by the Indiana Green Expo.

### 9. Restrictions.

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.

### 11. Contract.

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.

# SPONSORSHIP CONTRACT

**Indiana Green Expo**

January 16-19, 2024 • Indiana Convention Center

Many sponsorship opportunities are available for companies to show their support of the Indiana Green Expo and Indiana's green industry.

All sponsors will be acknowledged by:

- Signage at Indiana Green Expo 2024 Conference & Trade Show
- Announced in the Indiana Green Expo 2024 Show Program
- Listed on the Indiana Green Expo website with your logo and link to your website
- Announced in the *Indiana Nursery & Landscape News*, November/December 2023 and March/April 2024 issues
- Tabletop sign for your booth identifying sponsorship

## ☐ CORPORATE SPONSOR / \$3,000

- Company's logo will be included on all Indiana Green Expo 2024 promotional information — brochure, show program, website, and postcards.
  - 25% discount on your first 10' x 10' booth with premium placement
  - 60 second in-person or pre-recorded presentation at beginning of Indiana Green Expo 2024 opening session
  - Logo PLUS a 60 second video placed on the Indiana Green Expo website home page
  - Four admissions to the education conference
  - One half-page ad in the Indiana Green Expo 2024 Show Program
- Best to commit by August 31, 2023 for maximum promotional benefit. Video editing assistance available.*

## ☐ SESSION SPONSOR / \$1,500

- 60 second in-person or pre-recorded presentation at the beginning of selected session (*Video editing assistance available.*)
  - Your company's logo included on Indiana Green Expo 2024 session signage displayed outside the session's room and in the show program
- \* Selection of session will be available once schedule is complete.*

## ☐ 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 18)
- ☐ Thursday PM (January 18)
- ☐ Friday AM (January 19)

## ☐ OPENING SESSION BREAK SPONSOR / \$1,000

Event held on Thursday January 18, 2024. Sponsors are also announced prior to trade show functions and throughout conference.

TOTAL SPONSORSHIP \$ \_\_\_\_\_

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

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

Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Payment: ☐ Credit card or ☐ Check (Make checks payable to: Indiana Green Expo)

\_\_\_MasterCard \_\_\_Visa \_\_\_Discover \_\_\_Amex

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email for CC receipt: \_\_\_\_\_

Mail contract to: Indiana Green Expo, 7915 S Emerson Ave., Ste 247, Indianapolis, IN 46237

Ph: 800-443-7336 • Email: rhaggard@inla1.org • www.inla1.org • www.mrtf.org • www.IndianaGreenExpo.com



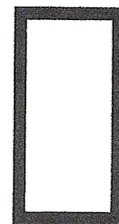
# 2024 SHOW PROGRAM AD CONTRACT

**Indiana Green Expo**  
January 18-19, 2024 • Indiana Convention Center

This pocket sized program guides attendees through the Indiana Green Expo and Trade Show. Provided to attendees in print and digital format, your show program advertisement reaches green industry decision-makers during the important off-season, when many buying decisions are made. Digital version is posted on both the Indiana Green Expo site and Indiana Nursery & Landscape Association site throughout the year.

**Contract and Ad Due: Monday, December 18, 2023**

	Member	Non Member
Full-page ads: 3.25" w x 7.5" h	\$385	\$495
Half-page ads: 3.25" w x 3.625" h	\$315	\$365
Quarter-page ads: 3.25" w x 1.75" h	\$280	\$325
Back cover: 3.25" w x 7.5" h *	\$580	\$815
Inside front cover: 3.25" w x 7.5" h *	\$580	\$815
Inside back cover: 3.25" x 7.5" h *	\$520	\$755
* full-page ads only		



Full-page ad  
3.25" w x 7.5" h



Half-page ad  
3.25" w x 3.625" h



Quarter-page ad  
3.25" w x 1.75" h

**Publication Info:**  
Trim size = 4.25" w x 8.5" h  
**Bleed Specs**  
(for full-page ads only):  
Bleed size: 4.5" w x 8.75" h  
(Bleed = .125" all around)  
Live area: 3.75" w x 8.0" h

**Please complete and return:**

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_  
Signature: \_\_\_\_\_ Print name: \_\_\_\_\_

**AD TO PLACE IN THE 2024 SHOW PROGRAM (contract and artwork due: December 18, 2023)**

**Ad Size:** \_\_\_\_\_ **Rate:** \$ \_\_\_\_\_

☐ Pick up 2023 ad  
☐ Submitting new ad for 2024

**Payment:**

Amount \$ \_\_\_\_\_ ☐ Prepay ☐ Invoice  
Charge Card #: \_\_\_\_\_ Security code: \_\_\_\_\_  
Signature: \_\_\_\_\_ Exp date: \_\_\_\_\_  
Email for CC receipt: \_\_\_\_\_

**Make checks payable to:**  
Indiana Green Expo (IGE)  
7915 S Emerson Ave., Ste 247  
Indianapolis, IN 46237

**To reserve ad space, send this form and  
ad artwork to:**  
Rick Haggard, Ad Sales  
Cell: 317-889-2382 • rhaggard@inla1.com

**Ad Specs**

See ad sizes and publication information above. Electronic submissions preferred: High resolution PDF, TIFF or JPEG file (300 dpi at print size).

**Need help putting your ad together?**

Co Rick Haggard,  
cell: 317-889-2382  
rhaggard@inla1.org

**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.