



36th Annual New Jersey

GREEN EXPO

Turf & Landscape Conference

Come Exhibit With Us!

December 6 - 8, 2011

Trade Show: Dec 6 & 7

Taj Mahal Hotel Casino Resort

Atlantic City, New Jersey



36th Annual GREEN EXPO
Turf and Landscape Conference...
Come Exhibit with Us! Dec 6 & 7, 2011

Dear Friend:

July 2011

Exhibitor information for the 36th Annual New Jersey GREEN EXPO Turf and Landscape Conference is enclosed. Show Dates are December 6-7; we return to the Taj Mahal Casino Resort in Atlantic City, NJ.

Exciting News: The Golf Course Superintendents Association of New Jersey has become a vital partner in GREEN EXPO. GCSANJ members have always supported EXPO and they are now instrumental in the planning and direction of the golf sessions and speakers. We welcome the GCSANJ!

Trade Show hours on Tuesday, Dec 6, are from 4:00 PM – 7:30 PM and Wednesday, Dec 7, from 11:30 AM to 2:30 PM. Our move upstairs last year to the Grand Ballrooms so trade show and meetings are on the same floor was a resounding success. Our booth fees remain the same. In the complete AEX drayage package on our website, we feature a *NEW booth package [table, 2 chairs, wastebasket]*. We have redesigned a *NEW trade show floor layout* to maximize exposure for all. Our successful Food and Beverage events remain on the trade show floor.

The Silent Auction, hosted by the New Jersey Green Industry Council, will return, and the Trade Show floor will repeat the successful ‘Core On The Floor’ (Core) sessions. There are many Sponsor choices – we hope you’ll choose one that fits your company. All in all, the Green Expo is a great place to be!

Besides this letter, the following items are in this packet:

- **Exhibitor Application and Show Rules and Regulations**
- **Sponsor Opportunities**
- **Booth Layout (New) and Booths Reserved to date**
- **Booth Package (New) from AEX**

Returning companies have the first opportunity to reserve booth space if done within 30 days of this mailing. Please return your Exhibitor Application and select your top three (3) booth locations.

Call the Taj and use the group code **ATURF11** to make Hotel reservations and get reduced group rates. We have secured even lower room rates – *only \$69 a night* plus taxes until November 11, 2011. Online group reservations will also be available with a link from www.njturfgrass.org.

Come for the business opportunities, Come for the education, Come for the networking, and Come for the social events. You will be making a smart business investment when you choose to exhibit at the 2011 GREEN EXPO. If you have already registered to exhibit, consider passing this packet on to a company you think may benefit being part of 2011 GREEN EXPO. Thank you.

For additional information, please contact Cece Peabody, Executive Director, at (973) 812-6467.

Sincerely,

Chris Carson
NJTA Expo and Education Chairman



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2011 GREEN EXPO SPONSORSHIP OPPORTUNITIES

Sponsor opportunities for GREEN EXPO have been extremely well received by past vendor partners and attendees. We are excited to offer many we have offered in the past plus some NEW ideas for 2011.

PLEASE MAKE YOUR SELECTION AND FAX TO: (973) 812-6529.

Add your specific Sponsorship to the Exhibitor Agreement.

