PASSPORT TO EXCELLENCE

CONNECT WITH COLLEAGUES, SUPPLIERS & FRIENDS!

www.CanadianGreenhouseConference.com

Name
CANADIAN GREENHOUSE CONFERENCE

Date
OCTOBER 5-6 2016

Location
SCOTIABANK CONVENTION CENTRE
NIAGARA FALLS, ONTARIO

Contact Us
1-905-892-9851
info@canadiangreenhouseconference.com

<< GROW YOUR BUSINESS. GROW YOUR NETWORK. <<
<< CGC2016 <<<< PASSPORT TO EXCELLENCE. <<<<

EXHIBITOR & SPONSORSHIP INFORMATION | 2016
The Canadian Greenhouse Conference is your #1 connection with Canadian flower and vegetable growers; bringing together experts from around the world and showcasing the latest products, techniques and technology to advance the horticulture industry. The CGC is the optimal platform for your business to develop new contacts and strengthen existing customer relationships.

The combination of a solid speakers program and large trade show attracts growers from across Canada. The conference offers the ideal opportunity to personally interact with your customers; building your brand while promoting your products and your team — all in an enjoyable, vibrant atmosphere. Take advantage of the Happy Hour and the The Gathering to further extend goodwill to clients and your staff. Benefit from the variety of sponsor opportunities available that allow you to support the industry and keep your company name and logo front and centre!

The CGC website www.CanadianGreenhouseConference.com has all the details you will need to plan your role in the 2016 show. Friendly show coordinators, Carol and Glenna, are available to answer all your questions and ensure a positive and successful show experience. Early pricing discounts expire mid-March and sponsor opportunities go fast — do not delay.

**New in 2016**

- **FREE PARKING** on set-up day! Come and set-up hassle free.
- **EXPANDED FLOORPLAN!** To accommodate increased exhibitor interest, we have increased the number of booths available. Bigger and Better in 2016!

**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

Check us out online to get the latest info on the conference.  

"Connect with colleagues, suppliers & friends!"

"Don’t delay. Book today!"
EXHIBITOR BASICS

BOOTH SIZE
10’ X 10’ or multiples

BOOTH PRICING
Included with cost of booth
• Carpet
• Drapes: 8’ back draping and 3’ side draping
• 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
$1150 + 13% HST
After March 21, 2016
$1450 + 13% HST

For 2016 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*
Exhibitors from outside North America will receive an invoice and be required to make payment in a single transaction.

Prior to March 21, 2016
Cost: $1150 per booth space
Exhibitors with one booth: Full payment due upon registration and by March 21st, 2016.
Exhibitors with multiple booths may pay in installments: $500 per booth space due by March 21st with balance due August 1st, 2016.

After March 21, 2016
Single booth registrations require full payment with registration. Exhibitors taking multiple booths have the option of paying a $500 per booth deposit with the balance due August 1st, 2016.

* all pricing + HST
• “Commitment to Exhibit” forms will be date-stamped when payment or deposit is received
• Please note change of location requests on the registration form.
• All booth locations are assigned by committee.

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 2016!

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

DATES
Wednesday & Thursday, October 5 & 6, 2016
Exhibitor Set-up: Tuesday, October 4, 2016

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

TRADE SHOW HOURS
Wednesday: 8:30 am – 6:00 pm
(Includes the Happy Hour Reception 4:00 pm – 6:00 pm)
Thursday: 8:30 am – 4:00 pm
Trade Show is open during the speaker sessions.
SPONSORSHIP OPPORTUNITIES

Promote your business and support the industry by becoming a CGC Sponsor.

Sponsor's 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 below can be a starting point for our conversation. New ideas are welcome!

LANYARDS
Official CGC lanyards are mandatory for all attendees and exhibitors. Sponsor Name/Logo on Attendee and Exhibitor Lanyards (2500).

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 and signage at entrance and on tables (25+) Identification on floor plans.

COFFEE/BEVERAGE
"It's on us!" One coupon for complimentary beverage provided to attendees for redemption on the trade show floor.

TOTE BAGS
Place a tote bag with your logo on it in the hands of every attendee. 1400 tote bags distributed at registration. 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 primary hotel.

CELL PHONE CHARGING STATION
A branded charging station located in a high traffic area featuring video capabilities. Solve a problem and enjoy a captive audience.

BUS TOUR
A CGC tradition, the bus tour offers an inside look of some of Ontario’s most unique and successful grower operations. Sponsor is identified on website page, 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 signage and verbally acknowledged during introductions. 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 at registration.

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

Check us out online to get the latest info on the conference.
2016 EXHIBITOR APPLICATION FORM

Conference Dates: Wednesday & Thursday, October 5 & 6, 2016
Setup: Tuesday, October 4, 2016
Scotiabank Convention Centre, 6815 Stanley Ave Niagara Falls ON L2G 3Y9
Please Print Clearly

SHOW GUIDE INFORMATION
COMPANY NAME: ________________________________________________________________________________
COMPANY CONTACT STAFF NAME to appear in SHOW GUIDE: ____________________________________________
MAILING ADDRESS: _______________________________________________________________________________
CITY & PROVINCE: _______________________________________________ CODE: ___________________________
PHONE: (__________) ____________________________FAX: (__________) _________________________________
WEB SITE: _______________________________________________________________________________________ 
NATURE OF BUSINESS:  (  ) Manufacturer   (  ) Supplier/Distributor (  ) Grower   (  ) Nursery   (  ) Other: ____________
BRIEF DESCRIPTION OF PRODUCTS:

