

2024 Exhibitor Information Packet



Show Floor
Social Hour
& Raffle
March 5th
4:30 – 5:30p.m.

37th Annual TRADE SHOW & CONVENTION MARCH 5 & 6, 2024

Suburban Collection Showplace | Novi, Michigan
(248) 646-4992 | (800) 354-6352 (MI only) | www.landscape.org



37TH ANNUAL MGIA TRADE SHOW & CONVENTION

Suburban Collection Showplace

With over 214,000 square feet of exhibit space and educational classrooms, the Suburban Collection Showplace is the perfect site for the 37th Annual MGIA Trade Show & Convention. The Suburban Collection Showplace is conveniently located on Grand River Ave. between Novi Road and Beck Road.

Centrally Located

40 mins. from Windsor
45 mins. from Lansing
45 mins. from Toledo
1 ¼ hrs. from Grand Rapids

2 hrs. from Kalamazoo
4 hrs. from Traverse City
4 1/2 hrs. from Chicago

Educational Seminars

The MGIA Trade Show & Convention offers two full days of educational seminars covering topics relevant to the green industry.

Attendees

Green industry professionals throughout Michigan, Northern Ohio and Southern Ontario attend The MGIA Trade Show & Convention to see the newest products and services for the coming year.

The Latest Products and Services

Lawn and Landscape Equipment, Snow Removal Equipment, Heavy Duty Equipment and Trucks, Nursery Stock, Chemicals, Hardscapes, Irrigation, Water Features, Lighting Suppliers, Business Related Products and Services and much more.

The Landsculptor Magazine Special Trade Show Edition

Let attendees know you will be at the show in advance, place an ad in the special trade show edition of the Landsculptor. Showcase the products and services you will be offering at the show. The award-winning Landsculptor is mailed out monthly to green industry professionals throughout Michigan, Ohio, Indiana and Illinois. In addition, extra copies will be distributed to attendees during the show.

Three Booth Sizes!

The MGIA Trade Show & Convention offers three generous booth sizes to accommodate your display needs: 10' x 10' is the standard size. Plus 20' x 20' and 30' x 30' booths for larger displays.

GENERAL INFORMATION

Show Dates & Floor Times

March 5 & 6, 2024

Tuesday: 9:00 a.m. – 5:30 p.m.
(Social Hour & Raffle, 4:30 p.m. – 5:30 p.m.)

Wednesday: 9:00 a.m. – 3:00 p.m.

Location

The Suburban Collection Showplace

46100 Grand River Avenue

Novi, MI 48374

Phone: (248) 348-5600

Lodging

Hyatt Place Detroit/Novi at the Suburban Collection Showplace

Host hotel for the MGIA Trade Show & Convention
(Adjoining Hotel)

Reservations by attendees must be received on or before **February 9, 2024**.

46080 Grand River Avenue, Novi, MI 48374

Ph: 1-800-233-1234 or **Web:** www.novi.place.hyatt.com

\$156.00 Single Occupancy Rate

Rate Code: G-MG24

Includes complimentary breakfast buffet.



Trade Show Correspondence

Michigan Green Industry Association

30600 Telegraph Road, Suite 3360

Bingham Farms, MI 48025

(800) 354-6352 (Michigan Only)

(248) 646-4992

Visit MGIA online at www.landscape.org

MGIA Board of Directors

Executive Director - Michelle Atkinson

Chairman - Steve Martinko, *Banner Sales & Consulting*

1st Vice Chair - Michael Coyro, *Coyro Landscaping, Inc.*

2nd Vice Chair - William Moore, LIC-T, CSP, ASCA-C,
Executive Property Maintenance

Treasurer - Mark Garmo, *Outdoor Accents, Inc.*

Secretary - Terry Newman, *Superior Scape, Inc.*

Past Chairman - Steve Udell, *WH Canon Company*

Directors

Jim Berns, LIC-M, CSP, *Berns Landscaping Services, Inc.*

Karl Koto, *Edsel and Eleanor Ford House*

Doug Moore, *City of Livonia*

Brett Russell, *Russell Landscaping*

Chris Sinacori, *Sinacori Landscaping*

Joe Wyderdo, *SavATree*

MGIA Staff

Executive Director - Michelle Atkinson

Director of Events - Tiffany Higginbotham

Education Coordinator - Silvia Eichen

Graphic Designer - Shelley Ede

EXHIBITOR SCHEDULE

Exhibitor Registration & Move-In

Monday, March 4 8:00 a.m. – 4:00 p.m.