COMPANY NAME: _____

CONTACT NAME: _____

PHONE: _____

EMAIL: _____

<input type="checkbox"/> PLATINUM (Exclusive) \$7500	Includes: Sponsor Poster displayed at all Events, Recognition during Awards Lunch /Opening Session, on Trade Show floor, in all printed programs, Name/Logo on Website and E-blasts. Info Flyer in Attendee Packets. 6 Complimentary Registrations.
<input type="checkbox"/> GOLD (Two Available) \$5000	Includes: Sponsor Poster displayed at Events, Recognition during Awards Lunch /Opening Session, on Trade Show floor, in all printed programs, Name on Website and E-blasts. 4 Complimentary Registrations.
<input type="checkbox"/> SILVER NEW (Exclusive) \$3750 BADGE LANYARDS	We provide minimum 1500 lanyards with Sponsor Name. Includes: Recognition on Posters, in Trade Show, in printed programs. Name on Website and E-blasts. 2 Complimentary Registrations.
<input type="checkbox"/> (Tuesday) LUNCH (Exclusive) \$3500	Includes: Recognition during Opening Session, Sponsor Poster displayed at Events. Recognition in printed Expo programs. Name on Website and E-blasts. 2 Complimentary Registrations.
<input type="checkbox"/> (Tuesday) DINNER at TRADE SHOW (Two Available) \$2750	Includes: Recognition during Opening Session, Sponsor Poster displayed at Events. Recognition in printed Expo programs. Name on Website and E-blasts.
<input type="checkbox"/> (Tuesday) TS GRAND OPENING (Two Available) \$2000	Includes: Ribbon Cutting in front of Trade Show Entrance. Recognition on Signage, in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> (Wednesday) LUNCH at TRADE SHOW (Two Available) \$2000	Includes: Recognition during our General Session, Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> (Thursday) BREAKFAST (Two Available) \$2000	Includes: Recognition during our General Session, Signage, and in printed programs. Name on Website and E-blasts.
<input type="checkbox"/> COFFEE BREAKS NEW \$500 (Six Available) (Tuesday / Wednesday / Thursday)	Includes: Company name listed on Signage, Recognition in printed programs. Name on Website and E-blasts. Check Preference: ___ TUES: Vendor Set-Up in Trade Show • ___ TUES: Before Core Sess. ___ WEDS: At Education Sessions ___ THURS: At Education Sessions
<input type="checkbox"/> EDUCATION SESSION \$425 (Six Available) (Tuesday / Wednesday / Thursday)	Includes: Company name listed on Signage, Recognition in printed programs. Name on Website and E-blasts. Check Preference: ___ TUES ___ WEDS ___ THURS
<input type="checkbox"/> GENERAL EVENT \$375 (Six Available)	Want to support the show but not sure how? Take a General Event sponsorship. Includes: Company name listed on Signage, Recognition in printed Expo programs.

Sponsorships are available on a first come, first serve basis. Previous sponsors have first opportunity to renew. Many sponsor levels have multiple available. Have a great idea for a creative sponsorship? Call...

Please contact: Cece Peabody, NJTA Executive Director, at (973) 812-6467

We thank you for your continued support of the New Jersey GREEN EXPO!



New Jersey GREEN EXPO
Turf and Landscape Conference
December 6 - 8, 2011

2011 EXHIBITOR
Application

Review and Sign Rules on Back

Trade Show Dates: December 6 & 7, 2011 • Trump Taj Mahal Casino & Resort • Atlantic City, NJ

We wish to apply for exhibit space under the Terms and Conditions of this contract, as printed in the Rules & Regulations on back. Sign & Return both sides. (PRINT)

BOOTH CHOICES (All booths are 8' x 10')

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

BOOTH SIGN

Print Company Name, City, State as you wish it to appear on booth sign.

NAME BADGES (3 Staff Badges included with each booth.)

Maximum of 4 staff permitted per booth. Print name of each staff person.

1. _____

2. _____

3. _____

NAMES OF ADDITIONAL STAFF (4+) @ \$45 each

Badge will be honored at Trade Show ONLY. (Use addl page if needed.)

4. _____

5. _____

6. _____

— BOOTH & STAFF REGISTRATIONS —

Buy 2 or more booths and SAVE! Call Office for Savings on 4+ booths. Note Deadline Dates. **CIRCLE CHOICE:**

I. Booths 1 (SAVE!) (Until September 1, 2011)

Inside Booth(s) 1 @ \$750.00 each 2 @ \$1400 3 @ \$2100

Corner Booth(s) 1 @ \$800.00 each 2 @ \$1500

Inside & Corner(s) 2 @ \$1450 3 @ \$2200

II. Booths 2 (Bet. September 2 - October 31, 2011)

Inside Booth(s) 1 @ \$800.00 each 2 @ \$1500 3 @ \$2200

Corner Booth(s) 1 @ \$850.00 each 2 @ \$1600

Inside & Corner(s) 2 @ \$1550 3 @ \$2350

III. Booths 3 (After November 1, 2011)

Inside Booth(s) 1 @ \$850.00 each 2 @ \$1600 3 @ \$2350

Corner Booth(s) 1 @ \$900.00 each 2 @ \$1700

Inside & Corner(s) 2 @ \$1650 3 @ \$2450

Add Staff (4+) # _____ \$45.00 each \$ _____

Badge will be honored at Trade Show ONLY.

