



The Professional Landscape & Nursery Trades
Genesee - Finger Lakes Region #5

Education Day & Trade Show

Tuesday, February 11, 2020

Double Tree Hotel

1111 Jefferson Road | Rochester, NY 14623

Reasons for YOUR participation as a sponsor or exhibitor at this conference

- Quality education sessions draw your clients to the event
- Constant traffic on exhibitor floor, ensuring high visibility
- Great amount of trade show time including morning, noon hour and afternoon break
- Sponsorship perks before, during and after the conference—see chart below for benefits

SPONSORSHIP OPPORTUNITIES

	OAK Lunch \$1,500	MAPLE Breakfast \$1,000	WALNUT Break/Lanyard \$750	ELM Break/Bag \$750	PINE Seminar Room \$150
Outdoor exhibit space; demonstration time during lunch break upon request	➤				
Welcome attendees during general session	➤	➤			
GardenScape preview night tickets (March 11, 2020)	➤ FOUR TICKETS	➤ TWO TICKETS			
Logo displayed on printed registration form sent to 700+ past and potential participants	➤	➤			
Recognition during afternoon break; branded lanyards given to attendees (<i>lanyards to be supplied by sponsor</i>)			➤ ONE AVAILABLE		
Recognition during afternoon break; branded bags given to attendees (<i>bags to be supplied by sponsor</i>)				➤ ONE AVAILABLE	
Exhibitor table / lunch	➤ TWO LUNCHES	➤ TWO LUNCHES	➤ ONE LUNCH	➤ ONE LUNCH	
Recognition in PLANTGFLX weekly e-newsletter from time of registration until event completion	➤	➤	➤	➤	
Conference program ad	FULL PAGE AD	½ PAGE AD	½ PAGE AD	½ PAGE AD	½ PAGE AD
Logo/name & web link on PLANTGFLX.com from time of registration until October 2020	➤	➤	➤	➤	➤
Recognition during seminars	➤	➤	➤	➤	➤
Logo/name on conference signage	➤	➤	➤	➤	➤

FOR EXHIBITORS

SPACE INCLUDES

- One 6-foot table
- One lunch

PRICES

Association member.....	\$285
Non-member.....	\$365
Not-for-profit/education*	\$ n/c
*Lunch not included, cost \$40/person	
Additional lunch per person.....	\$ 40
Program ads	\$ 50-\$300

EXHIBIT REMINDERS

- Vendor Insurance certificate and contract required with payment.
- Please notify us in advance if you are bringing gas/diesel powered equipment for display inside; special rules apply.
- Trade show floor open throughout day.
- Exhibitors are welcome to attend seminars.
- Exhibitors may conduct their own raffles and promotions.
- Break-down begins at 2:30pm.
- Please leave your space clean. *Additional cleaning will be invoiced.*
- Questions? Contact office@plantgflx.com



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PROGRAM AD SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT	COST	INCLUDED IN SPONSORSHIP LEVEL
Full Page	5 inches	8 inches	\$300	Oak
½ Page	5 inches	3.875 inches	\$150	Maple, Walnut, Elm
¼ Page	2.375 inches	3.875 inches	\$ 75	
⅙ Page	2.375 inches	2.5 inches	\$ 50	Pine

Ad file must be submitted by: **January 24, 2020**

File types accepted*: **Full-color, press-ready PDF, with fonts embedded**
or
Full-color, high resolution (at least 300 dpi) JPG

**Unfortunately, we cannot accept these file types:
QuarkXpress, Microsoft Word or Publisher, PNG, or GIF files*

How to submit ad file: **Email ad files to office@plantgflx.com**

Have questions about ad specs? **Email office@plantgflx.com**

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REGISTER TODAY!

ONLINE

Register and pay at:
plantgflx.com/education-day

BY MAIL

Complete form below and return with payment and applicable insurance and contract forms to:
PLANTGFLX
6995 Groveland Hill Rd
Groveland, NY 14462

NEED AN INVOICE?

Contact Shar Reeves
shar@birchcrestlandscape.com
585.288.3572

NEED LODGING?

A block of rooms is reserved at The Double Tree Hotel
1111 Jefferson Road
Rochester 14623
For lodging reservations, call 585-475-1510 before February 1, 2020 and mention PLANTGFLX.

NYSNLA & PLANTGFLX MEMBERSHIPS

Contact Shar Reeves
shar@birchcrestlandscape.com
585.288.3572

Exhibitor & Sponsorship registration deadline: **January 17, 2020**

SPONSOR & EXHIBITOR REGISTRATION FORM

Early registration assures greater exposure in event announcements!

CONTACT INFORMATION

Business Name

Street Address

City State Zip

Contact Name

Contact Email Contact Phone

List all attendee names:

EXHIBIT One 6-foot table & one lunch

- I would like to exhibit. (Rates below).....\$ _____
- Association member \$ 285
- Non-member \$ 365
- Not-for-profit/education[†] \$ n/c

[†] Lunch not included, cost \$40/person

- I need electricity.

- I would like to purchase a program ad. (Rates below) ..\$ _____
- Full Page \$ 300
- ½ Page \$ 150
- ¼ Page \$ 75
- ⅓ Page \$ 50

EXHIBIT SUB-TOTAL \$ _____

SPONSOR See previous page for perks

- I would like to sponsor. (Rates below).....\$ _____
- Oak \$1500
- Maple \$1000
- Walnut..... \$ 750
- Elm..... \$ 750
- Pine* \$ 150

*Exhibit space and lunch not included

SPONSOR SUB-TOTAL \$ _____

ADD-ONS

- Additional lunches..... _____ x \$40 = \$ _____
PERSONS
- Association membership \$ _____
Contact shar@birchcrestlandscape.com for details and pricing

ADD-ON SUB-TOTAL \$ _____

AMOUNT DUE

No refund for non-participation

Sponsorship sub-total..... \$ _____

Exhibit sub-total \$ _____

Add-on sub-total \$ _____

TOTAL ENCLOSED \$ _____