



# Promote your business with the Green Industry Show & Conference

*See pages 2-4 for opportunities available*

## Building on Success

Generate new business  
Unveil new products and services  
Enhance your brand  
Develop profitable relationships

# 2016 Green Industry Show & Conference

November 17 & 18, 2016  
Edmonton EXPO Centre, Edmonton AB

1-800-378-3198 | [www.greenindustryshow.com](http://www.greenindustryshow.com)



# Green Industry Show & Conference 2016 Sponsorship Opportunities

Promote your company by taking advantage of these corporate exposure opportunities.

Thursday & Friday | November 17 - 18, 2016 | Edmonton Expo Centre | Edmonton, AB

## CONFERENCE SPONSORSHIPS

### Conference Attendee Portfolio

**Exclusive.....\$500.00 + materials**

Conference portfolios are provided to all conference delegates and features sponsor logo on the front cover. Sponsor to supply 500 portfolios. Also allows the sponsor to supply a one-page insert. Portfolios and insert must be supplied to GISC three (3) weeks before event.

### Workshop/Speaker Session

**Non-exclusive .....\$300.00**

**Exclusive.....\$600.00**

**Room Sponsor (all sessions for 1 day).....\$1200.00**

Promote your company while supporting leading-edge industry education. Choose from workshops and sessions that are specifically target the different sectors of our industry: landscape, arborist, greenhouse, garden centre or nursery. Sponsor has the opportunity to introduce the speaker and to display promotional material in the room.

### Notepads & Pens\*

**Exclusive.....\$600.00**

For maximum marketing impact put your corporate identity right into the hands of conference delegates - for use both during the conference and back at the office. Sponsor to supply approx. 500 notepads & 500 pens. *(Previous year's sponsor has first-right-of-refusal).*

### Continental Breakfast

**Non-exclusive .....\$500.00**

Continental breakfast and mid-morning refreshments for conference delegates - this is one of the most appreciated features at the conference! (Includes coffee, tea and a selection of baked goods).

## PAIRED SPONSORSHIPS

### Lanyards\*

**Exclusive .....\$1500.00**

Capture the attention of hundreds as attendees wear your company name around the neck and are seen throughout the entire event. This marketing item will be given to each attendee when they pick up their badge. Sponsor to supply approximately 1500 lanyards. Unused lanyards will be returned. *(Previous year's sponsor has first-right-of-refusal).*

### Shuttle Bus\*

**Exclusive .....\$500.00**

Promote your company to attendees, exhibitors and the general public who are staying at the official event hotel. Your company logo will appear on lobby signage promoting the shuttle service during the entire event plus the opportunity to provide promotional and or hospitality items to shuttle riders.

### Promotion Partner

**Non-exclusive**

Cross-promotion opportunity! We will promote your company as a GISC sponsor on the show website in exchange for placing our GISC ad in your industry publication (catalogue, magazine or client mail out). Please contact us for details.

### Internet Promotion

Drive people to your website and encourage them to find out more about the show. We will send you a promotional banner (button) to put on your website and in your emails, which will link your customers to our show site and great ticket deals. Invite your customers to visit your booth at the GISC by including a PDF of the discount trade show ticket with your outgoing emails or even pay your customers admission with a custom ticket. *(GIS exhibitors and Landscape Alberta members only)*

### Create Your Own Sponsorship

Have a great idea for a sponsorship that you don't see on this list? Would you like the power to design your own? Contact us about your idea and we will do our best to accommodate and make it a reality. Call today! 1-800-378-3198

*\*For exclusive sponsorships, the previous year's sponsor has first-right-of-refusal until a pre-determined date.*

## TRADESHOW SPONSORSHIPS

### Registration Kickboards

**Exclusive**.....\$2000.00

Be the first exhibitor to welcome the hundreds of attendees visiting the Green Industry Show! Your company logo and custom branding will be prominently displayed on all three (3) registration kickboards with your key messaging. Ensure your marketing message and call to action is front of mind as delegates enter the tradeshow floor.

### Carpet Stickers - 2 spots left -

**Semi-exclusive (max. 3 participants)** .....\$1000.00

One of the most visible opportunities at the show, a custom carpet sticker, will easily capture the attention of retailers and lead them directly to your booth. This opportunity includes the placement of up to three (3), 2' x 2' stickers, with one (1) at the main entrance to the trade show floor and the other two (2) at key intersections throughout the show. Artwork is subject to GISC approval and includes production costs.