Final move-in will be Tuesday, March 5th from 7:00 a.m. until 8:00 a.m. Only carry-in items will be allowed on March 5th.

Exhibit Dates & Floor Times

Tuesday, March 5 9:00 a.m. – 5:30 p.m.

Wednesday, March 6 9:00 a.m. – 3:00 p.m.

Exhibitor Move-Out*

Wednesday, March 6 3:00 p.m. – 9:00 p.m.

*Booths must not be dismantled before 3:00 p.m. on Wednesday, March 6. Tear down and move-out MUST be completed on Wednesday, March 6 between 3:00 p.m. and 9:00 p.m.



**Over 5,000
Attendees
Expected!**



37th Annual MGIA Trade Show & Convention

Nearly 200 exhibitors and over 5,000 attendees expected; be sure to send in your contract early to secure your placement in the 2024 show.

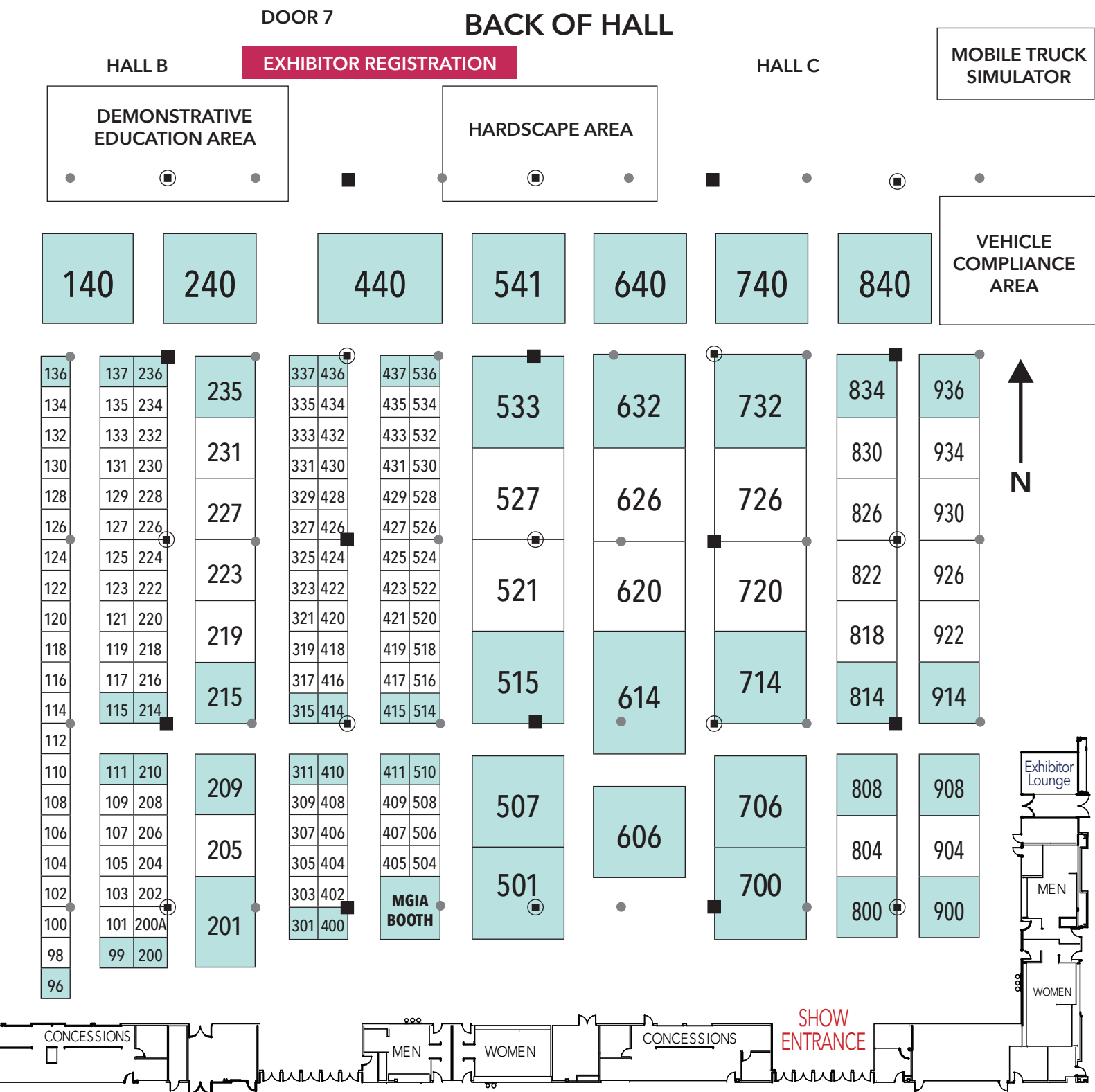
Suburban Collection Showplace

With over 214,000 square feet of exhibit space and educational classrooms, the Suburban Collection Showplace is the perfect site for the 37th Annual MGIA Trade Show & Convention. The Suburban Collection Showplace is conveniently located on Grand River Ave. between Novi Road and Beck Road.

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SHOWROOM FLOORPLAN



- Blue Indicates Corner Booth
- 2'1" Pillar
- Floor Pocket
- Pillar with Fire Extinguisher - DO NOT BLOCK (Extinguisher is located on north side of the pillar)

BOOTH SIZES & PRICES			
	10' x 10'	20' x 20'	30' x 30'
Interior Booths (White):	\$898	\$2,150	\$3,450
Corner Booths (Blue):	\$998	\$2,575	\$4,000

EXHIBIT CONTRACT

The memorandum of agreement made this day of _____, 2023/2024 between the Michigan Green Industry Association and **(company name as it should appear on sign)** _____ in consideration of \$_____ dollars.

TO BE PAID AS FOLLOWS: Payment in full with signed contract on or before Friday, January 12, 2024. The said Michigan Green Industry Association hereby leases booth number(s):

First Choice: _____ Second Choice: _____ Third Choice: _____
in the Suburban Collection Showplace, as shown on the official diagram, for a term of two days, March 5 & 6, 2024, subject to all regulations governing the exhibits. The MGIA has the right to alter the official diagram and/or change the times, rules and regulations at any time.

	10' x 10'	20' x 20'	30' x 30'
Interior Booths:	\$898	\$2,150	\$3,450
Corner Booths:	\$998	\$2,575	\$4,000

BOOTHS ARE: 10' x 10', 20' x 20', 30' x 30', with side panels 36" high, back panels 96" high where required.

