

# Northern Green Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. Northern Green is hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation. Northern Green 2020 is on January 14–16 at the Minneapolis Convention Center.



2020 MARKETING PACKAGES/BENEFITS <i>DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.</i>	Premier Partner		Industry Leader		Booth Traffic Driver	
	Benefit	Value	Benefit	Value	Benefit	Value
Recognition as Education Session Supporter	✓	\$3,000				
Recognition as Attendee Badge Sponsor*	✓	\$2,000				
Recognition as Preview Party Sponsor	✓	\$999				
Logo visibility at the trade show entrance	✓	\$2,000	✓	\$2,000		
(25) Complimentary 2-Day Registration Passes	✓	\$4,200	✓	\$4,200		
Comp MCC parking pass (4 days)	✓	\$300	✓	\$300		
Generously Supported by logo in Advance Program	✓	\$1,000	✓	\$1,000		
Generously Supported by logo in Onsite Program Booklet	✓	\$1,000	✓	\$1,000		
Generously Supported by hotlinked logo from NG.org + App	✓	\$500	✓	\$500		
Generously Supported by logo in The Scoop Pre and Post	✓	\$500	✓	\$500		
Generously Supported by logo in Clippings	✓	\$500	✓	\$500		
Generously Supported by logo in Northern Green Emails	✓	\$500	✓	\$500		
Generously Supported by signage at Northern Green	✓	\$1,000	✓	\$1,000		
Generously Supported by logo in MNLA Directory	✓	\$250	✓	\$250		
Recognition as Keynote Speaker Supporter	✓	\$999	✓	\$999		
Trivia Trail Participant	✓	\$375	✓	\$375	✓	\$375
Positioned as Northern Green Wednesday Lunch Supporter	✓	\$999	✓	\$999	✓	\$999
Innovation and Inspiration Theater Commercial (Up to 60 sec)					✓	\$599
Innovation and Inspiration Theater video acknowledgement	✓	\$499	✓	\$499		
Generously supported by signage in Morning Coffee area	✓	\$899	✓	\$899		
Ad in Advance Program					✓	\$1,295
1/4 page ad in November registration print promo**					✓	\$999
Ad in Onsite Program					✓	\$999
Ad in all Northern Green Emails					✓	\$999
Online Ad in Northern Green App/NorthernGreen.org					✓	\$499
<b>Value</b>		<b>\$21,520</b>		<b>\$15,521</b>		<b>\$6,764</b>
<b>Price</b>		<b>\$10,799</b>		<b>\$7,799</b>		<b>\$4,899</b>
<b>Package Savings</b>		<b>\$10,721</b>		<b>\$7,722</b>		<b>\$1,865</b>
<b>% off other Northern Green Marketing Opportunities***</b>		<b>25%</b>		<b>20%</b>		<b>10%</b>

\*Must submit black & white logo art for badge sponsorship.

\*\*Art deadline: September 13.

\*\*\*Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Advertising.

## Your Northern Green Marketing Contacts:

Faith Jensen, Sales Representative • 952-934-2891 • faith@pierreproductions.com  
Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com



# Who Attends?

**Average attendance:** 6,505    **Decision-makers:** 54%

Landscape contractor	21%	Tree care services	6%
Landscape designer	16%	Nursery grower	6%
Landscape management	15%	Arborist	5%
Snow plowing	14%	Sports turf	4%
Hardscape installer	13%	School grounds	4%
Garden center	11%	Flower grower	3%
Parks/Recreation	10%	Gardening services	2%
Golf course	8%	Cemetery	1%
Irrigation contractor	7%	Sod grower	1%

*Note: Many attendees indicate more than one specialty.*

## Marketing Opportunities (subject to change)

*(Deadlines apply. For maximum visibility contact us by October 11.)*

### Drive Traffic to Your Booth

*Conversations are key...several options exist to send attendees directly to your booth:*

#### **NORTHERN GREEN LUNCH—WED. ONLY: \$999 shared**

Join in providing attendees FREE lunch on Wednesday in the Exhibit Hall. Attendees will be sent to your booth to grab their lunch gift cards and your logo will appear on table tents and lunch promotions.

