



**READY
SET
GROW**

OLCA 2024

Northwest Landscape Expo



December 12, 2024 - Westside Commons - Hillsboro, Oregon

EXHIBITOR PROSPECTUS AND CONTRACT

Register Today!

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Northwest Landscape Expo



TO RESERVE EXHIBIT SPACE

Complete the enclosed application. Send your application, along with payment to:

OLCA
9600 SW Oak Street, Suite 565
Tigard, OR 97223

For additional exhibitor information, please contact the OLCA office at 503.253.9091 or 800.505.8105, or at www.oregonlandscape.org.

DETAILS

Wednesday, December 11, 2024

SET UP DAY | Exhibitor move-in:
10:00am – 5:00pm

Thursday, December 12, 2024

SHOW DAY | Exhibitors may bring hand carried items only:
7:00am – 7:30am

EXHIBITS OPEN ON DEC. 12

7:30am – 4:00pm

EXHIBITOR MOVE-OUT ON DEC. 12

4:00pm – 6:00pm

NOTE: All exhibits must be set and in place by 7:30am, Thursday, December 12. Large Displays and equipment must be moved in Wednesday, December 11. After this date only hand carried items may be brought in.

SAVE MONEY

NON-MEMBERS SAVE UP TO \$500 ON YOUR EXHIBIT FEES!!

Join OLCA today and receive all the great membership benefits PLUS a savings of up to \$500 off your exhibit fees! If you should decide to join, return your membership application along with your Northwest Landscape Expo Exhibitor Contract and we will extend the member price to you.

Why Exhibit at NW Landscape Expo?

- Reinforce your position in the market. A presence at one of the largest and most popular industry events in Oregon strengthens your position as a key supplier.
- A comprehensive marketing campaign. We bring the right audience to NW Landscape Expo. It's just one more way we maximize your return on investment.
- This is your time. Capture the attention of over a thousand decision makers who attend NW Landscape Expo to learn, network and find new horticulture products, equipment, and services. Make valuable connections that will benefit your business immediately and into the future.
- Make sales. Irrigation contractors, landscape architects and designers, landscape contractors, lawn care professionals, nursery growers, municipalities, and more are all active participants that you won't find anywhere else.
- Strengthen existing relationships. NW Landscape Expo is an excellent way for existing customers to see you as an integral part of their industry. It's a chance to show them you're innovative, competitive, and essential to today's commercial horticulture industry.
- Bulk Space Available. (Minimum Space 20' x 50') This space is available for large equipment displays or companies who wish to display numerous brands and models of small to medium sized equipment. This is bare bones space with no drapes or electricity unless purchased separately by the exhibitor.

For additional ways to market your company at this year's Expo, see page 4.

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THE EXHIBITOR PACKAGE:

It's more than a booth.

YOUR BOOTH SPACE FEE INCLUDES

- **Signs**

Each exhibitor is furnished. At no charge a 7"x44" identification sign showing the company name and booth number.

- **Draping**

All inline booths are draped at the back (8' high) and sides (36" high). Draping is not provided for booths open on all 4 sides.

- **Labor**

Available to exhibitors for moving their product into and out of the exhibit hall.

*Rental price does not include carpeting, tables, chairs, and other equipment.

Order forms covering all materials and services are included in the Exhibitor Service Kit available online in September 2024 through Fern.

ADDITIONAL BOOTH BENEFITS

- FREE enhanced exhibitor profile including:
 - company brands
 - company logo
 - company URL
 - company location
 - social media icons
- FREE attendee email list for pre- and post-show marketing.
- 20 FREE expo-only VIP coupon codes to distribute to your customers.
- PROMINENT sponsorship opportunities.
- FREE marketing toolkit with suggestions and samples to promote your presence at the show.
- FREE company listing on the Expo App.

See Contract on Page 6.

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ADDITIONAL MARKETING OPPORTUNITIES

Trade Show Bags

\$2,000

Highlight your company to attendees before they even step onto the show floor. Given out at registration, participants use show bags throughout the duration of the show and long after!