ASSIGNMENT OF BOOTH SPACES: Previous Exhibitors are given priority based on number of square feet of exhibit space purchased in consecutive MGIA Trade Shows (with no intervening non-participatory years) and on membership in the MGIA. After Friday, January 5, 2024 exhibit booth space will be allocated in the order that requests are received. The MGIA does reserve the right to reject or accept exhibitor contracts for any reason that is not violative of the Equal Opportunity clause.

TERMS AND CANCELLATIONS: Upon receipt of written cancellation, a full refund will be returned to the exhibitor if cancellation is received by registered letter in the MGIA office no later than Monday, January 5, 2024. A cancellation charge of 50% of the payment will be assessed if written cancellation occurs by Friday, January 12, 2024. No refund will be made for cancellation after Friday, January 12, 2024. The MGIA does reserve the right to reject or accept exhibitor contracts for any reason that is not violative of the Equal Opportunity clause.

LIABILITY: The Michigan Green Industry Association shall not be responsible for any loss, damage or injury that may occur to the exhibitor, or to the exhibitor's employees, or property, from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract, and the exhibitor or his employees must be paid for by the exhibitor causing the same. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the conference center and shall indemnify and hold harmless the hall agents, servants and employees and MGIA from any and all such losses, damage and claims.

INSTALLING EXHIBITS: Exhibits may be moved in between 8:00 a.m. and 4:00 p.m. on Monday, March 4. Exhibits must be in order by 8:00 a.m. on Tuesday, March 5. There will be a booth preview at that time by the Trade Show Committee. *Booths must not be dismantled before 3:00 p.m. on Wednesday, March 6.*

ATTENTION: Tear down and move-out **MUST** be completed on Wednesday, March 6 between 3:00 p.m. and 9:00 p.m.

Signed this _____
day of, _____ 2023/2024
Lessee (Co.) _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ - _____

Fax (_____) _____ - _____

Contact Name _____

Email _____

Credit Card: ☐ VISA ☐ MC ☐ Discover ☐ AMEX
Note: A 3% administrative fee will be added to credit card payments.

