

GREEN FOR LIFE MAGAZINE OFFICIAL SHOW GUIDE



LOOKING FOR A UNIQUE WAY TO REACH A VERY TARGETED AUDIENCE?

The October/November/December edition of our quarterly *Green for Life* magazine is published a few weeks prior to the Green Industry Show & Conference (GISC), which takes place every November.

The magazine doubles as the official show guide and lists the GISC's exhibitors and the key products they sell and distribute. It also contains a complete guide to the educational conference and related events.

1,500 copies are printed with 1,000 distributed to the ornamental horticultural sector in advance. Copies are also provided on-site, free to conference and trade show delegates.

LANDSCAPE ALBERTA MEMBERS RECEIVE A 15% DISCOUNT ON ALL AD RATES

Outside Back Cover	\$1890	Inside 1/2 Page B/W	\$795
Inside Front/Back Cover	\$1730	Inside 1/3 Page Colour	\$900
Double Page Spread	\$2205	Inside 1/3 Page B/W	\$660
Inside Full Page Colour	\$1745	Inside 1/4 Page Colour	\$650
Inside 1/2 Page Colour	\$1230	Inside 1/4 Page B/W	\$505
Ad Size	Inches (w x h)	Ad Size	Inches (w x h)
Covers	8.5 x 11*	1/3 Page Vertical	2.33 x 10
Full Page	7.5 x 10	1/3 Page Horizontal	7.5 x 3.33
1/2 Page Vertical	3.583 x 10	1/3 Page Island	4.83 x 4.83
1/2 Page Horizontal	7.5 x 4.83	1/4 Page	3.58 x 4.83
1/2 Page Island	4.83 x 7		

*Full page ad only: Include a 0.125 inch bleed on all sides

POLICIES

We reserve the right to refuse, cancel, or edit advertising. Payment terms are net 30 days. Invoice and tear sheets are sent after publication.

PRODUCTION FEES

Charges are applied for ad creation, client-ordered alterations to produce artwork, re-sizing non-standard ads, ads not print ready and other design services. Rates are \$40 per hour 1/2 hour minimum.

PLACEMENT REQUEST

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

Contact Lisa To Book Your Advertising Today!
lisa.brick@landscape-alberta.com

INCREASE TRAFFIC TO YOUR BOOTH WITH THE PASSPORT PROGRAM!

2024 GREEN INDUSTRY SHOW PASSPORT PROGRAM APPLICATION FORM

PASSPORT PROGRAM RULES:

- A maximum of 15 exhibitors permitted to participate in the program
- Acceptance is on a **first-come, first-served** basis
- Participating exhibitors must supply company logo in a timely manner and in a format suitable for printing (300 ppi. tif or jpg image; to be mailed to: lisa.brick@landscape-alberta.com)
- Company representatives must be in the booth at all times to stamp passports
- Application must be received by September 19, 2024 to ensure inclusion in the show guide
- Passport program is available to paid, commercial vendors only
- Exhibitors are not eligible to collect stamps from participating sponsors unless they have registered for the Conference sessions
- GISC management shall have final decision on all aspects of the passport program

HOW THE PASSPORT WORKS:

- Each trade show delegate will receive a passport at registration.
- The passport will list 15 participating exhibitors, including their company logo, booth number and location on the floor plan.
- Delegates visit each participating exhibitor to have their passport book stamped.
- Completed books can be entered into the draw for prizes (total prize value approx. \$600).
- A draw box will be positioned at

the trade show entrance/exit and in the Landscape Alberta booth.

Cost to be a participating exhibitor: \$300 + GST

WHAT YOU GET:

- Increased traffic to your booth as the passport program specifically directs delegates to you.
- Your company logo and booth number on every passport, distributed to all delegates (1,000 printed).
- Advertisements featuring participating companies in the October/November/December issue of *Green for Life* Magazine (show guide).

Exhibitor Company: _____ Booth Number: _____

Contact Name: _____

Company Address: _____

City: _____ Prov/State: _____ Postal/Zip Code: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

Payment Information (GST Reg# 107595530)

Passport Sponsor \$300 + \$15 (5% GST) = **\$315** Visa Mastercard

Card Number: _____ Expiry Date: _____ / _____

Name on Card: _____ Signature: _____

Email receipt to: _____

To Book Contact lisa.brick@landscape-alberta.com



BRANCHING OUT 2024

NOVEMBER 20TH - 21ST
 RED DEER, AB

ADVERTISING & SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR BUSINESS WITH THE GREEN INDUSTRY SHOW & CONFERENCE

REGISTER TODAY

1-800-378-3198

WWW.GREENINDUSTRYSHOW.COM

CONFERENCE PROGRAM ADVERTISING



3500 copies are printed and distributed to landscape contractors, greenhouse operators, garden centre buyers, nursery growers, landscape architects, municipal agencies, and parks departments.

