gardencenter® CONFERENCE & EXPO

August 1-3, 2022 | Orlando, FL

2022 sponsor & exhibitor prospectus

www.gardencenterconference.com

gardencenter® CONFERENCE & EXPO

SPONSORSHIP OPPORTUNITIES

TECHNOLOGY AND SOLUTIONS

$5,000 each

Own the room for a 45-minute block of time to promote your products and educate attendees. These four sessions are set aside to allow for a deeper look into your company and the solutions you provide to the marketplace.

Each Technology and Solutions session will be listed in our conference schedule and promoted to our attendees.

1. **Tuesdsay, August 2 (10:15 a.m.-11:00 a.m.)**
2. **Tuesday, August 2 (12:45 p.m.-1:30 p.m.)**
3. **Tuesday, August 2 (2:45 p.m.-3:30 p.m.)**
4. **Wednesday, August 3 (10:15 a.m.-11:00 a.m.)**

PREMIER SPONSORSHIPS

$10,000 (2 AVAILABLE)

- Exclusive sponsor of lanyard or tote bag *(each sponsor chooses one of two items)*
- 10'x10' booth space in exhibit hall *(contact your rep for booth upgrade information)*
- Sponsorship recognition in event guide
- Professional signage recognizing your company displayed throughout the event
- Full-page advertisement in event guide
- 4 full-event registrations for sponsor staff
- 4 customer passes *(full-event registrations to be distributed to your customers)*
- Customer discount *(discount code will be provided to distribute to your customers)*
- Logo and profile on event website
- Post-event marketing e-blast sent out to the event attendees
- Sponsorship recognition during Tuesday cocktail reception
- Event preview e-blast

DIAMOND SPONSORSHIPS

$7,500 (2 AVAILABLE)

- Sponsorship recognition of Monday night welcome cocktail reception
- 10'x10' booth space in exhibit hall *(contact your rep for booth upgrade information)*
- Sponsorship recognition in event guide
- Professional signage recognizing your company displayed throughout the event
- 4 full-event registrations for sponsor staff
- 3 customer passes *(full-event registrations to be distributed to customers)*
- Customer discount *(discount code will be provided to distribute to your customers)*
- Logo and profile on event website
- Post-event marketing e-blast sent out to event attendees
- Water station or floor graphic sponsorship

PLATINUM SPONSORSHIPS

$6,000 (6 AVAILABLE)

- Sponsorship recognition of Tuesday Networking Lunch
- 10'x10' booth space in exhibit hall *(contact your rep for booth upgrade information)*
- Sponsorship recognition in event guide
- Professional signage recognizing your company displayed throughout the event
- 4 full-event registrations for sponsor staff
- 3 customer passes *(full-event registrations to be distributed to customers)*
- Customer discount *(discount code will be provided to distribute to your customers)*
- Logo and profile on event website
- Post-event marketing e-blast sent out to event attendee

GOLD LEVEL
SPONSORSHIPS
$4,000 each

(includes four complimentary full-event registrations)

- Keynote Presentation Sponsor
- Hotel Key Card Sponsor
  (plus the cost of key card printing)
- Charging Station Sponsor

SILVER LEVEL
SPONSORSHIPS
$3,000 each

(includes four complimentary full-event registrations)

- Padfolio Sponsor
- Tuesday Session Sponsor *(four available)*
- Wednesday Session Sponsor *(one available)*
- Tuesday Continental Breakfast Sponsor
- Wednesday Continental Breakfast Sponsor

BRONZE LEVEL
SPONSORSHIPS
$3,000 each

(includes three complimentary full-event registrations)

- Conference USB Drive Sponsor
- Monday Afternoon Refreshment Break Sponsor
- Tuesday Morning Refreshment Break Sponsor
- Tuesday Afternoon Refreshment Break Sponsor
- Room Drop Sponsor *($3,000 per day)*
- Wednesday morning refreshment break Sponsor

EVENT LEVEL
SPONSORSHIPS
$2,500 each

(includes two complimentary full-event registrations)

- Program Pocket Guide Sponsor
- Floor Graphic Sponsor
- Event Preview E-blast Sponsor

↘ CUSTOM SPONSORSHIPS
If you have a sponsorship idea or would like to work with our team to create something unique, just give us a call. We'll be happy to work with you on something special.

