



SMART GROWING

2024 OCTOBER 9 & 10
NIAGARA FALLS, ON CANADA

PROSPECTUS

@CdnGreenhseConf



CanadianGreenhouseConference.com

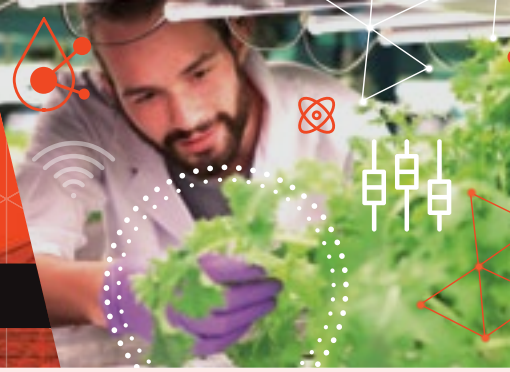


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About CGC

As Canada's foremost event for professional growers, the Canadian Greenhouse Conference is an industry connector, attracting growers from across North America, presenting experts from around the world and showcasing innovative techniques, research, products, and technology. The CGC is the optimal platform to promote your business, develop new contacts and strengthen existing customer relationships.

SMART GROWING!

The future is bright for horticulture and the Canadian Greenhouse Conference is ready to work with you, our industry partners, to equip growers with the information and connections they need to move their business forward.

Facetime matters! The CGC offers the ideal opportunity to personally interact with your customer, building relationships while promoting your products and your team — all in an enjoyable, vibrant atmosphere. Take advantage of our social events to strengthen connections. Consider the many sponsorship and advertising opportunities to enhance your presence at the show.

CanadianGreenhouseConference.com has all the information you need to plan your role in the 2024 show. **Don't delay — exhibitor discount pricing expires March 15 and sponsor opportunities are scooped up quickly.**



**Take time to review
all the opportunities
in this brochure.**

*How will you participate
at the CGC this year?*

Location

Niagara Falls Convention Centre
6815 Stanley Avenue
Niagara Falls, Ontario
L2G 3Y9 Canada

Dates

**Wednesday & Thursday,
October 9&10, 2024**

*Exhibitor Set-up:
Tuesday, October 8, 2024*

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

Contact Information

Direct Trade Show Inquiries to:

Carol Pupo

905-892-9851

carol@CanadianGreenhouseConference.com

*Direct Advertising & Sponsorship
Inquiries to:*

Julia vanStaalduinen

905-220-3151

julia@CanadianGreenhouseConference.com

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Exhibitor Registration

Exhibit Hall

The Niagara Falls Convention Centre is a state-of-the-art facility with an 82,000 square foot exhibit hall. The CGC trade show is fully carpeted with a centralized café area.

Booth Pricing

- Booth Size: 10' X 10'. Available in singles and multiples.

Take advantage of early discount pricing!

- Prior to March 15, 2024 - \$1,450 + HST
- After March 15, 2024 - \$1,750 + HST

Included with cost of booth:

- Booth carpeting & drapes.
- Free drayage for material handling.
- Four all-access exhibitor badges per booth to a maximum of 8 per exhibitor.
- Company contact and product listed in official CGC show guide. Company name and booth number listed on CGC website.

Convenient On-line Registration

- Easy access. Immediate email confirmation and receipt for payment.
- Online registration is compulsory. No forms will be distributed or accepted.

REGISTER NOW! ➔

Raise your show
profile with a
**Premium
Listing**

Payment Details

- Exhibitor registration is not considered finalized and no booth will be assigned until payment is received.
- Visa and Mastercard accepted online.
- To inquire about alternate payment methods (Cheque, Amex, electronic transfers) contact Carol Pupo. By email carol@canadiangreenhouseconference.com or by phone 905.892.9851

General Information

- Booth placement is assigned by committee. Indicate placement requests in the appropriate registration notation field.
- The CGC will adhere to all provincial and local health regulations in effect at the time of the conference.

Cancellation Policy

- Cancellation requests must be received in writing.
- Payment refunded less a \$200/booth administration fee.
- No refunds after August 1, 2024.

Industry Partner Enhanced Directory Listing — \$200

- Company listing in the show guide includes shading, logo, company name, address, contact information, website and 100-character product/service description.
- Website listing includes logo, 100-word company description, website link. Posted from Sept. 2024 to March 2025.

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Sponsorship Opportunities

Sponsors are recognized on the CGC website, in the show guide and with on-site signage.

Lanyards \$6,000

Official CGC lanyards are mandatory for all attendees and exhibitors. Put your company name and logo around everyone's neck.

Happy Hour \$5,500 - \$18,000

The CGC's signature event. In addition to excellent exposure in CGC marketing and website, your company logo is in everyone's hands with a take-home wineglass. Single or multiple sponsor opportunity.