The conference program is a guide to the educational workshops and sessions, the schedule, related events, and more.

SPACE IS LIMITED!

BOOK BY JULY 31 TO RESERVE YOUR SPOT!

ARTWORK DUE BY AUGUST 15

**RATES STARTING AT \$740
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	\$1535	\$1305
Inside Front/Back Cover	2	5.5" w x 8.5" h	\$1180	\$1005
Inside Full Page	2	5" w x 8" h	\$1070	\$910
Inside Half Page	3	5" w x 3.875" h	\$740	\$630

PRINT PRODUCTION ARTWORK SPECIFICATIONS

Artwork supplied by clients is to adhere to the following specifications:

- Electronic layout and pre-press are designed in Adobe Creative Suite.
- Digital files must be in PDF or TIFF format at 300 dpi resolution. Files must have fonts embedded.
- Logos must be supplied as a TIFF or JPG at 300 dpi.
- Ads not print ready will be charged production fees.
- Faxed copies will not be accepted.
- Proofs are 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.

YES! PLEASE RESERVE MY ADVERTISING SPACE IN THE CONFERENCE PROGRAM

Ad size: Full page Half page Inside cover Back cover & front logo

Note: All ads will be printed in colour

Company: _____

Contact: _____

Address: _____

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

Phone: _____

Email: _____

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

EMAIL YOUR COMPLETED FORM TO:

lisa.brick@landscape-alberta.com

Lisa Brick, Landscape Alberta at 587-404-1346

2024 SPONSORSHIP OPPORTUNITIES

*Please note that all sponsorships will include your logo on all our promotional material, websites and in our special Show Edition of the *Green for Life* magazine (if sponsorship booked by September 13th), as well as mentions on social media.

FULL EVENT SPONSORSHIPS

LANYARDS

Exclusive (includes 1000 lanyards) \$3500
Capture the attention of hundreds of delegates as they wear your company name, which is seen throughout the event. This marketing item will be given to delegates as they pick up their badge. Sponsor is to supply approx. 1000 lanyards. Unused lanyards will be returned.

GISC AFTER PARTY

Exclusive \$1000
NEW GISC EVENT! The GISC After Party will take place on Thursday at the Garden Lounge at our host hotel. The After Party is a great way to gather all attendees together to raise a glass and kick back at the end of GISC 2024's first day! Take advantage of this opportunity to be the exclusive host of this fun filled event!

REGISTRATION AREA VIDEO DISPLAY

Exclusive \$1000
GISC 2024 will have an informative video display in the lobby of the event. This display will feature information on the Trade Show and Conference including sessions times, descriptions, operating hours, etc. The exclusive sponsor of this element will have the opportunity to have their logo displayed in the scrolling content or, if they wish, provide a 10 second non audio video or slide advert to add to the content. *(sponsor to provide media)*

TRADESHOW SPONSORSHIPS

CARPET STICKERS

AISLE STICKERS:

Exclusive (exhibitors only) \$2000
One of the most visible opportunities at the show. Hundreds of green industry professionals will see your logo/name as they explore the show. Custom aisle markers (stickers) will be positioned at both ends of each aisle (12 total). Visibility outside your booth doesn't get any better than this!

DIRECTION STICKERS

Semi-exclusive (max. 3 participants) \$1000
A custom carpet sticker will lead delegates directly to your booth. This opportunity includes placement of up to three (3) stickers, with one (1) at the main entrance to the show floor and the other two (2) at key intersections. (Size: 2'x2')

(Artwork is to be provided by the sponsor, is subject to GISC approval, and includes production costs.)

CHARGING STATIONS

Exclusive \$2000
Sponsor six charging units at stations spread throughout the trade show. These stations include a screen that can contain your logo or even run a video style advertisement. More information can be provided upon request. *(sponsor to provide logo/artwork/video)*

DELEGATE CARRY BAGS

Exclusive \$1500
Imagine your company name on hundreds of show bags! Show bags will be made available to all delegates 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 centre.