### Delegate Carry Bags\*

**Exclusive**.....\$1500.00

Imagine your company name on hundreds of show bags! Show bags will be made available to all attendees as they enter the trade show. Sponsor to supply and be responsible for restocking display racks. Sponsor may hand out bags as delegates enter the trade center. *(Previous year's sponsor has first-right-of-refusal).*

### Wi-Fi Sponsor

**Exclusive**.....\$8500.00

Set up a Wi-Fi hotspot – tradeshow attendees love few things more than free internet! Provide them with a Wi-Fi hotspot and use the login screen as another spot to display your logo.

### Job Board

**Exclusive**.....\$500.00

As a staple of the GISC, the on-site Job Board provides career opportunities and HR solutions for the industry. Job listings will also be available to view on the GISC website, when submitted before the deadline. The Job Board will be located at the entrance to the trade show, Hall E.

### Hydration Stations/Water Coolers

**Exclusive**.....\$500.00

Make an impact and reinforce your company image during the trade show by having your company logo displayed on water coolers (4) in the trade show hall. Sponsor has option to supply cups with company logo.

### Hanging Aisle Banners - 1 spot left -

**Semi-exclusive (max. 2 participants)** .....\$1500.00 **3 banners**

**Exclusive**.....\$3000.00 **7 banners**

Sponsorship of the hanging aisle banners located in the trade show hall. Opportunity to create custom graphics to be prominently displayed at the beginning of each aisle. Graphics to be provided by the sponsor. Your company name/logo will be on display throughout the show every time visitors look up. Show management will arrange for the 3 or 7 overhead signs; you simply supply your logo to be imprinted on all sides of the signs.

### Cell Phone Charging Station

**Exclusive**.....\$3000.00

A branded charging station located in a high traffic area. Solve a problem for show attendees and enjoy a captive audience.

### Passport Program

**Non-Exclusive, exhibitors only**.....\$300.00

Extend your presence and drive buyers to your booth! Sponsor logo is printed on a passport card and distributed to attendees at registration. Attendees must visit all participating exhibitors to have their passport validated and then deposited in the draw box to be included in the prize drawing. Maximum 15 exhibitors. *(Participants listed on special signage and in Show Guide. Previous year's participants have first-right-of-refusal).*

**Sponsors are recognized on event signage, in the GISC event program and in Green for Life magazine.**

*(Subject to date of agreement. Some exceptions apply).*

**Contracts must be in place by July 15, 2016 to meet all publication deadlines.**

*Note: GST will be added to all prices.*

## Green for Life Magazine - Show Guide Advertising

Landscape Alberta member rates (shaded boxes) have been discounted 15%. (Rates do not include GST)

	Regular Rate	Member Rate
Outside Back Cover	1354.00	1150.90
Inside Front/Back Cover	1295.00	1100.75
Double Page Spread Colour	1798.00	1528.30
Full Page Colour	1160.00	986.00
Inside 1/2 page Colour	840.00	714.00
Inside 1/2 page BW	545.00	463.25
Inside 1/3 page Colour	616.00	523.60
Inside 1/3 page BW	454.00	383.90
Inside 1/4 page Colour	505.00	429.25
Inside 1/4 page BW	392.00	333.20



This issue of *Green For Life* magazine is published prior to the annual Green Industry Show & Conference. 1500 copies are printed with 1000 distributed to the ornamental horticultural sector in advance and the balance provided on-site, free of charge to conference and trade show delegates. This is a unique opportunity to reach a very targeted audience.

This issue lists all of the show's exhibitors and the key products they sell and distribute. It also contains a complete guide to the educational conference and related events.



**For more information or to book any of these opportunities,  
please contact Erynn Watson at the Landscape Alberta office.**

**Phone: 780-489-1991 x104 Email: [erynn.watson@landscape-alberta.com](mailto:erynn.watson@landscape-alberta.com)**

**As a Green Industry Show exhibitor, you should be aware that the official show guide for the Green Industry Show is published in *Green for Life Magazine*.** Advertising and production is done by Kyla Hardon at Landscape Alberta. Your listing is included as part of your booth fee and does not require an additional financial investment.

Every year we hear reports from exhibitors about a data update request coming from third party companies such as EXPO-GUIDE or FAIR GUIDE/CONSTRUCT DATA FORM. **These companies are NOT affiliated with Landscape Alberta or the Green Industry Show & Conference, nor have we given permission for them to contact you.**