SUBTOTAL - Booths & Staff \$ _____

COMPANY _____

Mailing Address _____

City _____ State _____ Zip Code _____

Tel # _____ Fax # _____

E-mail _____

Company Booth Contact: (PLEASE PRINT)

Title _____

What Products or Equipment will you be displaying or Services will you be offering? _____

In order to validate this contract:

- We enclose our full payment of booth rental(s) & addl registrations.
- We agree to abide by the Exhibitor Rules and Regulations as printed on the back of this agreement, all of which are a part of this contract and are binding upon the Exhibitor and Green Expo 2011 Management.

X Authorized Signature _____

Date _____

Complete Credit Card Information Below and Fax/Mail or Make check payable to NJTA and mail with application to:

New Jersey Turfgrass Association

25 US Highway 46 W, Wayne, NJ 07470-6801

Phone: (973) 812-6467 • Fax: (973) 812-6529

F.E.I.N.: 23-7453656 • www.njturfgrass.org

— SPONSORSHIP & MEMBERSHIP —

SPONSORSHIP: Help make our Green Expo 2011 spectacular by being a sponsor! Review the separate Sponsor Opportunities Lists. Please write in your selection below.

Yes, we would like to sponsor: _____

2012 NJTA MEMBERSHIP: ___Renewal ___New

Membership Year: January 1, 2012 - December 31, 2012

Individual Member: One @ \$80.00

Name _____

Business Membership: \$275.00 (Includes 4 members - Write Names Below)

1. _____ 3. _____

2. _____ 4. _____

— TOTAL FEES DUE —

Booths • Staff • Sponsorship • Membership

1. Booths & Staff \$ _____

2. Sponsorship \$ _____

3. NJTA Membership \$ _____

GRAND TOTAL DUE \$ _____

Final Deadline Date for Receipt of this Application is November 11, 2011

PAYMENT: Check Visa MasterCard AMEX

Card No. _____

Exp. Date ____/____/____ 3-Digit Security Code _____

PRINT Cardholder's Name _____

Signature _____

Billing Address (if different than above) _____

GREEN EXPO Rules and Regulations

Exhibit Set-Up: Grand Ballroom

DRAYAGE SET UP: Monday, Dec 5, 2011: 8:00 AM - 5:00 PM

VENDOR: Tuesday, Dec 6, 2011: 8:00 AM - 3:00 PM

There are guidelines for bringing in equipment.

Exhibit Dates & Times

Tuesday, December 6, 2011 4:00 PM to 7:30 PM

(Grand Opening & Trade Show Reception)

Wednesday, December 7, 2011 11:30 AM to 2:30 PM

Main Entrance: Virginia Avenue and the Boardwalk

Trade Show Entrance: Grand Ballroom

Exhibit Dismantle: Wednesday, December 7, 2011 2:30 PM to 8:30 PM

Booth Assignment & Installation

Priority in assigning booth(s) will be established on the basis of multi-booth selection, previous years' participation, and the postmark date on the envelope or fax received. Every effort possible will be made to assign booth space in accordance with choices indicated on the application. Booth assignment(s) will not be made unless full payment by check or credit card accompanies the application form. GREEN EXPO Management reserves the right to shift booth assignment(s) after the contract has been signed if they find it necessary to do so. Exhibitors will be sent a written acknowledgement of the receipt of their application form and payment along with their booth assignment.

Exhibitors may have access to booths per the times in the set up above. It is requested that any equipment (per height and weight limitations of elevator) be installed on Monday, December 5.

- Fuel Tanks shall be kept filled at a level of no less than 1/4 and no more than 1/2 of its labeled liquid volume. Vehicles must have a lockable fuel cap.
- No gasoline will be permitted in gas-powered equipment or motors of any type. All gas tank caps must be properly taped. Key to vehicle must be turned over to Security upon delivery.
- Exhibitors must take proper precautions to protect the floor from oil drips.
- Batteries required for starting and/or operation of equipment must be disconnected.
- Propane may not be stored at the Exhibit Center.