- Bags provided by sponsor and approved by OLCA.

Lanyards

\$1,000

Would you like to see every attendee wearing your company name? Get this high-level visibility through the exclusive sponsorship of the official Expo lanyard! Lanyards are distributed to each attendee at registration, and your logo will be prominently featured.

- Lanyards provided by sponsor and approved by OLCA.

Rotating Banner Ad

\$500

Your company displayed on a rotating banner on the Expo App.

Push Notifications

\$500 PER NOTIFICATION

Reach conference attendees with mobile push notifications. Drive traffic to your booth, promote new products and more. Limited to three per day, one per company, and up to 10 companies able to participate.

Notepads

\$1,000

Have your logo on all the conference notepads as attendees take notes throughout the event and beyond.

- Notepads provided by sponsor.

Pens

\$500

Attendees take notes throughout the event. Put your company logo on the pens they use and grab to take home.

- Pens provided by sponsor.

Lunch Sponsor

\$3,000

Make an impression as the official Lunch Sponsor for Day buy sponsoring lunch for all Expo attendees. Lunch tickets are distributed to each attendee at registration, and your logo will be prominently featured.

Mobile App – Title Sponsor

\$2,000 (EXCLUSIVE)

Gain brand visibility over and over again as attendees pull up the Expo App! Find all event information including events, classes, and the exhibitor directory and map.

Benefits include

- Your logo and recognition on the Expo App instructions.
- Your logo on intro screen.
- Expo App rotating banner (banner shared with other sponsors)
- Clickable navigation item in Expo App menu, directed to company website.
- Logo and link to company website in pre-show email blasts promoting Expo App (minimum of five emails).
- Three pre-show push notifications, one per month (September, October, and November).
- Three post-show push notifications, one per week.
- Company social media channels listed and linked on Expo App social media page along with OLCA accounts, including instagram, facebook, and linkedin.



OLCA 2024 Northwest Landscape Expo Exhibitor Contract

Company Information (please print clearly)

Company (as it should be listed): Contact Name:
 Mailing Address: City: State: Zip:
 Telephone: Fax: Email: Website:

By completing this form, I have read and will comply with the rules, regulations and payment terms as listed within both pages of this contract.

Authorized Signature:

Exhibitor Booth Personnel—List names of representatives attending (for name badges)

- 1) Company
- 2) Company
- 3) Company
- 4) Company
- 5) Company

Space Assignments

Space will be assigned on a first-come, first-served basis. We will do our best to accommodate your wishes, however we cannot guarantee your desired booth space and reserve the right to assign space.

- 1) 3)
- 2) 4)

Corner Booths

Corner Booths are defined as those booths that have 2 sides open for access to the attendees.

Corner Pairs

If you wish to purchase two adjacent 10' x 10' corner booths, you will also need to purchase the two booths adjacent to the corner booth.

Exhibits

Booth fee includes exhibitor booth personnel, booth space, pipe and drape and shared electrical outlet. Draped tables, booth carpet and chairs may be ordered in advance from the show decorator for an additional charge. The show decorator will send a packet of information regarding additional items that may be purchased by October 2, 2024.

| SPACE | OLCA MEMBER | | NON MEMBER | | DEPOSIT* Due with Contract* |
|---------------------------|-------------------|----------------|-------------------|----------------|--------------------------------|
| | Prior to 10/02/24 | After 10/02/24 | Prior to 10/02/24 | After 10/02/24 | |
| 10'x10' Aisle | \$750 | \$850 | \$1,100 | \$1,300 | \$400 |
| 10'x10' Corner | \$850 | \$950 | \$1,300 | \$1,600 | \$400 |
| 10'x20' Aisle | \$1,370 | \$1,470 | \$1,650 | \$1,950 | \$600 |
| 10'x20' Corner | \$1,470 | \$1,570 | \$1,800 | \$2,100 | \$600 |
| 10'x30' | \$2,000 | \$2,200 | \$2,700 | \$3,000 | \$600 |
| 20'x20' | \$2,500 | \$2,700 | \$3,200 | \$3,600 | \$1,500 |
| 20'x30' | \$3,000 | \$3,300 | \$4,300 | \$4,700 | \$1,500 |
| 20'x40' | \$3,400 | \$3,700 | \$4,700 | \$5,100 | \$1,500 |
| 20'x50' Bulk (Outside) | \$3,600 | \$4,000 | \$4,500 | \$5,500 | \$1,500 |

