

## Trade Show & Conference Agenda

### Monday February 6

4:00—7:00 PM tentative exhibitor set up set up  
7:00 - 9:00 PM speaker, committee vendor  
reception (Dutch treat)

### Tuesday February 7

6:00 AM Exhibitor set up, complete by 7:00  
7:00 Trade show , continental breakfast,  
onsite attendee registration & silent auction  
8:00 Welcome & sponsor irecognition  
8:30—9:30 Keynote David Meller  
9:30 trade show & silent auction  
10:00 seminars continue  
(Noon—1 PM Lunch, Trade Show & silent  
auction  
1:00 Seminars continue  
2:00 trade show & final silent auction bids  
2:30 Seminars continue (trade show closes)  
4:30 Social mixer, silent auction results,  
program evaluation

### Association Exhibitor Reminders

- Trade show floor open throughout day
- Please notify us if you are bringing gas/  
diesel powered equipment for display  
inside, special rules apply
- Exhibitors are welcome to attend  
seminars
- Exhibitors may conduct their own raffles &  
promotions
- Break-Down begins at 2:30 please leave  
your space as you found it, clean and  
remove any of your debris. Additional  
cleaning will be invoiced.

### Lodging:

We arranged special lodging pricing at our  
event venue, The Double Tree Hotel, 1111  
Jefferson Road, Rochester. For lodging  
reservations call 585.475.1510 mentioning  
PLANTgflx

**REGISTRATION FORM  
EXHIBITOR/SPONSORS  
DEADLINE January 30, 2017**

Early registration assures greater exposure in  
event announcements

Firm \_\_\_\_\_

Name (list representatives) \_\_\_\_\_

\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

ZIP \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Number attending mixer \_\_\_\_\_

Association member rate

One table & one lunch \$285 \$ \_\_\_\_\_

Non-member rate

One table & one lunch \$365 \$ \_\_\_\_\_

Not-for-profit or education booth N/C

(\$40/person for lunch)

Electric? Yes \_\_\_\_\_ (add) \$25

Additional tables? \_\_\_\_\_ x\$25 \$ \_\_\_\_\_

Additional persons \_\_\_\_\_ @x\$40 \$ \_\_\_\_\_

Association Membership \$ \_\_\_\_\_

Sponsorship level

⇒ Red Oak \$1500

⇒ Sugar Maple \$1000

⇒ Black Walnut \$750

⇒ Euonymus \$150

**NYSNLA exhibitor fees**

**register after 1/30, add \$50** \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

Register on the web <http://plantgflx.com>  
or sent payment to:

PLANTgflx

6995 Groveland Hill Road

Groveland NY 14462

Booth space with covered table & chair  
**no refund for non-participation**

**NYSNLA and PLANTgflx Membership:**

Contact Shar Reeves

sharlene@birchcrestlandscape.com

585.288.3572

## CONFERENCE SPONSORSHIP

### **Red Oak (\$1,500)**

- (1) exhibitor table/ space
- Welcome attendees during general session (up to 5 min.)
- Outdoor exhibit space & upon request outdoor lunchtime demonstration time.
- Full page ad in conference program
- Recognition in PLANTgflx newsletter & all mailings
- Recognition on PLANTgflx website w/link connecting to your business & this event
- Recognition during seminars
- Recognition with signage in welcome area
- As a Red Oak lunch sponsor

### **Sugar Maple (\$1,000)**

- (1) exhibitor table/space
- Welcome attendees during general session (up to 2 min.)
- 1/2 page ad in conference program
- Recognition in PLANTgflx newsletter & all mailings
- Recognition on PLANTgflx website w/link connecting to your business & the event
- Recognition during seminars
- Recognition with signage in welcome area
- Recognition as a Sugar Maple breakfast sponsor

### **Black Walnut lanyard (\$750)**

- (1) exhibitor table/space
- 1/4 page ad in conference program
- Recognition in PLANTgflx newsletter & all mailings
- Recognition on PLANTgflx website w/link connecting to your business & the event
- Recognition during seminars
- Recognition with signage in welcome area
- Recognition as Black Walnut afternoon break & lanyard sponsor

### **Social mixer (by ticket for refreshments)**

- ad in conference program
- Recognition in PLANTgflx newsletter & all mailings
- Recognition on PLANTgflx website w/link connecting to your business & the event
- Recognition during seminars
- Recognition with signage in welcome area

### **Euonymus (\$150 seminar rooms)**

- 'Business card' ad in conference program
- Recognition in PLANTgflx newsletter & all mailings
- Recognition on PLANTgflx website w/link connecting to your business & the event
- Recognition during seminars
- Recognition with signage in welcome area & meeting rooms



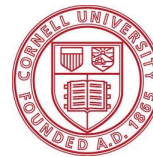
*The Professional Landscape & Nursery Trades*

**Trade Show  
&  
Education Day  
Conference  
Tuesday  
February 7, 2017**

**Hosted by PLANTgflx**

**&**

**Cornell Cooperative  
Extension Monroe County**



**Cornell University  
Cooperative Extension  
Monroe County**

Reasons for **YOUR** participation as an exhibitor at this conference

- Constant traffic on exhibitor space, ensuring high visibility
- Trade show time morning, noon hour and afternoon break
- Exhibitor recognition in Association newsletter, website, program announcements, seminars and conference program
- Quality education sessions drawing clients to the event

Reserve your space by completing the Registration Form and returning with payment

**Limited vendor space available,  
reserve NOW!!**