↘ SPONSOR BENEFITS INCLUDE
- Complimentary event registrations
- Logo on conference website
- Recognition in promotional materials**
- Professional signage recognizing your company**
- Attendee pre-registration list before the conference to set appointments
- Post-event attendee list

***subject to print deadlines*

↘ KEY SPONSOR AND EXHIBITOR BENEFITS
- The opportunity to network with industry leaders who drive purchasing decisions
- Build your brand recognition with industry buyers in an intimate environment
- Demonstrate commitment to the industry

↘ EXHIBITION SPACE RATES
EACH 10′ X 10′ EXHIBIT SPACE INCLUDES:
- Two complimentary full-event registrations
- One 6-foot draped table
- Two chairs
- 8-foot high back drape, 3-foot high side drape (if applicable)
- Wastebasket
- Identification sign

10′ x 10′ booth space price = $2,500
10′ x 20′ booth space price = $4,200
10′ x 30′ booth space price = $6,600
20′ x 20′ booth space price = $7,300

↘ EXHIBIT HALL HOURS
(subject to change)

Monday, August 1, 2022
4:30 p.m. – 6:30 p.m.

Tuesday, August 2, 2022
10:00 a.m. – 6:00 p.m.

For further information contact:

NICK COLLINS, Publisher, ncollins@gie.net, 216-393-0233
BOBBY ALBINO, Account Manager, balbino@gie.net, 216-393-0324
KYLE CASTRO, Account Manager, kcastro@gie.net, 216-393-0353

gardencenter® CONFERENCE & EXPO

APPLICATION TO EXHIBIT

August 1 - 3, 2022 | Orlando, Florida
Omni Orlando Resort at Championsgate

Company _____
Address _____
City _____
State _____ Zip/Postal Code _____
Phone _____ Fax _____
Contact Name* _____
E-mail _____
Company Website _____
* *Contact person will receive all correspondence, invoices and service kit.*

Please reserve _____ booth(s) in a linear configuration. No endcapping allowed.
First Choice _____ Second Choice _____ Third Choice _____ Fourth Choice _____

Please list my company name in the show program exactly as:
We prefer to be located near the following companies: _____
We prefer NOT to be located near the following companies: _____
Would you be interested in further information on sponsorship opportunities at the conference? ❍ Yes ❍ No
Description of what products will be displayed, distributed or demonstrated: _____

Please complete application and payment forms and return to: Kim Tabor, Garden Center Conference & Expo, 5811 Canal Road, Valley View, OH 44125, (216) 393-0215, (216) 525-0515 (fax)

Make checks payable to: GIE Media. Credit card payments accepted, please complete enclosed form. Questions?
Email: conference@gie.net

RATE: $_____

CANCELLATION: Cancellations received prior to May 30, 2022 will receive a full refund minus a $75 administrative fee. Cancellations received after May 30, 2022 will receive a 50% refund on the total amount of exhibit space and sponsorship funds paid. Cancellations received after June 15, 2022 are non refundable.

IMPORTANT: We have read, understand, and agree to the provisions of the cancellation clauses and fees found on this application/contract. We further agree to abide by the terms and conditions on the back of this contract and by any further rules and regulations issued prior to or at the show.

Authorized Signature _____
Print Name _____
Title _____ Date _____
Please sign and return original copy. You will receive a signed copy in the mail.

