

canadian
Greenhouse 18
conference



GROWING PROSPERITY

NIAGARA FALLS OCT 3&4 2018

Canada's foremost event for all crops grown under cover.
The Canadian Greenhouse Conference is the ultimate
connection point for growers, suppliers and research partners.

DATES

Wednesday & Thursday,
October 3&4, 2018

*Exhibitor Set-up:
Tuesday, October 2, 2018*

LOCATION

Scotiabank Convention Centre (SCC)
6815 Stanley Avenue
Niagara Falls, Ontario
L2G 3Y9
Canada

TRADE SHOW HOURS

Wednesday: 9:00 am – 4:00 pm
Happy Hour: 4:00 pm – 6:00 pm
Thursday: 9:00 am – 4:00 pm

*Trade Show is open during
the speaker sessions.*

ABOUT CGC

As Canada's foremost event for flower, vegetable, nursery, strawberry and cannabis growers, the Canadian Greenhouse Conference is your ultimate industry connector; gathering experts from around the world and showcasing the latest in techniques, products and technology. The CGC is the optimal platform for your business to develop new contacts and strengthen existing customer relationships.

The winning combination of a solid education program and large trade show is working to bring in growers from across Canada. For the past 6 years, the CGC has increased in size and attendance.

We are committed to providing a world-class industry event! The conference offers the ideal opportunity to personally interact with your customer; building your brand while promoting your products and your team — all in an enjoyable vibrant atmosphere. Take advantage of the Happy Hour and The Gathering to further extend goodwill to clients and staff. Benefit from the variety of sponsor opportunities that allow you to support the industry and keep your company name and logo front and centre!

CanadianGreenhouseConference.com has all the information you need to plan your role in the 2018 show. Friendly show coordinators, Carol and Glenna are available to answer all your question and ensure a positive experience. Don't delay — Early discount pricing for exhibitors expires mid-March and sponsor opportunities go fast.

2018 HIGHLIGHTS

FREE PARKING AT THE SCC - From setup to tear down, easy access for exhibitors and attendees

EXPANDED FLOOR PLAN - We are increasing the size of the trade show to accommodate demand.



GROWING PROSPERITY

OCTOBER
3&4 2018

EXHIBITOR BASICS

BOOTH SIZE

10' X 10' or multiples

BOOTH PRICING

Included with cost of booth

- Aisle and booth carpeting
- Booth drapes
- Free drayage
- 4 Exhibitor Passes per booth. Badges permit admission to the trade show, speaker program and Happy Hour.
- Company information listed in official CGC show guide.

10' x 10' Booth Space

Early Bird Registration
\$1175 + 13% HST

After March 20, 2018
\$1475 +13% HST

For 2018 exhibitor registration, please use the enclosed form with payment by cheque or credit card. Registration form also available for download from our website.

BOOTH PAYMENT

Single booth: full payment due upon registration

Exhibitors with multiple booths have the option of paying in 2 installments: \$500/booth due with registration. Balance due August 1, 2018.

Exhibitors from outside North America will be required to make payment in a single transaction regardless of the number of booths requested.

GENERAL INFORMATION

- Registration forms are date stamped when received and processed accordingly.
- Please note change of location requests on the registration form.
- Cancellation policy: payment refunded less \$200/booth administration fee. No refunds after August 1, 2018.
- Booth placements are assigned by committee.

CONTACT INFORMATION

Exhibitor & Trade Show Inquiries

Carol Pupo | Executive Coordinator | 905-892-9851
carol@CanadianGreenhouseConference.com

Sponsor Inquiries

Glenna Cairnie | Marketing & Event Coordinator | 905-945-5363
glenna@CanadianGreenhouseConference.com

NEW VARIETIES

One of most popular display areas. No charge but must pre-register. Details and application form on our website.

BEST BOOTH AWARDS

The CGC takes pride in the appearance of our show. After all, it is our sector that beautifies homes, businesses and events across North America! Exhibitors are encouraged to make their booth spaces as attractive as possible. "Best Booth" Awards are presented to those judged to have excelled with this challenge. Strive for "bragging rights" in 2018!

HAPPY HOUR

At the close of the first conference day, relax and enjoy the famous CGC Happy Hour. This takes place right on the trade show floor and offers a natural extension of networking for all to take advantage. Wine, beer and non-alcoholic beverages are available for purchase. Light snacks served.

WEDNESDAY EVENING - THE GATHERING

Enjoy dinner and entertainment with colleagues and clients. The Gathering is a fun, relaxing social event. Tickets must be purchased in advance. Complete details will be posted on the CGC website. Visit: CanadianGreenhouseConference.com



PROMOTE YOUR BUSINESS AND SUPPORT THE INDUSTRY AS A CGC SPONSOR

Sponsors enjoy exclusive access to advertising in the conference show guide and company logos are displayed prominently on the CGC website and promotional material.

Call Glenna to create a custom sponsor package based on your company's needs and budget.

Specific designations allow your company to be highlighted throughout the conference. The various opportunities, outlined to the right, can be a starting point for our conversation. New ideas are welcome!



SPONSORSHIP OPPORTUNITIES

LANYARDS

Official CGC lanyards are mandatory for all attendees and exhibitors. Sponsor Name/ Logo on Attendee and Exhibitor Lanyards.

HAPPY HOUR

Our most popular event! In addition to excellent exposure in publications and on the website, your company logo is in everyone's hands with take-home wine glasses.

FOOD COURT

The natural gathering place for all attendees. Sponsorship allows for naming rights, identification on floor plan and table decals (artwork supplied by sponsor).

COFFEE/BEVERAGE

Complimentary hot beverage stations located close to session rooms provide welcome refreshment. Sponsor highlighted on signage.

TOTE BAGS

A tote bag with your company logo placed in the hands of every guest upon entrance to the tradeshow. Two sides available.

HOTEL KEY CARDS

Take advantage of the frequent use of these cards to promote your brand. Artwork of Sponsor's choice on hotel key card from CGC Headquarter hotel.

EBLAST

Exclusive access! Send an email message directly to the CGC database. Two dates available.

BUS TOUR

A CGC tradition, the bus tour offers an inside look at some of Ontario's most unique and successful grower operations. Sponsor identified on website, promotional material, name badges and receives one complimentary tour registration.

FLOOR DECALS

"Watch where you're going!" Large colourful graphics placed in high traffic areas grab everyone's attention.

SESSIONS/ KEYNOTE SPEAKER

Show your support for the industry by sponsoring one or more of our engaging speaker sessions. Sponsor identified on website, promotional flyer, signage, custom powerpoint and verbally acknowledged during session. Potential for sponsor to chair session and keynote sponsor may introduce speaker.

LUCKY DRAW

Prize sponsor for our draw at the conclusion of the conference. Sponsor identified in promotions, to host the draw and present prizes.

PROMOTIONAL MATERIALS AT REGISTRATION

Excellent coverage! Promotional material (1 item) supplied by sponsor, distributed in conference tote bags.

PARKING

Put a smile on attendee's faces with free parking! Heavily promoted in advance and signed on site.