Category Classification

Please classify your company

- Arborists/ Maintenance
- Architects/ Designers
- Commercial
- Residential
- Commercial Greenhouse/ Nursery
- Display Garden
- Equipment/ Tractor Sales
- Gardening Products
- Landscape/ Nursery Supplier
- Landscape Products
- Professional Services
- Society/ Clubs/ College
- Retail Nursery
- Yard Accessories
- Yard Structures
- Other:

Products or services to be exhibited:

(Must be detailed & complete, please attach a separate sheet, if necessary.)

1 Exhibit Space Selection

Exhibit Fee Agreements received after 10/02/2024 are required to pay in full.

I would like to reserve the following exhibit space:

- | | | | |
|-----------------------|----------|---------------------|----------|
| #..... 10'x10' Corner | \$ | #..... 20'x20' | \$ |
| #..... 10'x20' Corner | \$ | #..... 20'x30' | \$ |
| #..... 10'x10' Other | \$ | #..... 20'x40' | \$ |
| #..... 10'x30' | \$ | #..... 20'x50' Bulk | \$ |

Exhibit Space Total Due: \$

***Deposit Required (See above): \$**

1

Exhibit Space Balance (Due by July 28, 2024): \$

2 Additional Marketing Opportunities

Door Prize Drawing: Prizes will be announced at the exhibitor's booth during the last break of the day. Prizes must have a minimum value of \$50.

Yes No Market Value \$

- | | | | |
|--|---------|---|---------------------|
| <input type="checkbox"/> Lunch Sponsor | \$3,000 | <input type="checkbox"/> Expo App - Title Sponsor | \$2,000 (EXCLUSIVE) |
| <input type="checkbox"/> Trade Show Bags | \$2,000 | <input type="checkbox"/> Pens | \$1,000 |
| <input type="checkbox"/> Lanyards | \$1,000 | <input type="checkbox"/> Rotating Banner Ad | \$500 |
| <input type="checkbox"/> Notepads | \$1,000 | | |

2 Additional Marketing Opportunities Total (Due by July 29, 2024): \$

3 Exhibitor Total (Due by October 2, 2024) Exhibit Fee Agreements received after 10/02/2024 are required to pay in full.

1 Exhibit Space Balance..... + 2 Additional Marketing Opportunities..... = 3 Exhibitor Total

Method of Payment (In US Funds Only)

Check, made payable to OLCA VISA MasterCard American Express Discover | OLCA can not accept credit card information via email, please mail or fax.

Cardholder's Name Cardholder's Signature

Card Number Expiration Date Amount Authorized

Billing Address Security Code/CVV

City State Zip

Email Phone

If you have any questions, please contact the OLCA office: 503.253.9091 or 800.505.8105.
Return contract to: OLCA - 9600 SW Oak Street, Suite 565 - Tigard, OR 97223 - Fax 503.253.9172
 Keep a copy of your completed contract and the rules and regulations for your records.