BOOTH COMMUNICATION CONTACT
All further communication regarding payment will be directed to the person & email address below.
☐ Yes – I consent that the Canadian Greenhouse Conference may communicate with me via email for confirmation of registration & including but not limited to notices of upcoming conferences and industry news. I may withdraw my consent at any time by emailing: Carol@CanadianGreenhouseConference.com
☐ Yes – I give consent for this address to be shared with GCG authorized exhibitor service providers for the 2016 show only.
ONGOING COMMUNICATION CONTACT NAME: _________________________________________________________________
EMAIL: _____________________________________________________________ PHONE: ______________________________
SIGNATURE: ____________________________________________________DATE: _____________________________________

BOOTH PRICING & PAYMENT DETAILS
❖ Exhibitors from outside North America: Receive an invoice upon application and required to make payment in a single transaction.
❖ Exhibitors with one booth: Full payment due upon registration.
❖ Exhibitors with multiple booths: May pay in installments with $500 per booth space and balance due August 1st, 2016.

Early Bird Price extended to New Exhibitors: Cost: $1150 + 13% HST per 10’ x 10’ booth space
After Friday, April 29th Regular Price: Cost: $1450 + 13% HST per 10’ x 10’ booth space

BOOTH ORDER DETAILS
❖ Booth Spaces Required: #_______ 10’ x 10’ booths
❖ Single Booths • Full Payment required: Total due in CANADIAN FUNDS – price per booth x 13% HST = $____________
❖ Multiple Booths: _____ # of booth spaces
PAYMENT OPTIONS FOR MULTIPLE BOOTHS:
☐ Deposit with balance invoiced: ___ x $500 deposit per booth = $____________ CANADIAN FUNDS
☐ Full payment: # ____ booths x price per booth x 13% HST = $____________ CANADIAN FUNDS
❖ No refunds for booth cancellations received after August 15th of the same year that the Exhibitor application was made.

☐ Cheque (payable to the “Canadian Greenhouse Conference” in Canadian Funds) ☐ Visa ☐ MasterCard
Card # ___________________________________________ Expiry Date _____________________
Name on Card __________________________________________ Signature __________________________

Send completed form by mail, email or fax by April 29, 2016 for ‘Early Bird’ prices.

Mail: Canadian Greenhouse Conference, P.O. Box 11, Jordan Station, ON L0R 1S0 CANADA
Fax: 1-888-437-6161 Phone: 905-892-9851 Email: Carol@CanadianGreenhouseConference.com
INSURANCE
In accordance with the guidelines published in the Exhibitor Manual, the CGC requires the exhibitor to provide proof of Liability Insurance coverage.

- Yes - Exhibitor Company has Liability Insurance Coverage with the Canadian Greenhouse Conference named as additional insurers.

Insurance Company Name ___________________________________________ Policy Number ____________________________

BOOTH SPACE DIMENSIONS

It is mandatory for all exhibitors to follow the booth space dimensions.

1. **End cap booth draping** (4 booths+) - Back drapes for end cap booth spaces will be 8' high in the centre 10 feet, with 5 feet of 3' high drapes on each side.

2. **Exhibitors at end of aisles with 2 spaces** will face the aisle. They are not oriented as an end cap.

3. **Use of Booth Space- Good Neighbour Policy**
   - Exhibits must not obstruct the view of, or interfere with, other exhibits.
   - Exhibits can be built to, but not exceeding, the perimeter of the booth & must conform to the height restrictions set out in the ‘1 for 1 Rule’.
   - Any place where you abut a neighbour (including those across an aisle) the ‘1 for 1 Rule’ applies.
SPONSOR REPLY FORM

This form is for your convenience. Please indicate your interest as soon as possible and preferably no later than June 30, 2016. Your support is greatly appreciated and vital to the success of our event. Custom packages can be arranged. Please consider this form a beginning to a conversation.

COMPANY NAME

CONTACT PERSON

ADDRESS

CITY

PROV/STATE

POSTAL CODE/ZIP

DAYTIME TELEPHONE

EMAIL

WEBSITE

☐ Yes, I give permission for the CGC to communicate convention related information via email.

BUDGET RANGE:

☐ Platinum $5000+ Includes tote insertion and full page show guide advertising

☐ Gold $3000+ Includes 1/2 page show guide advertising

☐ Principal $1000+ Includes 1/4 page show guide advertising

☐ Supporter Under $1000

INDICATE YOUR INTERESTS: If selecting more than one option, indicate order of preference.

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<tr>
<th>Designation</th>
<th>Suggested Amount</th>
<th>Notes</th>
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<tbody>
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<td>Happy Hour Reception</td>
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<tr>
<td>Lanyards</td>
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<td></td>
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<tr>
<td>Coffee/Beverage</td>
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<td>Food Court</td>
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<tr>
<td>Parking</td>
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<td>Lucky Draw</td>
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<td>Bus Tour</td>
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<tr>
<td>Cell Phone Charging Station</td>
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<td>Floor Decal</td>
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<tr>
<td>Session Sponsor</td>
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<tr>
<td>Promotional Material Distribution</td>
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</tbody>
</table>

All sponsors are highlighted on our website, in our promotional materials and with conference signage.

An invoice will be issued upon confirmation of details. Payment is due on receipt of invoice.

Return form via Email or Fax
Glenna Cairnie, Canadian Greenhouse Conference Marketing & Event Coordinator
Fax: 905.945.5386 | Email: glenna@CanadianGreenhouseConference.com