Indiana Green Expo 2027

February 7-10, 2027 | **Indiana Convention Center**
Indianapolis, IN
(Sunday (Exhibitor only)- Wednesday)

MRTF Midwest Regional Turf Foundation

INDIANA NURSERY AND LANDSCAPE ASSOCIATION

Dear Exhibitor,

The Indiana Nursery and Landscape Association and the Midwest Regional Turf Foundation thank you for your support over the past several years. 2027 will be our 21st year anniversary.

As an exhibitor with the Indiana Green Expo 2026 annual trade show and educational conference, we offer you an opportunity to sign up right away and receive "early bird" benefits and savings for 2027.

The dates for the next Indiana Green Expo are February 7-10, 2027

Please note: This is a Sunday –Wednesday event.

Setup: Sunday-Monday, February 7-8, 2027

Trade Show: Tuesday–Wednesday, February 9-10 (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 November 15, 2026** not only receive preferred booth placement, but also receive:

- $$$ Savings
- General listing in all pre-conference mailings
- Complimentary registration list of all 2027 attendees pre- & 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.

We have categorized booth pricing into the following tiers:
Yellow – Elite
Red – Premium
Blue – Standard
Green – Value
Orange – Budget (10'x7')

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 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 2027! Please contact Rick Haggard at 317-889-2382 or 765-366-4994 for additional information.

Sincerely,

Rick Haggard Executive Director, INLA
www.inla.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.IndianaGreenExpo.com

Indiana Green Expo 2027

EXHIBIT BOOTH CONTRACT

Setup: Sunday-Monday, February 7-8, 2027
Trade Show: Tuesday–Wednesday, February 9-10, 2027
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)

Company Name: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Website: _____
Booth Contact Email: _____
Member: __INLA __MRTF *(check all that apply)*

Description of products and services (limit 150 characters - **including spaces**):

_____
_____
_____
_____

EARLY BIRD SPECIAL

Sign-up by November 15, 2026 & receive:

- SAVE $$$!
- First preference on booth selection (based on date contract is received.)
- General listing in all preconference mailings
- Complimentary registration list of all 2027 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.

Exhibit Space: Number of Booths: _____ *Tiered pricing based on location. See trade floor map.*
(Hall F) B=Budget (orange) / **V**=Value (green) / **S**=Standard (blue) / **P**=Premium (red) / **E**=Elite (yellow)

Booth Pricing	Reserved Before November 15, 2026								Reserved after November 15, 2026							
	INLA/MRTF members				Nonmembers				INLA/MRTF members				Nonmembers			
Tiers	B	V	S	P	B	V	S	P	B	V	S	P	B	V	S	P
1 booth	$575	$665	$775	$875	$745	$915	$995	$1075	$675	$745	$840	$935	$820	$975	$1075	$1165
2 booths	$550	$645	$745	$835	$685	$845	$935	$1025	$625	$710	$800	$885	$710	$885	$995	$1095
3 booths	$525	$600	$700	$790	$645	$795	$895	$990	$575	$670	$750	$850	$685	$825	$945	$1035
4 + booths	$475	$575	$675	$765	$600	$750	$850	$950	$540	$615	$710	$815	$650	$795	$895	$975
Elite Booths (E)	$940				$1195				$1085				$1285			

Booth Location Preference *(TBD)*
First preference will go to the early bird exhibitors based on date contract is received. * ***Each exhibitor will receive a complimnentary 6' skirted table & chair!***

1)_____ 2)_____ 3)_____
4)_____ 5)_____

Elite booths are sold on a first-come, first-serve basis.

*** Carry over contracts from IGE 2026 have first option (preferred) of booth space reserved before November 15, 2026**

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

_____

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

Signature: _____

Email: _____

Total Amount Due: $_____

50% deposit due 11/15/26: $_____

Mail contract to address below or email to rhaggard@inla.org:
Indiana Green Expo, 7915 S Emerson Ave., Ste 247, Indianapolis, IN 46237
Ph: 800-443-7336 • rhaggard@inla.org
www.inla.org • www.mrtf.org • www.IndianaGreenExpo.com
*****MAKE COPY FOR YOUR RECORDS BEFORE SENDING *****

To Reserve Booth Space: A deposit of 50% should accompany this signed agreement. **Deposits must be received/postmarked by November 15, 2026.** Assignment of booth space is based on order of date that deposit was received.

The balance of the booth cost is due by January 8, 2027.

