



Exhibitor Prospectus

2020 Great
Lakes Trade
Exposition



January 27-29, 2020
Lansing Center, Lansing, MI



Why Exhibit at the 2020 GLTE?

As an Exhibitor you will...

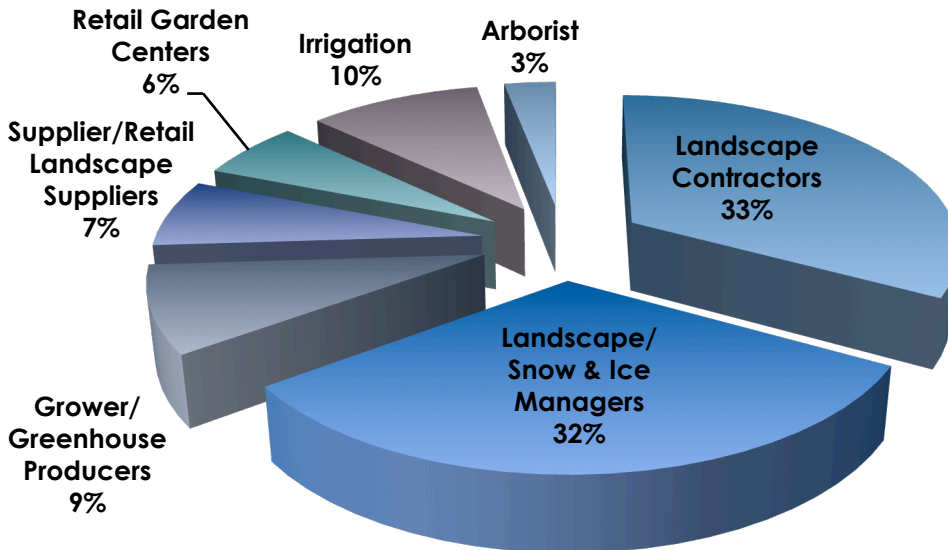
...Reach your target audience – face-to-face promotion to over 3,000 green industry professionals.

...Be promoted throughout the Great Lakes region to thousands of green industry professionals.

... Enjoy Trade-Show-Only hours – designed to get the buyers into your booth.



Over 3,000 Green Industry Professionals attend the GLTE:



Receive...

...Free move-in help!

...Free Wi-fi!

...Free – Two Registrations per booth so you can attend education and networking receptions at no additional cost!

The GLTE is the region's oldest, largest, and most-respected Green Industry trade show. With over 300 booths available, the GLTE is host to firms exhibiting all types of nursery and landscape materials, equipment and products—trees, shrubs, bedding plants, decorative materials, mulch, hardscape materials, irrigation products, outdoor furnishings, turfgrass and arboricultural products—and industry business/software/hardware supplies.

Schedule of Events:

Monday, January 27:

7:30 am – 4:00 pm – Exhibitor Move-in, by appointment (scheduled by MNLA)

4:30 pm – Welcome Reception

Tuesday, January 28:

10:00 am – 4:00 pm – Trade Show Hours

Wednesday, January 29:

10:00 am – 3:00 pm – Trade Show Hours

3:00 – 10:00 pm – Exhibitor Move-out

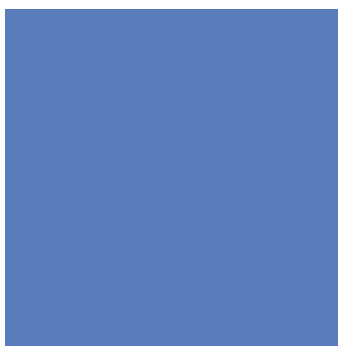


Exhibit Space Prices:

10' x 10' Regular space = \$685/each

10' x 10' End Cap = \$755/each

Deposit of 50% must accompany the Contract. Balance is due September 30, 2019.



Exhibit Space Assignments:

Initial booth assignments will be made by June 1, 2019 in the following order:

1. Exhibitors requesting the same space as in 2019,
2. Exhibitors requesting to move, assigned in order of seniority,
3. New requests assigned in order of date the Contract and deposit were received in the MNLA office.