GENERAL INFORMATION RULES AND REGULATIONS GOVERNING 2024 OLCA OREGON LANDSCAPE EXPO & FIELD DAY

1. All exhibitors must be in place and debris removed from aisles no later than 5:00pm, Wednesday, December 11, 2024.
2. All supplies and materials for booths must be in by 5:00pm, Wednesday, December 11, 2024.
3. No exhibits may be removed or dismantled before 4:00pm, Wednesday, December 11, 2024.
4. The exhibit floor will be opened to registered exhibitors 60 minutes prior to opening to the attendees on show day. This rule will be rigidly enforced as a security measure.
5. The Exhibitor agrees to indemnify and hold harmless OLCA, Update Management, Inc., electrical contractor, show decorator, facility, their officers, agents and employees from any and all claims, causes of action and suits accruing or resulting from any damage, injury or loss to any person or persons, including but not limited to persons whom the Exhibitor may be liable under any worker's compensation law and Exhibitor himself from any loss of property goods, wares or merchandise, caused by, arising out of or in any way connected with the exercise of the Exhibitor of the privileges granted herein.
6. It is mutually understood and agreed that no alteration or variation of the terms of this contract shall be valid unless made in writing and signed by the parties hereto and that no oral understandings or agreements not incorporated herein unless made in writing between the parties hereto, shall be binding on any of the parties hereto.
7. In the event the Exhibitor fails to comply in any respect with the terms of this agreement all payments for this exhibit of the show shall be deemed earned and non refundable by OLCA. OLCA shall have the right to occupy the space in any manner in the best interest of OLCA without further notice to the Exhibitor.
8. The Exhibitor shall not assign or sublet said space, or any part thereof, without the written and duly signed consent of OLCA.
9. This agreement is not binding on OLCA or Update Management, Inc. until it has been duly accepted and signed.
10. DISPLAY RULES: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors are requested to use the good neighbor policy when designing exhibit space. Side displays are not to exceed 4' in height from the aisle continuing back 5'. No exhibit display or signage shall exceed 8' in height unless approved in advance in writing by show management. Backside of approved displays exceeding 8' in height should be completely finished so as not to negatively impact adjacent booths. All aisle space belongs to the show and may not be used for display packages by Exhibitor. All decorations must be fire proofed.
11. No canvassing solicitation of business or conference in the interest of businesses except by exhibiting firms is allowed. Sales must be confined to the exhibitor's space and in no case may extend to any other part of the show.
12. Placing of advertising materials on or in automobiles on the facility grounds is specifically prohibited and no permission for such distribution will be granted under any circumstances.
13. No food or beverage may be given away anywhere at the facility without the written approval of OLCA. No helium balloons are allowed.
14. The decision of OLCA must be accepted as final in any disagreements between exhibitors.
15. OLCA reserves the right to stop or remove from the facility any Exhibitor, or his representative, performing any act or practice which in the opinion of OLCA is objectionable.
16. OLCA reserves the right to refuse exhibits which would in any way detract from the dignity of the show, and to refuse space when deemed unsuitable by OLCA for economic reasons.
17. All matters not covered in this conditions are subject to the decision of OLCA, which shall be final.
18. Failure by OLCA at any time to require the performance by the Exhibitor of any of the provisions hereof shall in no way effect the right of OLCA hereunder to enforce the same, nor shall any waiver by OLCA of breach hereof be held to be a waiver of any succeeding or continuing breach or a waiver of the nonwaiver clause.
19. No live animals are allowed in the facility without written approval of OLCA. Properly and safely muzzled "service" dogs accompanying a disabled person is acceptable.
20. SAMPLES: Exhibitors expecting to dispose of samples and gift items must obtain permission to do so before the show opens.
21. SECURITY: OLCA will exercise all reasonable diligence in protecting property of Exhibitors. Security will be on duty during all non-show hours; however, OLCA will not be responsible for articles lost by fire or theft or for any articles damaged in any way.
22. REMOVAL LIMIT: Exhibitors must remove all exhibits and related items by 6:00pm, Thursday, December 12, 2024. In the event such exhibits and related items are not removed by the above time, OLCA may, at it's option, treat such exhibits and related items as forfeited to OLCA, show decorator, or the facility, and all possessor or ownership rights of Exhibitor shall be forfeited.