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 December 15, 2026 Cancellations after December 15, 2026,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: _____

OFFICE USE ONLY
Member: INLA or MRTF (Circle) Date Received:_____
Check/PO#_____ Payment Received:_____

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 the association that best fits your company profile and products.

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The following are combination booth pricing based on the Floor Plan on the next page.
Early Bird discount requires 50% deposit before November 15, 2026 – Balance due January 8, 2027

Booth combinations	Booth Numbers	Before 11/15/26	After 11/15/26
4 booth combo (20' x 20')	201, 301	$3630.00	$4040.00
2 booth combo (10' x 20')	101, 113, 117, 127, 131, 213, 217, 227, 231, 313, 331, 401, 413, 417, 427, 431, 501, 513, 517, 527, 531	$1880.00	$2170.00
2 booth combo (10' x 20')	603, 613, 617, 631	$1815.00	$2020.00

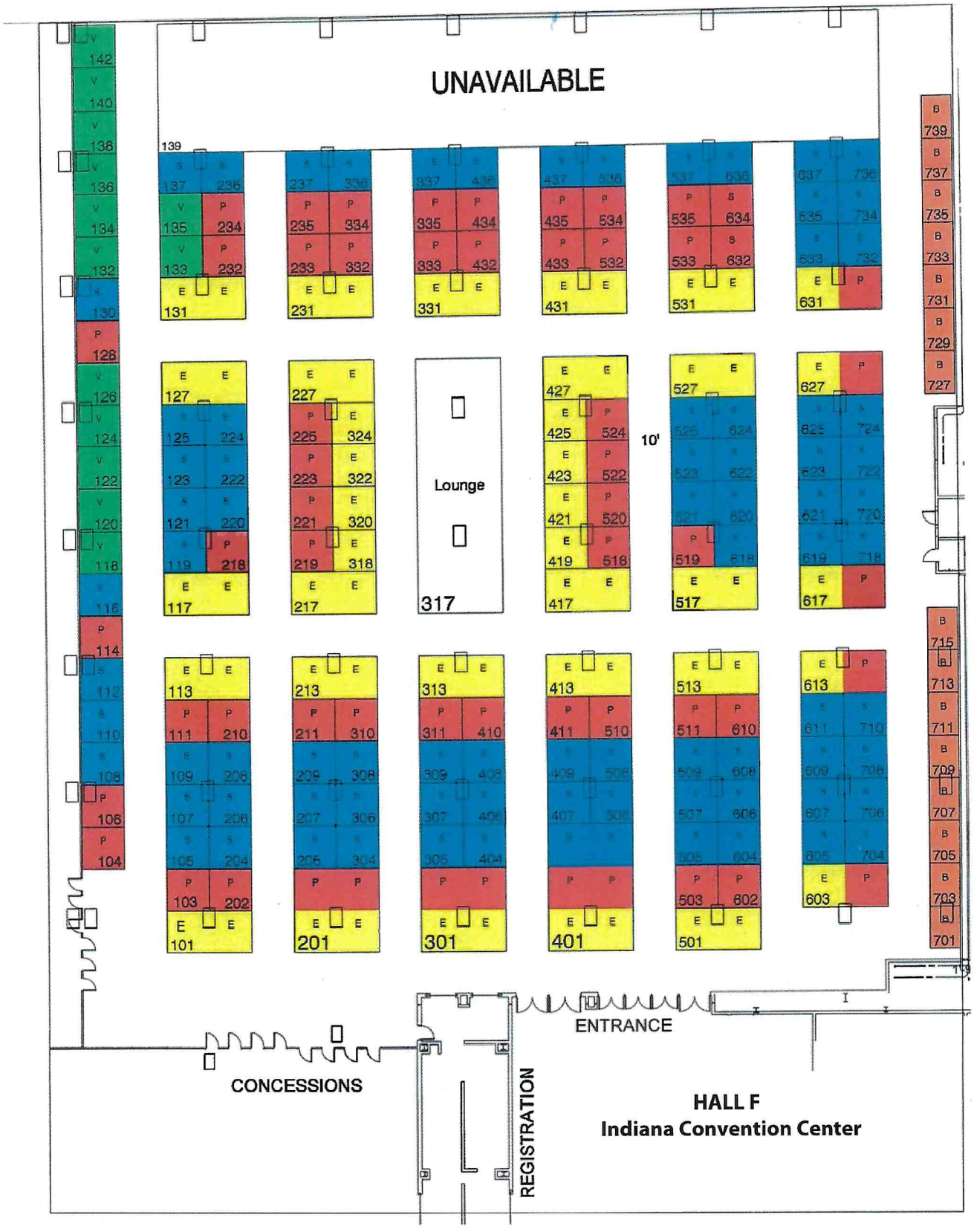
** NOTE: You can combine other individual booths upon request if available.*