#### **TRIVIA TRAIL PRIZE DRAWING: \$375 (max. 10)**



Be included in Northern Green's Trivia Trail! To enter drawing, attendees will be asked to stop by each Trivia Trail booth to get their question answered

and card initialed. Each stop will have a prize associated with it for the drawing. \$100 prize supplied by Northern Green.

#### **FLOOR CLINGS LEADING TO YOUR BOOTH: \$999 exclusive**

Direct traffic to your booth with (10) 2' x 1.5' floor clings guiding a path from the main Northern Green Trade Show entrance to your booth. Clings to include logo and/or company name, booth number, and arrow.

#### **THURSDAY DAY OF DRAWINGS: \$499 (Max 4)**

Attendees will be sent to sponsor booths to collect their entry form for seven hourly drawings of increasing amounts from \$100 (3) to \$200 (3) to \$500 (1). Sure to capture attendee attention!

### Drive Traffic to Your Booth & Encourage Networking

The Trade Show Preview Party is a "sneak peak" of the Northern



Green Trade Show with free appetizers and cash bars. Several options are available:


#### **EVENT SPONSOR: \$999**

Receive recognition in event pre-promotion, on event signage and event handouts! Receive 10 drink tickets to share with your customers. Plus, be a stop on the event's Poker Run!


#### **EVENT SPONSOR + KEG STOP\*: \$1,999**

Power boost your Preview Party Sponsorship by making your booth a keg stop (promoted on the event map).

#### **KEG STOP\*: \$1,100**

 Prefer to simply be a Preview Party Keg Stop? This option is for you. Promoted on the event map.

#### **POKER RUN: \$149**

 Be part of the Preview Party fun by participating as a Poker Run stop to distribute playing cards to attendees Promoted on the event map.

*\*Includes basic keg selection – upgraded beer options are available.*



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## Support Event Education

Be involved in Northern Green's premier education and target your involvement to your preferred market. Participants will receive recognition with event promos, on event signage and acknowledgement from podium.

### MASTER CLASS DAY—TUESDAY: \$500 shared

A hyper-targeted day of training with specific

**MASTER**  **CLASSES**

tracks (for example: *Pesticide Recertification, PLT Irrigation, NCMA, Women in Leadership, SketchUp, and Weather and the Urban Landscape*). In addition to the above, participants will have the ability to distribute promotional information during the event.

### CEO PREMIUM TRACK—WEDNESDAY: \$650 shared (max. 2)

Supporters of this special, Wednesday track will gain exclusive access to this elusive segment of Northern Green



attendees. In addition to the above mentioned benefits, participants will receive exclusive access to the CEO Lounge (containing a concierge, food/beverages, etc.) and will have the ability to distribute promotional information from the CEO Lounge.

### INTERACTIVE TRACK—THURSDAY: \$350 shared

Support this in-depth, hands-on education. In addition to the above, participants will have the ability to distribute promotional information during the event.



### KEYNOTE SPEAKER (TWO SESSIONS INCLUDED): \$999 shared

Play a role in the two Northern Green keynote addresses—one as a kick-off and one as an event closer. Typically the most well-attended sessions. (If interested in making a really big splash—options exist to work with event management to bring in a HUGE name speaker! Participation at this level will vary depending on speaker fees.)

## Main Floor Elements

Be a part of Northern Green's main floor excitement. Participants will receive recognition in advance promotions, and prominent recognition within the tradeshow element.

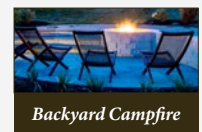
### INNOVATION AND INSPIRATION THEATER: \$1,999 shared (max. 2)

Expect this stage and massive screen to be a focal point of Northern Green. This is where the action will be on many levels. In addition to the above, participants will have the ability to submit a 60-second commercial to run at least 15 times during the show.



### LAKESHORE CAMPFIRE: \$999 exclusive BACKYARD CAMPFIRE: \$999 exclusive

Be involved in this widely successful, main floor presentation element. Participants will also receive a presentation time slot at Campfire (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name by Dec. 2. Includes the ability to distribute a small promotional item, brochure or flier from area (stocked and restocked by participant).



