

landscape alberta

Green for Life!

A Landscape Alberta Nursery Trades Association member publication

November/December 2016 Vol. 4, No. 6

It all happens here - learn, network, discover

2016 Green Industry Show & Conference

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

www.greenindustryshow.com | 1-800-378-3198

Advertising Closing Date:
September 29, 2017

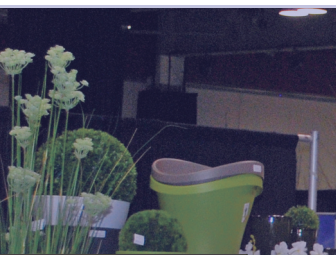
Outside Back Cover	\$1,354.00
Inside Front/Back Cover	\$1,295.00
Double Page Spread	\$1,798.00
Full Page Colour	\$1,160.00
Inside 1/2 Page Colour	\$840.00
Inside 1/2 Page B/W	\$545.00
Inside 1/3 Page Colour	\$616.00
Inside 1/3 Page B/W	\$454.00
Inside 1/4 Page Colour	\$505.00
Inside 1/4 Page B/W	\$392.00

Ad Size	Inches
Covers	8.75" x 11.25"
Full Page	7.5" x 10"
1/2 Page Vertical	3.583" x 10"
1/2 Page Horizontal	7.5" x 4.83"
1/2 Page Island	4.83" x 7"
1/3 Page Vertical	2.33" x 10"
1/3 Page Horizontal	7.5" x 3.33
1/3 Page Island	4.83" x 4.83"
1/4 page	3.58" x 4.83

Ad placement will be based on program content, printing layout requirements and will be at the discretion of the publisher. With the exception of covers, no guarantee is given as to placement location.



ADVERT



Isn't it Time You Experienced the GISC?

Generate new business	Develop profitable relationships
Unveil new products and services	Maintain year-round communication

Generate new business

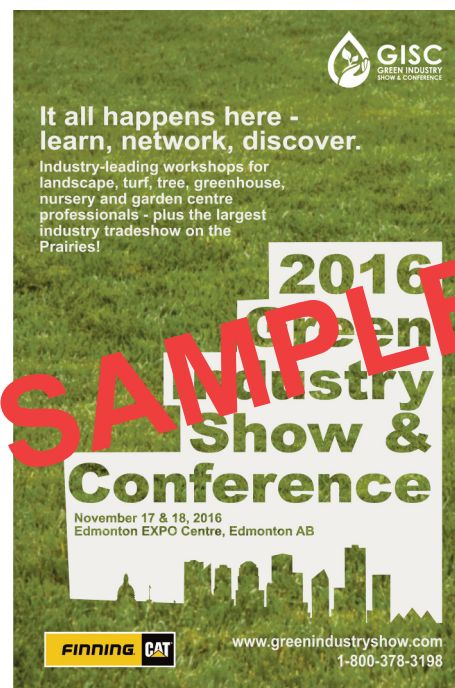
Develop profitable relationships

Conference Program Advertising



2017 Sponsorship Opportunities

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



12,500 copies printed and distributed to landscape contractors, greenhouse operators, garden centre buyers, nursery growers, landscape architects, municipal agencies, and parks departments

The conference program contains a complete guide to the educational workshops & sessions, including information on speakers, the schedule, exhibitor list and related events.

Space is limited book by July 7, 2017 to reserve your spot!

Rates starting at \$561.00

Landscape Alberta members save 15% on print advertising

Ad Location	# Available	Ad Size	Regular Rate	Member Rate
Back Cover	1	5" w x 4.75" h	\$1366.00	\$1161.00
Inside front/back cover	2	5.5" w x 8.5" h	\$1030.00	\$875.00
Inside Full Page	2	5" w x 8" h	\$943.00	\$801.00
Inside Half Page	3	5" w x 3.875" h	\$660.00	\$561.00

YES! Please reserve my advertising space in the GISC Program

Ad size: ☐ Full Page ☐ Half Page ☐ Inside Cover ☐ Back Cover & front logo

Colour: All ads will be printed in colour

Company: _____

Contact: _____

Address: _____

City/Town: _____ Province: _____ Postal Code: _____

Telephone: _____

Email : _____

Upon receipt of this form, an Advertising Contract will be sent to the address above for your authorization. Ad space will be confirmed on return of the signed contract.

Email your completed form to: erynn@landscape-alberta.com

Erynn Watson, Landscape Alberta @ 780-489-1991 ext 104

Print Production Artwork Specifications

Artwork supplied by clients to be produced according to the following specifications::

- Electronic layout and pre-press are in Windows platform utilizing Quark Xpress.
- Digital files must be in PDF or TIFF format at 300 dpi resolution. Files must have fonts embedded.
- Logos must be submitted as TIFF or JPEG at 300 dpi.
- Ads not print ready will be charged production fees.
- Faxed copies will not be accepted.
- Proofs supplied for review and signature. A signed proof is required to proceed to press.
- The publisher is not responsible for colour reproduction on supplied advertising.

If you are unsure about the format options, please contact Kyla Hardon at 780-489-1991 ext 106.

Artwork can be emailed to kyla@landscape-alberta.com.

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

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\$6000.00

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 C.

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 (2) in the tradeshow hall. Sponsor has option to supply cups with company logo.

Hanging Aisle Banners

Semi-exclusive\$2000.00 4 banners

(max. 2 participants)\$2000.00 4 banners

Exclusive\$3500.00 9 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 4 or 9 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. Full details on reverse).*

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, 2017** to meet all publication deadlines.*

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. *(Previous year's sponsor has first-right-of-refusal).*

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 snack for conference delegates is one of the most appreciated features at the conference! (Includes coffee, tea, juice and a selection of baked goods).

Morning Coffee Sponsor

Non-exclusive\$1000.00

There is nothing conference delegates appreciate more than starting the day with a cup or two of coffee or tea. Get the jump on your competition by providing this much appreciated morning pick-me-up!

Please contact: 1-800-378-3198

Valerie Stobbe, ext 103
valerie@landscape-alberta.com

Erynn Watson, 104
erynn@landscape-alberta.com

PAIRED SPONSORSHIPS

Lanyards*

Exclusive\$1500.00

Capture the attention of hundreds as attendees wear your company name around their necks 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. 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. 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. *(GISC 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. Call today! 1-800-378-3198.

**For exclusive sponsorships, the previous year's sponsor has first-right-of-refusal until a pre-determined date. Note: GST will be added to all prices.*