Refreshment Station \$3,000
(4 available)

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

Conference Tote Bags \$4,500/side

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

Speaker Session Sponsor \$1,500

Support grower education by sponsoring one of our engaging speaker sessions.

- A "session" refers to an entire morning or afternoon block of time.
- Sponsor identified on our website, marketing materials and on-site signage.
- Medium rectangle ad (300 pixels x 250 pixels) beside website program listing.
- On-site: Recognition by session chair. Opportunity for company representative to thank speakers and give a brief verbal promotion. (1 minute max)
- Ability to place a "pop-up" type sign at entrance of session room (supplied by sponsor) and to distribute promotional literature to session attendees.

Promote your brand and support the industry with conference sponsorship and advertising!

Conference Features

HAPPY HOUR

At the close of the first conference day, relax and enjoy the famous CGC Happy Hour. Event takes place right on the trade show floor providing a natural extension for networking. Wine, beer and non-alcoholic beverages are available for purchase. Complimentary canapes 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

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Sponsorship Opportunities continued...

Hotel Key Cards\$4,000

Take advantage of the frequent use of these cards to promote your brand. Sponsor provides artwork for CGC headquarter hotel key card.

Registration Sponsor\$4,000

Logo displayed on attendee registration confirmation emails; logo and link displayed on attendee log-in page.

Food Court Sponsor\$3,000

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

Sweepstake Sponsor \$1,000 - \$1,500

Send your company's merchandise home with the lucky winner!

- Announce the winner on the Garden Oasis stage.
- Logo displayed on signage at conference entrance.
- Sponsor to provide company merchandise.

Research Poster Session\$2,000

A collection of current research reports from researchers and graduate students presented in an accessible poster format and featured on the CGC website. Includes sponsorship of the popular Research Updates session.

- Identification in feature article in show guide, acknowledgement in CGC promotional materials.
- Leaderboard ad on CGC Poster Session webpage; 728 pixels x 90 pixels. Accepted file formats: GIF (no animation), JPG, PNG, RGB 72 dpi.
- Benefits as listed for Session Sponsors.

New Variety Showcase

A popular conference display area

New Variety Showcase Premium Partner - \$1,500 (3 available)

- Top placement on New Variety web page. Linked billboard image, 970 x 250. Accepted formats: JPEG (RGB 72 dpi), PNG.
- Up to 10 submission files. Accepted submission formats: PDF, MP4, VIDEO LINKS.
- Acknowledgement in CGC promotional materials and onsite signage.

New Variety Virtual Showcase Listing

Complimentary with physical display

- Company logo, up to 5 submission files.
- Accepted submission formats: PDF, MP4, VIDEO LINKS.

The showcase features ornamental and edible cultivars introduced to the Canadian market after October 1, 2022. Breeders displaying at the show qualify for a complimentary virtual showcase listing (up to 5 files).

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Advertising Opportunities

Official CGC Show Guide \$600 - \$1,750

The CGC show guide that includes conference information, special interest articles and industry partner directory listings will be distributed in both printed and digital versions.

- Full page, ½ page and ¼ page sizes available.
- Advertisements include a link (digital version).
File formats: JPG, GIF (no animation), PNG, 300 dpi.

Pre-conference Digital Brochure \$350 (6 placements available)

The digital promotional flyer is distributed in mid-August, officially launching the conference program.

- Ad size: 3.625" x 2"
- Advertisement includes link. Maximum file size 40 KB; accepted formats: .GIF (no animation), JPG, PNG, 300 dpi.

Exclusive Eblasts \$1,250

Connect directly with over 2000 clients via the CGC database.

- Includes subject line (50 characters max), headline (8-12 words), text (150-200 words) 1 image (600 pixels w x 375 pixels h, 72 dpi), unlimited links.
- Available dates: April, May, June, November.
- Created by CGC utilizing a Constant Contact template. Maximum file size 40 KB; Image file requirements GIF (no animation), JPG, PNG.
- Materials due 1 week before send date, proof supplied, one round of editing included.

Digital Ad on CGC website \$550/4 weeks (3 spaces per block available) Aug. 15–Sept. 14 and Sept. 15–Oct. 14

- Medium rectangle web ad (300 pixels x 250 pixels) with link on CGC home page.
- Supply as GIF (no animation) or JPEG (RGB 72 dpi) to actual pixels of ad size, approximate file size of 100 KB.

Tote Bag Insertion \$800

Excellent coverage! Promotional materials (1 item) supplied by sponsor distributed in conference tote bags. Materials to be received between August 31 & September 8. Shipping address TBD.



As a not-for-profit organization, the CGC considers its exhibitors and sponsors to be partners in serving Canadian greenhouse sector.

We look forward to continuing those key relationships in 2024 and beyond.