### CLIMBER'S CORNER: \$999 shared

Certified Arborists will provide tree climbing and pruning demos in this exciting vertical exhibit.



### TECH LAB – DRONES! \$999 shared

Check out the latest in Drone technology – helping the industry be stronger and more efficient!



### ESCAPE ROOM: \$999 shared (max. 4)

New last year on the Northern Green Trade Show floor...a mini-escape room! Here's your chance to sponsor a destination activity on the show floor. Approximately 150-200 attendees per day took their chances on solving the landscape/plant/golf puzzles in this unique escape room designed just for the green industry. In addition to above mentioned benefits, sponsor logos will be included in the "I escaped" photo frame.



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## Inspire Industry Excellence



### **GREEN INDUSTRY AWARDS CELEBRATION: \$1,000 shared**

Join the celebration to honor MNLA & MTGF awardees following Tuesday's Trade Show Preview Party. The Celebration is held in the Innovation & Inspiration Theater on the show floor.

**Sponsor Benefits:** Company logo on all printed event items including invitation and program, recognition in event publicity, and sponsor recognition at the event. Plus, Receive 10 drink tickets to share with your customers.

*Note: This sponsorship can be paired with a Landscape Awards Program Sponsorship at a discounted rate. Call for details.*

## Solidify Your Brand/Message

Maximize your booth presence and enhance your brand.

### **INNOVATION AND INSPIRATION THEATER COMMERCIAL: \$599 (max. 6)**

Have your commercial air a minimum of 10x during the show on the massive Theater screen. (Up to 60 seconds). Deadline: Dec. 2.

### **CAMPFIRE PRODUCT PITCH: \$599**

For those who are simply interested in having a 30-minute demonstration time during Northern Green at the Campfire. (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name no later than Dec. 2.

### **NORTHERN GREEN GIVEAWAY ITEM: \$359 per sponsor + cost of the item**

Build your brand—put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens—or daily giveaways (i.e. stress balls, notebooks, anything creative and fun!).

### **NORTHERN GREEN DÉCOR: \$349**

Various 50-square-foot areas available for plant décor/softscape display. We furnish the space, you furnish the product and design the display. "Thank You" signage provided.

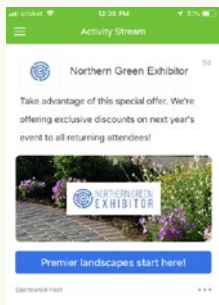


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# Northern Green Advertising

## ONLINE PACKAGE

Ad package that runs on the show's smartphone/tablet app + on its website. Great visibility on the app and on every website page (ads will rotate with other ads).



### 2019 Stats:

860 app downloads  
17,301 app sessions  
75,000+ impressions per ad  
26,400 web visits

### Timing:

**Website:** Oct. 2019–Feb. 2020  
**App:** Nov. 2019–Feb. 2020

### Specs:

**Web Ad Dimensions:** 600w x 100h pixels

### App Post:

**Artwork Dimensions:** 580w x 256h pixels  
**Caption:** 140 characters  
**Call to Action:** 30 characters  
**URL:** any length

**Cost:** \$499

**Deadline:** For maximum visibility, contact us by Sept. 20. Ad commitments beyond that date will be placed as soon as possible.

## NORTHERN GREEN E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. **Your hotlinked ad appears in all!**

**Deadline:** August 30, 2019 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

**Circulation:** 7,700

**Average open rate:** 32%

**Distribution:** Minimum two emails per month, Sept. through Jan.

**Dimensions:** 600w x 100h pixels

**Cost:** \$999

## ADVANCE PROGRAM

A detailed guide to everything Northern Green. The Advance Program will be distributed via mail as well as posted online.



**Deadline:** October 11, 2019

**Estimated Circulation:** 8,000+  
(Print 6,000/Online 2,000+)

**Date of Publication:** Dec. 2019

### Ad Options\*(full color):

**Outside Back Cover—**\$1,595

**Inside or Opposite Inside Front Cover (Full)—**\$1,595

**Center Spread—**\$2,199

**Full page—**\$1,295

**2/3 page—**\$959

**1/2 page horizontal or vertical—**\$699

**1/3 page vertical or square—**\$499

**1/4 page—**\$349

**Preferred, non-cover placement add \$99**

\*See Scoop info for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim for bleed 8-1/2" x 8". Bleed 1/4 off.)