General Information

- Load-in and load-out must take place during hours designated by Show Mgmt.
- Load-in and load-out must take place from Pennsylvania Avenue loading dock. The porte-cochere is always off-limits.
- The dock area must be entered and exited in an orderly fashion. The unloading area is subject to the discretion of the dockmaster. You may not leave your vehicle parked in the loading dock while you deliver materials to your booth.
- You must provide your own labor and means of moving the exhibit materials.
- Heavy machinery (i.e. fork lifts) is not permitted.
- Parking in the street on Pennsylvania Avenue is at your own risk. The Atlantic City Police Department may ticket you.
- **Nothing may be shipped to the hotel in advance! It will be refused and forwarded to the drayage company warehouse!**

Atlantic Expo (AEX) will assign times for large exhibitors to set-up. This will avoid problems with parking and lining up on the street. We have negotiated with Atlantic Expo (AEX) for elimination of "spotting fees."

Exhibitors will abide by all other provisions of said rules and regulations, with fire regulations and all other regulations of governmental agencies and Taj Mahal. All draping material must be flame proof. Each booth fee includes a \$250 non-refundable deposit.

Scheduling of receptions or other activities to promote business during times when Education Programs or other Expo activities are scheduled is strictly prohibited.

Your cooperation will be greatly appreciated. If you need assistance in planning such events, please feel free to contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

Liabilities

The New Jersey GREEN EXPO Turf and Landscape Conference Management will exercise reasonable care for the protection of the Exhibitor's materials and displays. Beyond this, Rutgers University, the New Jersey Turfgrass Association, and/or Trump Taj Mahal, or any officer or staff member thereof, will not be responsible for the safety of the property of the Exhibitor, his agent, or employees from theft, damages by fire, accident, or any other cause.

The Exhibitors agree that Rutgers University, the New Jersey Turfgrass Association, and/or Taj Mahal or their employees (a) will not be responsible for any damage or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, agents, or employees; all claims for such loss, damage, destruction or injury being expressly waived by the Exhibitor; (b) will be exempted or indemnified from any claims for injury to any part of the Exhibitor's representatives, agents, or employees.

Rutgers University, the New Jersey Turfgrass Association, and/or Taj Mahal or their employees will not be liable for failure to hold the GREEN EXPO as scheduled. If the Trade Show is cancelled prior to November 1, 2011, because of fire, any act of God, or a public enemy, strike, or epidemic, or any law or regulating public authority, which makes it impossible or impractical to hold the Trade Show, NJTA will return payment for booth space, less \$250 non-refundable deposit per booth, excluding any expenses incurred in connection with the exhibit.

Questions? Call: 973.812.6467

www.njturfgrass.org

Telephone Requests

Exhibitors requiring telephone service in their booth must contact Verizon directly for arrangements: In-State (800) 660-9922 Out-of-State (800) 755-1387

Booths, Usage, and Additional Information

Standard size booths are 10 ft. deep by 8 ft. wide and are indicated by number on the Official Floor Plan. Booths include the following at no extra charge: Drapery - 8 ft. backdrop with 3 ft. divider (drape and rail); Room is carpeted. Each exhibitor will be provided with an Identification Sign indicating firm name, city, state, and booth number(s). Electrical service and all other furnishings, equipment facilities, etc., shall be the responsibility of the Exhibitor at their expense, with arrangements to be made through the Convention Services Contractor.

All exhibits and demonstrations must be confined to the exhibit booth. No Exhibitor shall assign, sublet, or share the whole or any part of the assigned booth space. Opening and closing of Exhibit periods each day will be announced on the PA System. Exhibitors are urged to cooperate in closing of exhibits and clearing the Trade Show area.

Exhibiting Companies MAY NOT break down earlier than the closing times of the Trade Show. If this occurs, Show Management reserves the right to exclude a company from participating in future Expo Trade Shows, and to charge a break down violation fee of \$500.

Carpet: The Grand Ballrooms are fully carpeted. If exhibitors wish another carpet for their booth, carpet can be ordered in the Exhibitor Kit provided by Atlantic Expo. Special order carpet will be placed on top of selected show carpet.