Acct.#: _____ Exp. ____/____

Signature: _____

Check enclosed for \$ _____

SIGN AND RETURN CONTRACT TO:
Michigan Green Industry Association
30600 Telegraph Road, Suite 3360
Bingham Farms, MI 48025

FOR OFFICE USE ONLY

Michigan Green Industry Association Per _____

Authorized MGIA Representative

Booth(s) assigned _____

Date Received: _____

Type of Payment: _____

Paid in Full: _____

NAME BADGE REGISTRATION FORM

This badge form may be sent with your Exhibit Contract or at a later date, but must be received no later than **Friday, February 2, 2024.**

Company Name: _____

Type of Business: _____

Contact Name: _____

Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Names of people WORKING your booth:

Four complimentary badges per exhibitor. Additional badges can be ordered at a cost of \$30 each.

1. _____ 3. _____

2. _____ 4. _____

NAME BADGE REGISTRATION FORM DUE NO LATER THAN FRIDAY, FEBRUARY 2, 2024

Return completed forms to:

Tiffany Higginbotham: Tiffany@landscape.org

Michigan Green Industry Association
30600 Telegraph Road, Suite 3360
Bingham Farms, MI 48025



IMPORTANT BOOTH INFORMATION & SHOW REGULATIONS

TERMS OF SPACE

Applications and Deposits

Applications must be accompanied by payment in full by Friday, January 12, 2024.

Cancellation of Contract

Upon receipt of written cancellation in the form of a registered letter, a full refund will be returned to the exhibitor if received in the Association office no later than Monday, January 5, 2024. A cancellation charge of 50% of the payment will be assessed if written cancellation in the form of a registered letter occurs by Friday, January 12, 2024. **No refunds will be made after Friday, January 12, 2024.** If no cancellation is received and no exhibitor personnel appear to use the space by 8:00 a.m. March 5, 2024, the management reserves the right to assign the space to another exhibitor. In case the Show is canceled, does not open in a timely manner, or must prematurely close due to fire, weather, or any other cause, the contract shall not be binding and the exhibitor waives any claim for damages or compensation.

Space Information

When applying for exhibit space, please make three selections showing the first, second, and third choices.

Previous Exhibitors are given priority based on number of square feet of exhibit space purchased in consecutive MGIA Trade Shows (with no intervening non-participatory years) and on membership in the MGIA. After Friday, January 12, 2024 exhibit booth space will be allocated in the order that requests are received.

The MGIA does reserve the right to reject or accept exhibitor contracts for any reason that is not violative of the Equal Opportunity clause.

There will be no employment recruiting booths allowed on the Trade Show Floor.

The Trade Show & Convention Committee reserves the right to reject applications without prejudice in the best interest of the Trade Show & Convention.

The Committee reserves the right in the interest of the total Trade Show & Convention to change the Show floorplan and/or booth space. Where such a change is made, the Committee will allocate a space that rents for at least the same amount as the space originally requested. The Committee shall act as arbitrator of any dispute which may arise between exhibitors. Each applicant agrees that the determination of the Committee shall be final and binding upon the parties to the dispute and to act in accordance with such.

Booth Information

Exhibits are not to exceed 8' in height and side projections at the 8' height may not extend forward from the rear of any booth more than 3' and the space 3' in front of the rear line may not have displays higher than 48" (**unless approved by the Trade Show Committee**). Exposed rough work inside of exhibits shall be properly covered. No exhibit shall be set in place so as to obstruct the general view of others. Signs will be prepared for those who preorder them, at the expense of the Michigan Green Industry Association, and will not exceed 9" x 44" in size. Exhibit hall floor is uncarpeted cement.

Booth package includes the following:

- Expo black and silver booth drapes
- An exhibitor I.D. sign
- One 8' skirted table
- Two chairs
- One wastepaper basket

Vehicles - Exhibitors who will have a display vehicle within their booth must adhere to the following:

- Disconnected battery
- Less than 1/8 of a tank of gas
- Locked or taped gas cap

All signs and banners must be hung only by authorized personnel. At no time will exhibitors be allowed to adhere anything to the walls or columns (including tape).

Exhibitors are prohibited from bringing in flammable advertising or decorating materials to the facility. Helium tanks are not allowed within the building or on the premise.

Exhibitors may be back charged for excessive debris left on site, and/or forfeit rights to exhibit in future shows.

No food can be brought in to the Suburban Collection Showplace for distribution without approval.

Outdoor Booth Displays

There will be no display of equipment and/or materials outside the exhibit hall during the Trade Show & Convention, **unless pre-approved by the MGIA.** The MGIA Trade Show Committee has the right to have items not preapproved removed and/or towed away at the owner's expense.