## ONSITE PROGRAM BOOKLET

Drive traffic to your booth using this foldout map including schedules and exhibitor listing! (max. 3)



### Deadline:

November 1, 2019

**Estimated Circulation:** 3,000

**Timing of Publication:** Onsite at Northern Green 2020

**Dimensions:** 6" x 6" (bleed off by 1/4")

Live area: 5.75"w x 5.75"h

### Ad Options (full color):

**Outside back tile:** \$1,199 (limited to 1)

**Full tile:** \$999

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2020 Northern Green Marketing Package/Marketing Opportunity Reservation Form

Please reserve the following participation. Return this order to Faith: faith@pierreproductions.com or fax - 952-241-9217

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

2020 Northern Green (please reference the 2020 MNLA & Northern Green Marketing Prospectus)

Marketing Package Name:

\_\_\_\_\_

Fee: (payable by 11/29/19) \$ \_\_\_\_\_

Marketing Opportunity Name:

\_\_\_\_\_

Fee: (payable by 11/29/19) \$ \_\_\_\_\_

Trivia Trail Question: (If participating in Trivia Trail, please provide a trivia question about your company, product(s) or service(s) to be included on the Trivia Trail card.)

\_\_\_\_\_

\_\_\_\_\_

Authorized Signature

Date

Your Northern Green Sales Team - Faith Jensen, Sales Representative - 952-934-2891 / faith@pierreproductions.com Betsy Pierre, Sales Manger - 763-295-5420 / betsy@pierreproductions.com



2020 Northern Green Advertising Reservation Form

Please reserve the following advertisement.

Return this order to Faith: faith@pierreproductions.com or fax - 952-241-9217

Advertiser: \_\_\_\_\_
Contact Person: \_\_\_\_\_
Address: \_\_\_\_\_
City, State, ZIP: \_\_\_\_\_
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Online Package - For Maximum Visibility - Reserve by 9/20/19
ad commitments beyond this date will be placed as soon as possible.

Hotlinked Ad - \$499

E-Mail Campaign - For Maximum Visibility - Reserve by 8/30/19
ad commitments beyond that date will be placed in the earliest possible email.

Hotlinked Ad - \$999

Advance Program (full color) - Deadline 10/11/19

- Full Page Cover - \$1,595
(circle choice: outside back inside front opposite inside front)
Center Spread - \$2,199
Full Page - \$1,295
2/3 Page - \$959
1/2 Page - \$699 (circle choice: horizontal vertical)
1/3 Page - \$499 (circle choice: vertical square)
1/4 Page - \$349

Addition - preferred, non-cover position - \$99 name position\*: \_\_\_\_\_
\*Best efforts to accommodate will be made. If not accommodated, additional charge will not be incurred.

Onsite Program Booklet - Deadline 11/1/19

- Outside Back Tile - \$1,199
Inside Full Tile - \$999

Signing below constitutes agreement to the details listed above and to the MNLA General Terms & Conditions.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

A 5% discount is available for your ads if full payment is made with order.
Please provide your information below.
(Visa, MasterCard, Discover accepted)

Credit card number: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_

Is the address on the credit card number the same as the billing address given above? Yes No
If no, please give the address that is on the credit card.

Your Northern Green Ad Sales Team -
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# Advertisement Insertion Order

## Mechanical Requirements

Art Submission: Press quality PDF preferred built from high resolution graphics with fonts embedded.

Four Color – Must separate CMYK. A full-color printout must be provided with all materials.

Ad creation: Ads can be designed from your supplied copy. **Call for quote.**

Send artwork to: Amy Bjellos - [amy@pierreproductions.com](mailto:amy@pierreproductions.com) / 612-810-7048

## General Terms & Conditions

- *It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication(s), the Minnesota Nursery & Landscape Association.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.*
- *The advertiser agrees that all submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for low resolution graphics in advertiser artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *The publisher reserves the right to charge for ad design services.*
- *Artwork will be kept for one year after publication and will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline.*