



BEYOND 2020

OCTOBER 7&8 2020 SCOTIABANK CONVENTION CENTRE • NIAGARA FALLS



EXHIBITOR & SPONSORSHIP INFORMATION

  @CdnGreenhseConf
CanadianGreenhouseConference.com

Canada's premier event supporting commercial production of all crops grown in a controlled environment.

LOCATION

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

DATES

Wednesday & Thursday,
October 7&8, 2020

*Exhibitor Set-up: Tuesday,
October 6, 2020*

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.*

CONTACT INFORMATION

Exhibitor & Trade Show Inquiries

Carol Pupo

Executive Coordinator
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Sponsor Inquiries

Glenna Cairnie

Marketing & Event Coordinator
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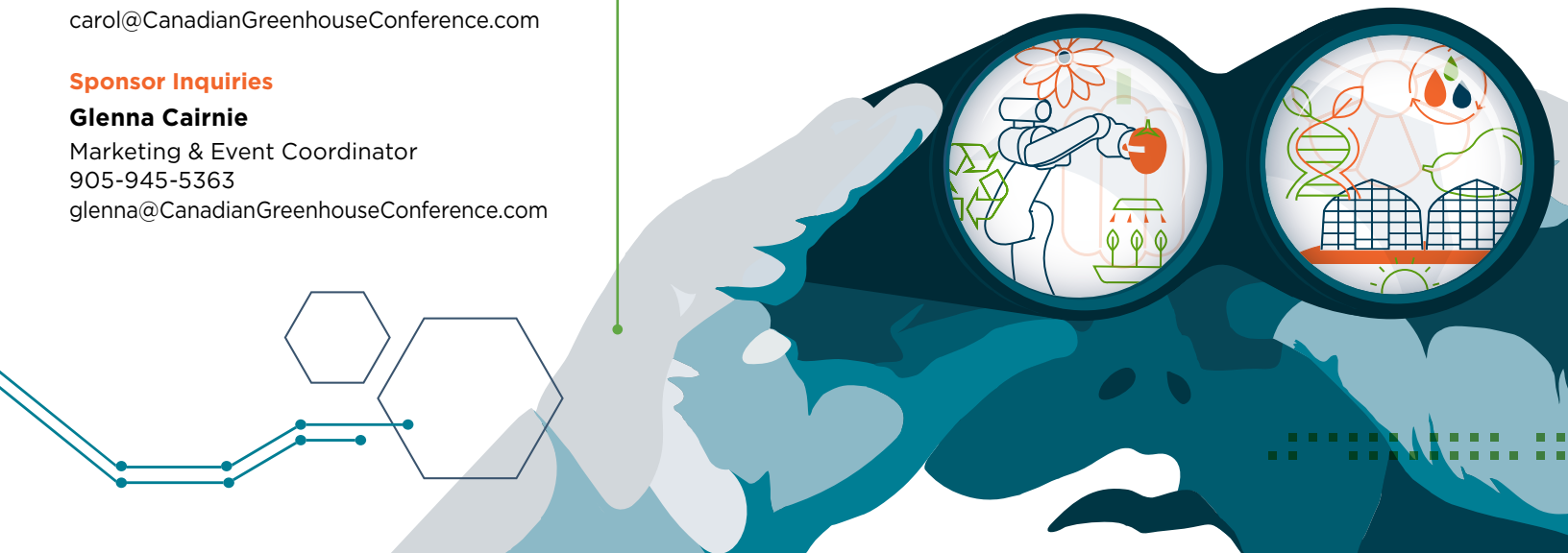
ABOUT CGC

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

We are committed to presenting a world-class industry event! The CGC invests over \$70,000 annually in the speaker program and the winning combination of education sessions and comprehensive trade show is working – the CGC has enjoyed annual growth in attendance since 2012!

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 extend goodwill to clients and staff. Benefit from the variety of sponsor opportunities that allow you to support the industry and enhance your presence at the show.

CanadianGreenhouseConference.com has all the information you need to plan your role in the 2020 show. Friendly show coordinators, Carol Pupo and Glenna Cairnie are available to answer all your questions and ensure a positive experience. Don't delay – discount pricing expires April 1st and sponsor opportunities get scooped up quickly.





OCTOBER
7&8 2020

EXHIBITOR BASICS

BOOTH SIZE

10' X 10' or multiples

BOOTH PRICING

Included with cost of booth

- Aisle and booth carpeting
- Booth drapes
- Free drayage*
- Four all-access exhibitor badges per booth to a maximum of 16 per company. For use by exhibitor staff only. Please do not use as a perk for your customers.
- Company information listed in official CGC show guide.

10' x 10' Booth Space

Early Bird Registration
\$1200 + 13% HST

After April 1, 2020
\$1525 + 13% HST

For 2020 exhibitor registration, please use the enclosed form with payment by cheque or credit card. Registration form also available for download from our website.

New in 2020 - Oversize Handling Fee

*Crates larger than 4' x 4' x 7' will generate a \$100 per crate handling fee.

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, 2020.

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, 2020.
- Booth placements 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 2020!

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



SPONSORSHIP OPPORTUNITIES

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!

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. Individual or collective sponsorship available.

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.

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 walking!" Large colourful graphics placed in high traffic areas grab everyone's attention.

SESSIONS

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.

LUCKY DRAW

Prize sponsor. Sponsor identified in promotions, opportunity to host 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. Individual or collective sponsorship available.

FIND COMPLETE
CONFERENCE DETAILS ONLINE

  @CdnGreenhseConf
CanadianGreenhouseConference.com