Valet Parking is available at the Main Entrance of the Taj Mahal. Self-parking is available in Parking Deck (Main Entrance). Truck and Tractor Trailer parking is available by special arrangement with Taj Mahal Convention Services (609) 449-5266.

Freight Access: Covered unloading dock at Pennsylvania Avenue entrance. Height of unloading dock entrance is 13'6". Freight elevator and hallway restrictions for the Grand Ballrooms. Check with show management.

Security: Around-the-clock, full time security will be provided on the Trade Show floor at no additional cost to Exhibitors.

Registration: An Exhibitor name badge will be provided for each company representative (maximum of 3 badges per individual booth) listed on the Application form. The badge must be used for entrance to the Trade Show, for admittance to Educational Sessions, and will constitute official registration for **GREEN EXPO 2011**.

Lodging: A limited number of rooms at convention rates (reduced rates) are available for reservation until November 11, 2011. After this date, lodging cannot be assured and regular room rates may apply. Make room reservations with Taj Mahal at (800) 825-8888. Reservation Code: ATURF11. Cut off for room reservations is November 11, 2011. An online group reservations link will also be available at www.njturfgrass.org.

Location: The Taj Mahal is conveniently located to the Atlantic City International Airport; Major roadways - Interstate 295, New Jersey Turnpike (Exit 3); Garden State Parkway (Exit 38) to Atlantic City Expressway. When in AC, turn left on Artie Avenue to Pennsylvania Avenue.

Shipment of Booth Materials & Drayage Company

The Trump Taj Mahal has no facilities for the storage of exhibits and/or exhibit materials. All materials must be shipped directly to the official drayage company for transport to the Trump Taj Mahal on day of load-in. Mark on all materials: 2011 GREEN EXPO.

Official Drayage Company:

ATLANTIC EXPO

3093 English Creek Avenue

Egg Harbor Twp., NJ 08234

Phone (609) 272-1600 • Fax (609) 272-1680

Shipments that arrive prior to the show will be directed to the official drayage company warehouse for storage and delivery to the hotel on day of load-in. Packages shipped in excess of 20 pounds will be returned to sender unless special arrangements have been made in advance with the show management.

Payments and Cancellations

In applying for space, the Exhibitor will pay the cost of the booth(s) with the filing of the application form (includes \$250 non-refundable deposit per booth). In the event of cancellation by an Exhibitor at any time, Management reserves the right to retain any and all monies paid for the booth(s) as liquidated damages unless there is a reasonable just cause for cancellation and/or efforts to rent the cancelled booth(s) space to another Exhibitor is unsuccessful.

Agreement

Anything not covered by these rules is subject to the judgment of the New Jersey Turfgrass Association, and Rutgers University or official representatives without appeal.

Each Exhibitor, by signing the Exhibitor application, agrees to abide by the rules and any amendments or additions that might hereafter be established or put into effect by the New Jersey Turfgrass Association, and Rutgers University or its authorized representatives.

SIGNATURE OF EXHIBITOR _____



**2011 GREEN EXPO
Turf and Landscape Conference**

BOOTHS RESERVED as of 7/1/11

COMPANY	BOOTH #	LOCATION
Aer-Core, Inc.	523	Corner
Davisson Golf	608	Corner
DryJect	512	Corner
Dupont Professional Products	624	Inside
East Coast Sod & Seed	622	Corner
GCSANJ (Golf Course Superintendents Association of New Jersey)	Booths <i>left</i> of Center Entrance	
Knox Fertilizer Co.	509	Corner
NJGIC (New Jersey Green Industry Council)	Booths near Silent Auction Area	
NJTA (New Jersey Turfgrass Association)	Island Booth at Center Entrance	
Ocean County Utilities Authority	319	Corner
Rutgers University	Booths <i>right</i> of Center Entrance	
Syngenta Professional Products	313	Corner
UniLock	413	Corner



NEW

BOOTH PACKAGE ORDER FORM

Please Mail or Fax Completed Form to: AEX Convention Services
3089 English Creek Ave., Egg Harbor Township, NJ 08234
Fax: (609) 272-1680 • Phone: (609) 272-1600
www.aexservices.com