DO NOT WRITE BELOW
Application Received _____ Exhibit Space Assigned _____
Payment Received _____ Staff Approval _____ Account Rep _____ Date _____

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Omni Orlando Resort at Championsgate

GENERAL RULES: Each company participating at the show must return all copies of the contract, properly executed by an authorized company representative. Contracts must be received with full payment in order to reserve space. Every effort will be made to respect exhibitor's space requirements whenever possible. However the Garden Center Conference & Expo (from here on referred to as Show Management) reserves the right to rearrange the floor plan or to relocate exhibits when such action is deemed to be in the best interest of the total exhibit regardless of the reason, including but not limited to social distancing requirements for the health and safety of all attendees, sponsors, staff and exhibitors.

USE OF SPACE: No exhibitor shall assign, sublet or share the space allotted them without the knowledge and written consent of Show Management. Exhibitions must display or advertise only goods manufactured or dealt in by them on the regular course of business. Only firms or organizations assigned exhibit space may solicit business within the exhibit area. Booths or display structures must be self-supporting, and not anchored to walls or floors. Displays and booth structures must not extend into the aisle in such a way as to obstruct traffic. Exhibits must comply with standard booth design regulations and not impair visibility of adjacent booths. Display material exposing an unfinished surface to neighboring booths is not permitted and must be finished at the exhibitor's expense. Demonstrations must be located such that crowds collected will be within the exhibitor's space and not blocking an aisle or neighboring exhibits. No endcapping is permitted. The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of local, state and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. All hazardous items must be properly safeguarded, protected, registered and/or avoided as deemed necessary by Show Management. Show Management reserves the right to restrict exhibits which are objectionable because of noise, method of operation, materials or for any other reason; and also to prohibit or to evict for any reason with or without giving cause, any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. In the event of such restriction or eviction, Show Management shall not be liable for any refunds or other exhibit expenses. No machinery is to be turned on during show hours.

LIABILITY/IDEMNITY/INSURANCE REQUIREMENTS: The Exhibitor hereby agrees to indemnify and hold harmless Show Management, the Omni Orlando Resort at Championsgate, GIE Media Inc., its affiliates, officers, directors, employees or agents, for any injury, loss or damage, expense actions, claims and damages, including, without limitation, reasonable attorney's fees, arising out or caused by the Exhibitor's installation, construction, removal or maintenance of its exhibit, the Exhibitor's occupancy of use of the Exhibition premises or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests. The Exhibitor agrees to waive all rights of subrogation against Show Management, its officers, directors and employees. The exhibitor agrees to pay promptly for any and all damage to the exhibition building or its equipment incurred through carelessness or otherwise caused by the exhibitor, his employees, agents or representatives. Show Management cannot be responsible for exhibitor's merchandise or display. Exhibitors are therefore required to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Show Management does not insure against competitive firms from becoming neighboring exhibitors; nor is it responsible for errors or omissions in the Show Program or Exhibitor List. All Exhibitors shall obtain, at its own expense, adequate insurance, but in no event less than a $1 million of comprehensive general liability insurance from an "A" rated carrier, including the so-called "broad form endorsement." Such insurance shall name GIE Media, d.b.a. Garden Center Conference & Expo, and its officers, directors and employees as additional insureds. The Exhibitor shall furnish a certificate of insurance to GIE Media by June 30, 2022.

CANCELLATION OR TERMINATION OF GARDEN CENTER CONFERENCE & EXPO: In case Show Management shall for any reason determine to cancel or terminate the exposition, the exhibitor waives all claims against Show Management for damages or expenses and agrees to accept, in complete satisfaction and discharge of all claims against Show Management, either a refund or full credit towards a booth at a future Garden Center Conference & Expo or credit towards future business with GIE Media. Refund or credit will equal total amounts paid by the Exhibitor to Show Management in accordance with this agreement and will not exceed total amounts paid.

PAYMENT: Full payment for total cost of booth space is required with this application. Exhibit space cannot be guaranteed until payment is received.