HYDRATION STATION/WATER COOLERS

Non-exclusive (max. 3 participants) \$500
Make an impact and reinforce your company image during the trade show by having your company logo displayed on water coolers (2) in the trade show hall. Sponsor has the option to supply cups with company logo.

TAILGATE PARTY

Exclusive \$1500
Don't miss your chance to host this fun, well-attended social event at the GISC. The casual atmosphere allows you to mingle with delegates over refreshments after the close of the tradeshow Thursday. The sponsor receives \$300 worth of drink tickets to hand out to delegates.

TAILGATE PARTY GAME SPONSOR

Exclusive \$250.00
This year our Tailgate Party will feature a corn hole game! Don't miss your chance to sponsor this fun activity. The event location will contain a sign naming you as sponsor and you will receive recognition in all GISC marketing vehicles.

SPONSORS ARE RECOGNIZED ON EVENT SIGNAGE, IN THE CONFERENCE PROGRAM, AND IN *GREEN FOR LIFE* MAGAZINE.

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

Contracts must be in place by **September 13th, 2024** to meet all publication deadlines.

PROMOTE YOUR COMPANY BY TAKING ADVANTAGE OF THESE CORPORATE EXPOSURE OPPORTUNITIES



JOB BOARD

Exclusive \$500
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.

OUTDOOR DISPLAYS

Exhibitors only (solo promotion) \$1000
Exhibitors only (with co-promotion of GISC) \$500
*Plus parking fees charged by venue (by parking stall or linear foot). Park your equipment, vehicle, or trailer outside the event venue to help welcome visitors to GISC. Space is limited.

CLIPPINGS SPOTLIGHT

Non-exclusive \$300 (limited amount)
In the months leading up to GISC 2024, we are offering the opportunity for your company to have a Sponsor Spotlight write up put into our bi-monthly e-Newsletter, Clippings. What a great way to inform potential customers of what you have to offer and encourage them to visit you at the Show.

**Content to be provided by sponsor but subject to approval by Landscape Alberta.*

CONFERENCE SPONSORSHIPS WORKSHOPS/SESSIONS

EDUCATION CHAMPION

Exclusive (per room) \$1200
Promote your company while supporting leading-edge industry education. As an Education Trailblazer your sponsorship includes exclusive sponsorship of a room for the full conference (all sessions), the opportunity to place signage in the room and provide promotional material for attendees.

EDUCATION TRAILBLAZER

Exclusive (per room, per day) \$650
As an Education Champion, your sponsorship includes exclusive sponsorship of a room for a full conference day (3 sessions), the opportunity to place signage in the room and provide promotional material for attendees.

landscape alberta



CONTACT:

Lisa Brick at lisa.brick@landscape-alberta.com or **587-404-1346**

EDUCATION SUPPORTER

Non-exclusive (per session) \$300
As an Education Supporter, you will be the exclusive sponsor for one conference session and the opportunity to place signage in the room and provide promotional material for attendees.

NOTEPAD & PENS

Exclusive \$750
For maximum marketing impact, put your corporate identity right into the hands of conference delegates both during the conference and afterwards. Sponsor to supply approx. 500 notepads and pens.

CONTINENTAL BREAKFAST ONE DAY

Non-exclusive \$600
Continental breakfast for delegates is one of the most appreciated features at the conference. This entitles you to sponsorship of the continental breakfast for one day of the conference.

CONTINENTAL BREAKFAST TWO DAY

Exclusive \$1000
Continental breakfast for delegates is one of the most appreciated features at the conference. This entitles you to sponsorship of the continental breakfast for both days of the conference.

MORNING COFFEE ONE DAY

Non-Exclusive \$600
Coffee and tea gets delegates energized for a productive day. Get the jump on the competition by providing this staple morning pick-me-up! This entitles you to sponsorship of the morning coffee for one day of the conference.

MORNING COFFEE TWO DAY

Exclusive \$1000
Coffee and tea gets delegates energized for a productive day. Get the jump on the competition by providing this staple morning pick-me-up! This entitles you to sponsorship of the morning coffee for both days of the conference.

For exclusive sponsorship opportunities, the previous year's sponsor has first-right-of-refusal until a predetermined date.

Note: GST will be added to all prices.

The Green Industry Show and Conference is produced and managed by Landscape Alberta. GISC proceeds go back to the Industry to support the work and programs of the association.