Show Name: **NJ GREEN EXPO**

Show Dates: **DECEMBER 6-7, 2011**

Deadline Date To Receive Discounted Rates: **NOVEMBER 23, 2011**

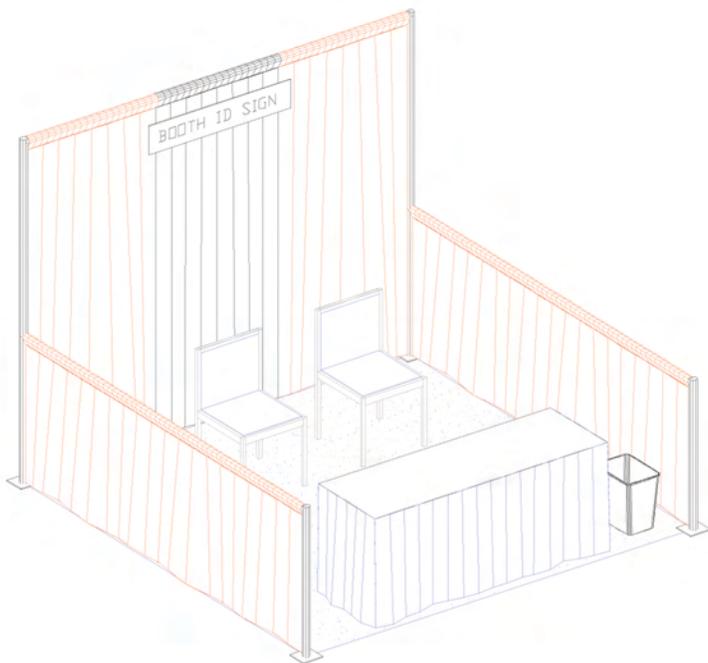
**Download Complete Package at:
www.njturfgrass.org**

REAR BACKGROUND - 8' HIGH
TBD

SIDE DIVIDERS - 42" HIGH
TBD

SIGN

Booth ID sign is 7" high by 44" long.



**6' DRAPED TABLE
2 CHAIRS
WASTEBASKET**

PACKAGE
per 10' x 10' booth

Discount	Standard	Quantity
\$175.00	\$245.00	_____



BOOTH PACKAGE ORDER TOTAL: \$ _____

Company Name: _____ Booth#: _____

YES, I have completed and enclosed the Authorization and Agreement to Terms and Conditions Form and I understand that all orders are subject to New Jersey State Sales tax 7%.



GREEN EXPO TRADE SHOW IS IN THE GRAND BALLROOMS
Facts about Bringing Materials and Equipment
into the Taj Grand Ballrooms

<p>1. Where do Exhibitors go when they arrive at the Taj?</p> <p>Same spot as in the past – Pennsylvania Avenue and Boardwalk. They unload their materials with or without the assistance of AEX services. Once done, they park in the adjacent parking lot.</p>	<p>2. Previously, exhibitors could drive their equipment into the Mark Etes Arena. What is the procedure now?</p> <p>The freight elevator is at the loading area. There will be signage from AEX to direct or to help.</p> <p>Anything under 300 lbs can be brought in by the vendor and to the Grand Ballroom if done by themselves.</p>
<p align="center">Grand Ballroom Specifications:</p> <p>A freight elevator is taken from the outside of the Taj up to the Grand Ballroom floor.</p> <p>It is 493' (feet) from the freight elevator down 2 service corridors to the Grand Ballroom Roll Up door.</p> <p>The Roll Up door is 7' High and 12' Wide.</p> <p><i>You should be able to bring in your own booth materials as long as they do not interfere with the drayage company or union regulations.</i></p>	<p align="center">Freight Elevator Information:</p> <p>Width: 9' (feet) Depth: 26' (feet) Height: 7' (feet)</p> <p>Elevator capacity: 10,000 lbs</p> <p>No fuel (gas or diesel) may be in the units before they are moved onto the elevator for transport to the Grand Ballroom, UNLESS dollies or turtles (full circular wheels) are used. Drayage company usually does this unless the exhibitor pushes equipment, or uses dollies.</p> <p>Only electric driven items can be driven in.</p>
<p align="center"><i>Please contact the NJTA office if you have specific questions about bringing in your materials and equipment to the Green Expo that may not be here or on the Rules and Regulations. Thanks.</i></p>	