INSTALLATION AND DISMANTLING OF EXHIBITS: Two days are provided for the installation of display materials in the exhibit area at the Hotel: Sunday, July 31, 2022 starting at 1:00 p.m. going until 5:00 p.m. and Monday, August 1, 2022 starting at 8:00 a.m. and going until 4:00 p.m. Exhibitors must be completely set up and ready for viewing at 4:30 p.m. on Monday, August 1, 2022. Move-out will begin on Tuesday, August 2, 2022 at 6:00 p.m. NO DISMANTLING WILL BE PERMITTED BEFORE CLOSING TIME. Companies disregarding this regulation might be subject to being denied booth space for future shows. Times subject to change at Show Management discretion. It is explicitly agreed by the exhibitor that in the event the exhibitor fails to install displays or products in the assigned exhibit space or fails to pay the space rental in full at the time specified by this contract, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. All exhibitor materials must be removed from the hall no later than 10:00 p.m. Tuesday, August 2, 2022 or Show Management, at the exhibitor's expense, will remove them.

EXHIBIT PERSONNEL: All staff affiliated with exhibits must be registered and must be bona fide employees of the exhibitor or representatives who receive commission, brokerage or salary from the exhibitor.

CANCELLATION: In the event of cancellation by an exhibitor, Show Management shall access a cancellation fee covering the reassignment of space, prior service performed, and other damages related to cancellation as follows: Show Management must receive written notification of the cancellation by registered or certified mail. E-mail messages will not be accepted as a cancellation. Registered postmark of cancellation notice will determine date for purposes of compliance with refund schedule. In the event of either full or partial cancellation of space by an exhibitor, Show Management reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

MANAGEMENT RIGHTS: Show Management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure success of the exposition.

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August 1- 3, 2022 | Orlando, Florida
Omni Orlando Resort at Championsgate

Company _____
Address _____
City _____
State _____
Zip/Postal Code _____
Phone _____ Fax _____
Contact Name* _____
E-mail _____

**Contact person will receive all correspondence, invoices and service kit.*

EXHIBIT SPACE PAYMENT INFORMATION

❍ 10′ x 10′ space – $2,500 ❍ 10′ x 20′ space – $4,200 ❍ 10′ x 30′ space – $6,600 ❍ 20′ x 20′ space – $7,300

Please note 100% of your booth space fees are due at the time of booking. If payment is not received within 45 days of invoice date then booth space will be forfeited at which time the booth is released. Once payment is received a new booth may be selected

SPONSORSHIP PAYMENT INFORMATION

Sponsorship Description: _____
Sponsorship Amount: _____

Please note 50% of sponsorship fees are due at time of commitment. Remaining 50% will be invoiced June 2022 and is due net 30 days. Commitments made after July 1, 2022 will be billed in full. Initial here _____if full amount of sponsorship should be invoiced at the time of commitment.

PAYMENT INFORMATION

☐ **Please invoice**, check will be provided.
Please Note: Check must be drawn in U.S. dollars and drawn from a U.S. Bank and should be made out to GIE Media. Wire transfer service fees are the responsibility of the exhibitor. There will be a $25 fee for returned checks.

Bill My: ☐ VISA ☐ MasterCard ☐ American Express ◉ Discover
Card Number _____
Expiration Date _____
Billing Address _____CSC#* _____
Name on Card _____Signature _____

**CSC# is the three (back of Visa, MasterCard, and Discover) or four (front of American Express) digit security code found on the credit card.*

By Mail: Complete form and mail, with payment, to:
Garden Center Conference & Expo
Attn: Kim Tabor, 5811 Canal Road, Valley View, OH 44125

By Fax: Complete form and return by fax with credit card information to 216.525.0515

Questions? Contact conference@gie.net

PAYMENT: Full payment of exhibit space is due with booth confirmation. 50% of sponsorship commitment is due at time of commitment. Remaining 50% will be invoiced June 2022 and is due net 30 days. Please note credit card required for all commitments made within 30 days of show date.

CANCELLATION: Cancellations received after May 30, 2022 will receive a 50% refund on the total amount of exhibit space and sponsorship funds paid. Cancellations received after June 15, 2022 are non refundable.