Subletting Booth Space

There will be no subletting of booth space under any conditions.

Services Offered

For the exhibit space and lease price, MGIA will provide a 10' x 10', 20' x 20', or 30' x 30' wide booth with the following accessories:

- Black and silver booth drapes
- An exhibitor I.D. sign
- One 8' skirted table
- Two chairs
- One wastepaper basket

Artcraft Display will have forklifts available.

Extra Costs

Art Craft Display Inc. will provide additional furnishings, carpeting (the exhibit hall floor is cement), additional signage, advance warehousing and exhibit installation labor (set up of show materials within your booth) for an extra charge. Art Craft Display will bill you directly for this additional service. Electricity/ Utilities: These items can be ordered through BOCO Enterprises, Inc. at an additional cost by calling 248-348-5600.

Furniture & Accessories Correspondence

Art Craft Display, Inc.
46100 Grand River Ave, Suite B
Novi, MI, 48374 • (248) 380-0848

Booth Set-Up

Booth set-up time is 8:00 a.m. to 4:00 p.m. on Monday, March 4, 2024. All booths must be completely set-up by 8:00 a.m. on Tuesday, March 5, 2024. Setup of the booth may begin once the floor layouts have been completed.

Booth Tear-Down

Booth tear-down is not to start until the show concludes at 3:00 p.m. on Wednesday, March 6 and will run until 9:00 p.m. that night. All materials must be removed from the premises by midnight on Wednesday (unless other arrangements have been made prior to the show).

Ticket And Badges

Admission to the exhibit area will be regulated by badges furnished by the management to exhibitors and their staff. There will be a limit of **FOUR FREE BADGES** per exhibitor. Additional badges can be ordered at a cost of \$30 each. **This will be strictly enforced.** To obtain exhibitor badges, please furnish the MGIA office with the names of booth personnel by Friday, February 2, 2024.

Large Display

All large items and equipment must be moved in no later than 4:00 p.m. on Monday, March 4, 2024. MGIA has the right to reject booth set-up after that time. Small carry-in items will be allowed to be set-up until 8:00 a.m. on Tuesday, March 5, 2024.



Storage

Each exhibitor is responsible for the transportation, storage and assemblage of their display material. Advance warehousing and exhibit installation labor (set up of show materials within your booth) is available from Artcraft Display for an extra charge. Artcraft Display will bill you directly for this additional service.

Security

The exhibit hall will be locked at night. Any late hour entrance to the hall must be approved by the Trade Show Committee. The exhibitor's property is shown at his own risk and hazard, and neither the exhibition center nor the Michigan Green Industry Association shall assume responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's display equipment and other property brought upon the premises of the hall and shall indemnify and hold harmless the Michigan Green Industry Association and the exhibition center, agents, servants, employees from any and all such losses, damages, and claims.

Smoking/Alcohol

Due to state building regulations and the City of Novi Fire Marshal, smoking/vaping will not be permitted at any time in the building. Outside alcohol is strictly prohibited from being brought into Suburban Collection Showplace.

Miscellaneous

Exhibitors and/or displays may be photographed. Exhibitor agrees such photos are the property of the MGIA and may be used for show-related purposes without compensation to Exhibitor.

ADVERTISING OPPORTUNITIES

Don't Miss These Bonus Advertising Opportunities . . . Reserve Your Space Today!

TRADE SHOW & CONVENTION PROGRAM GUIDE

Sign up to advertise in the 37th Annual Trade Show and Convention Program Guide. The Program Guide is distributed during the two-day trade show to attendees.

THE LANDSCULPTOR TRADE SHOW EDITION

The award-winning Landsculptor is mailed out monthly to green industry professionals throughout Michigan, Ohio, Indiana and Illinois. In addition to monthly circulation, extra copies will be distributed to attendees during the Trade Show & Convention.



Date: _____ Company: _____

Contact Name/Title: _____

Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Authorized Signature: _____

(You are authorized to reserve space for our advertising)

☒ **Yes! Please include my ad in the TRADE SHOW & CONVENTION PROGRAM GUIDE!**

AD SIZE: ☐ Full Page (3"W x 7.25"H) - **\$310** ☐ 1/2 Page (3"W x 3.375"H) - **\$195**

Full page and 1/2 page ads must be provided in black and white.

Color ads that have to be converted are subject to a fee.