SPECIAL PRICING ON ALL BOOTHS TOTALING 5 or MORE BOOTHS
Contact Rick Haggard (317) 889-2382 or (765) 366-4994 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 2027
TRADE SHOW FLOOR PLAN



Indiana Green Expo

TRADE SHOW POLICIES

1. The 2027 exhibit show hours in Exhibit Hall F are:
Tuesday, February 9, 2027: hours TBD
Wednesday, February 10, 2027 hours TBD

2. Exhibit setup and breakdown
****** PLEASE NOTE: *Hall/DOCK G will be for load in/out services only.***
Sunday, February 7, 2027 (Hours TBD) will be an optional move in for large booths and equipment. Limited forklift time will be available on Sunday. Tentative installation of exhibits will begin the morning of Monday, February 8, 2027 (hours TBD). All exhibits must be completely assembled by Tuesday, February 9, 2027 (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 Wednesday, February 10, 2027 at 1:15 pm and must be completed by 7:00 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 (**Budget booths are 10' x 7'**.) Each exhibitor's booth will include a back drape (8' high), rail drapes (36" high x 8' or 10' long), carpeted aisles, 1 - 6' skirted table, 1 chair 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. 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

February 8-10, 2027 • 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 2027 Conference & Trade Show
- Announced in the Indiana Green Expo 2027Show Program
- Listed on the Indiana Green Expo website with your logo plus link to your website
- Announced in the *Indiana Nursery & Landscape News,* November/December 2026 and March/April 2027 issues
- Tabletop sign for your booth identifying sponsorship

☐ **CORPORATE SPONSOR / $3,500**

- Company's logo will be included on all Indiana Green Expo 2027 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 2027 opening session
- Logo PLUS a 60 second video placed on the Indiana Green Expo website home page
- Six complimentary admissions to the education conference
- **FULL PAGE** ad in the Indiana Green Expo 2027 Show Program

Best to commit by November 15, 2026 for maximum promotional benefit.
Video editing assistance available.
- ***Corporate Sponsors receive additional reduced Sponsorships can be made available - Contact Rick Haggard via email rhaggard@inla.org***

☐ **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 2027 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 / $1,500**

Sponsors are also announced prior to trade show functions and throughout conference. During all Trade Show Hours.

☐ **OPENING SESSION BREAK SPONSOR / $1,500**

Event held on Tuesday, February 10, 2027. Sponsors are also announced prior to trade show functions and throughout conference.

TOTAL SPONSORSHIP $_____

Company:_____

Contact:_____

Address_____

City, State, Zip: _____

Email:_____

Website: _____ Phone: (_____) _____

Payment: o **Credit card or** o **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

Phone: 800-443-7336 • Email: rhaggard@inla.org
Websites: www.inla.org • www.mrtf.org • www.IndianaGreenExpo.com

2027 SHOW PROGRAM AD CONTRACT

Indiana Green Expo
February 8-10, 2027 • 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: Thursday, January 7, 2027

	Member	Non Member
Full-page ads: 3.25" w x 7.5" h	$425	$550
Half-page ads: 3.25" w x 3.625" h	$350	$410
Quarter-page ads: 3.25" w x 1.75" h	$295	$365
Back cover: 3.25" w x 7.5" h *	$650	$875
Inside front cover: 3.25" w x 7.5" h *	$650	$875
Inside back cover: 3.25" x 7.5" h *	$565	$795
** 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 2027 SHOW PROGRAM (contract and artwork due: 01/8/27):

Rate: $_____

Ad Size: _____ ___

Pick up 2026 ad

___ Submitting new ad for 2027

Payment: Amount $_____ O Prepay O Invoice

Charge Card# _____

Security Code: _____

Signature: _____ Exp date: _____

Email for CC receipt: _____

Ad Specs
See ad sizes and publication information above. Electronic submissions preferred: High resolution PDF, TIFF or JPEG file (600 dpi at print size.)

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.

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
Cell: 765.366.4994 | rhaggard@inla.org