23. CANCELLATION: OLCA reserves the right to cancel any commercial operation not listed in this application or which may, in the sole option of OLCA, be deemed to be unsuitable for any reason, including economic reasons. In the event Exhibitor cancels its exhibit or defaults under any terms of this agreement at any time prior to commencement of the show, OLCA shall retain 50% of the total booth fee, set forth on the reverse side hereof as liquidated damages for administration services provided by OLCA to Exhibitor. In the event Exhibitor has not yet paid such fees, OLCA shall have the right to collect the fees from the Exhibitor as liquidated damages. In the event a cancellation occurs for any reason following October 2, 2024, OLCA shall have the right to retain or collect the total fees as set forth on the reverse side of this agreement. All cancellations must be in writing and submitted to OLCA.
24. ELECTRICAL WORK: OLCA will provide one shared outlet 120/208v with each booth. The Exhibitor must pay the costs of special lighting or additional power requirements. All electrical service must be provided through and by OLCA approved suppliers.
25. LIENS: OLCA will have a lien upon any and all property stored, used or located upon the leased space or elsewhere by the lessee for any unpaid rentals and for any and all damages sustained by the breach of this contract otherwise caused by the lessee, and shall have the right to detain such property or any part of it without process of law, and may appropriate any or all such as its own to satisfy any such claim.
26. PUBLIC ADDRESS: Public access system and other sound amplification are not permitted except by advance approval of OLCA.
27. CARE OF SPACE: Exhibitors must have at least one person in attendance at their exhibit at all times the event is open to the attendees, and must care for and keep in good order the space occupied by them, taking every precaution against possible injury to visitors, guests or employees.
28. RESTRICTIONS: OLCA reserves the right to restrict or remove exhibits, without refund, that have been falsely entered, or are deemed by OLCA unsuitable or objectionable. This restriction applies to, but is not limited to, noise, PA systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to OLCA.
29. LIABILITY: The Exhibitor is entirely responsible for the leased space and shall not injure, mar or deface the premises. The Exhibitor shall not drive, nor permit to be driven, any pins, nails, hooks, tacks, or screws in any part of the facility. Furthermore, Exhibitor shall not affix to the walls or windows of the facility any advertisements, signs, etc. or use adhesive type material on painted surfaces. Automobile, trucks and similar conveyances shall have a drip pan and/or protective materials under them to safeguard the floor from dirt, oil stains, etc. and all landscaped areas must have a similar barrier under them to safeguard the floor. The Exhibitor agrees to reimburse OLCA and/or the facility for loss or damage occurring to the premises or equipment.
30. INSURANCE: Exhibit shall purchase and maintain such insurance naming OLCA, Update Management, Inc. and the facility as additional insured, as well protect them from claims which may arise or result from the activities of the Exhibitor. Exhibitor shall furnish OLCA evidence of such insurance and payment of the premiums thereon upon request. Neither OLCA, Update Management, Inc. nor the facility shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause. Such additional insurance, if desired, must be obtained by the Exhibitor.
31. LICENSES: Any and all City, County, State or Federal licenses, inspections or permits required by law of any Exhibitor in the installation or operation of the display shall be obtained by the Exhibitor at their own expense prior to the opening of the show.
32. RIGHTS OF THE MANAGEMENT IN THE EVENT THE EXHIBITION IS NOT HELD: OLCA shall not be liable for any damage or expense incurred by exhibitors in the event the show is delayed, interrupted or not held, as scheduled; and, if for any reason beyond the control of OLCA, the show is not held, OLCA may retain as much of the amount paid by the exhibitors as necessary to defray expenses already incurred by OLCA.
33. MUSIC LICENSING: The playing of protected music by an Exhibitor or the performing of live music in a booth is prohibited. Exhibitor shall hold OLCA harmless for all licensing and enforcement fees for recorded or live music played or performed in the booth space.
34. CHEMICALS: No chemicals are allowed in the exhibit area although empty containers with the appropriate labeling are allowed.
35. INGRESS/EGRESS: Maximum access is 22 feet wide and 20 feet high. Ingress must be limited to access and loads must not exceed 300 pounds per square foot.
36. VEHICLES & POWER EQUIPMENT: Displaying of vehicles and power equipment requires vehicles to have 1/4 or less of fuel in the tank, gas cap either locked or taped in place and battery cables taped or batteries removed. Keys must be made available at all times, including during set-up, dismantle and show hours.