☐ Cover Ad (4"W x 8"H) - **\$500** (Cover ads are full-color, spot color TBD)

ARTWORK: ☐ Emailing ad in PDF format to michelle@landscape.org

☐ Please rerun my ad from last year's program guide. Any changes? ☐ Yes ☐ No

☐ Please create an ad for me (cost TBD), materials emailed to michelle@landscape.org

☒ **Yes! Please include my ad in the THE LANDSCULPTOR TRADE SHOW EDITION!**

Please see rate card (www.landscape.org) for ad specs and current pricing information.

AD SIZE: ☐ Full page ☐ 1/2 page (Horizontal, Vertical or Island) ☐ 1/4 page ☐ 1/6 page ☐ Bus. Card

AD COLOR: ☐ Full color ☐ Black & White ☐ Two-Color

ARTWORK: ☐ Emailing ad in PDF format to michelle@landscape.org

☐ Please rerun my ad from (month/year): _____ Any changes? ☐ Yes ☐ No

☐ Please create an ad for me (cost TBD), materials emailed to michelle@landscape.org

Please email the completed insertion order to tiffany@landscape.org by January 19, 2024.

30600 Telegraph Road, Suite 3360, Bingham Farms, MI 48025 • Phone: (248) 646-4992

SPONSORSHIP OPPORTUNITIES

The MGIA Trade Show & Convention is "the place" for the green industry to gather. This year's event on March 5 & 6, 2024 is sure to draw thousands to the two-day show. If you are looking for ways to bring more exposure to your company's products or services, becoming an MGIA Trade Show & Convention sponsor can provide you access to thousands of attendees! Sponsorship opportunities include:

COFFEE SPONSOR (\$250):

Gain exposure to your company name by becoming a coffee sponsor. Coffee sponsors will have signage at the coffee station all day and will be listed in the Trade Show & Convention Program Guide and Landsculptor Magazine.

EDUCATION SPONSOR (\$250)

Take this opportunity to sponsor one of our outstanding educational programs! As a sponsor your company name and logo will be included in the print material that is distributed to more than 6,000 professionals. It will also be included in promotional eblasts that will reach more than 5,800 professionals. On show day you will receive verbal recognition in the classroom during introductions along with a sponsor sign outside the classroom door. Sponsoring a program for a nominal fee allows MGIA to bring in the highest quality of speakers yearly, most times rivaling the national shows. Sponsorships also help keep the cost down for attendees! The sponsor fee for each program is \$250.

RAFFLE SPONSOR FOR EXHIBITORS (\$100 OR HIGHER)

All attendees of the MGIA Trade Show & Convention will receive a complimentary drink ticket and a ticket towards the gift raffle that will take place from 4:30 p.m. to 5:30 p.m. on the show floor, Tuesday, March 5th. Suppliers can donate gifts, gift cards or gifts of cash that will be raffled off. Signage will be placed around the show floor all day advertising the suppliers that are donating. As an exhibitor, are you interested in donating in your company name? If so, items like \$100 gift card to Lowes, Home Depot, Cabelas, restaurants, equipment and tools, etc. are appreciated! (Items must be \$100 or higher in value).

Please email the completed sponsorship form to tiffany@landscape.org by January 12, 2024.

30600 Telegraph Road, Suite 3360, Bingham Farms, MI 48025 • Phone: (248) 646-4992



SPONSORSHIP OPPORTUNITIES

- ☐ **Yes! I would like to be a coffee sponsor - \$250**
- ☐ **Yes! I would like to sponsor an educational program - \$250**
- ☐ **Yes! I would like to be a raffle sponsor - \$100 (or higher)**
- ☐ **Yes! I would like an exclusive sponsorship**

For exclusive sponsorship opportunities, please contact Tiffany Higginbotham at (248) 646-4992

Date: _____ Company: _____

Contact Name/Title: _____

Email: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Amount: _____ CC#: _____

Exp. Date: _____ Billing Zip: _____ 3-Digit Code: _____

Note: A 3% administrative fee will be added to credit card payments.



Michigan Green Industry Association
30600 Telegraph Road, Suite 3360
Bingham Farms, MI 48025
www.landscapc.org



37TH ANNUAL
MGIA TRADE SHOW & CONVENTION
MARCH 5 & 6, 2024
SUBURBAN COLLECTION SHOWPLACE
NOVI, MICHIGAN

Don't miss your opportunity to connect with
over 5,000 green industry professionals!

EXHIBITOR INFORMATION PACKET
Reserve Your Space Today!

Address Correction Requested