Return Contract and deposit to:

Michigan Nursery & Landscape Association
2149 Commons Parkway, Okemos, MI 48864
Fax (517) 381-0638

For More information:

Contact Amy Frankmann at (517) 381-0437, by email at amy@mnla.org, or visit us at www.GLTE.org or www.MNLA.org





2020 Exhibiting Contract

Michigan Nursery and Landscape Association's
Great Lakes Trade Exposition
January 27-29, 2020
Lansing Center, Lansing, MI

The memorandum of agreement made this _____ day of _____, 20____ between the Michigan Nursery and Landscape Association and _____
IN CONSIDERATION OF \$_____ TO BE PAID AS FOLLOWS: 50 percent HERewith, and the balance of \$ _____
on or before September 30, 2019, the said Michigan Nursery and Landscape Association hereby leases Booth Numbers: _____
_____ in the Lansing Center, Lansing, Michigan as shown
on the official diagram, for a term of three days, January 27-29, 2020, subject to all regulations governing the exhibits.

DESCRIPTION	QUANTITY	AMOUNT
Regular spaces \$685 each (10' x 10')	_____	_____
End Caps \$755 each (10' x 10')	_____	_____

NO PRICE INCREASE!

* Subtract 5 percent if you
are an MNLA member

* Subtract \$34 per booth if you are
declining the undraped 8-foot long x
30-inch high table and chairs

TOTAL \$

Payment Info: (payable in U.S. funds only)

☐ Check # _____ made payable to MNLA

☐ CREDIT CARD:

☐ VISA ☐ MC ☐ Discover ☐ AmEx

CC# _____ Exp. _____ CVC _____

Signature: _____

Booth Spaces:

FIRST CHOICE(S) _____

SECOND CHOICE(S) _____

THIRD CHOICE(S) _____

Competitors from whom we desire separation: _____

TERMS AND CANCELLATION: If an exhibit space is not paid in full by September 30, 2019 the deposit will be returned to the exhibitor and the booth space made available to others. Upon receipt of written cancellation, a full refund will be returned to the exhibitor if received in the MNLA office no later than September 30, 2019. A cancellation charge of 25 percent of the booth fee will be assessed if written cancellation occurs after September 30, 2019 and before December 1, 2019. A cancellation charge of 50 percent of the booth fee will be assessed if written cancellation occurs after December 1, 2019. Cancellations made within seven days prior to the move-in date or no-shows will not receive a refund.

LIABILITY: The MNLA 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, on signing of contract, expressly releases the MNLA from and agrees to indemnify same against all claims for such loss, damage or injury. Any damage to building due to carelessness of exhibitor or his employees must be paid for by the exhibitor causing same. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor displays, equipment and other property brought upon the premises of the Center and shall indemnify and hold harmless the Center agents, servants and employees from any and all such losses, damages and claims. Exhibitor will abide by all rules and regulations, whether existing or established, by MNLA.

Signed this _____ day of _____, 20____ Lessee _____

Address _____

City _____ State _____ Zip _____

Phone _____ Toll-Free _____ FAX _____

E-mail _____ Website _____

Please indicate who should receive booth details: Name _____ Email _____

CONFERENCE & TRADE SHOW GUIDE LISTING AND SIGNAGE:

Product/service description (maximum 20 words) _____

Please provide your Company Name for the Conference & Trade Show Guide **and** your 7" x 44" display sign, which will be furnished gratis (limited to one line (firm or product name only)).

Signature _____

Print Name (Exhibitor Representative) _____

..... **MICHIGAN NURSERY AND LANDSCAPE ASSOCIATION**

Signature (Executive Director) _____

SIGN AND RETURN. CONTRACT WILL BE SIGNED AND A COPY RETURNED TO YOU AS A CONFIRMATION.

INSTALLING & DISMANTLING EXHIBITS:

Monday, January 27	Exhibitor Move-in (scheduled by MNLA)
Tuesday, January 28	Trade Show Hours: 10:00 a.m. – 4:00 p.m.
Wednesday, January 29	Trade Show Hours: 10:00 a.m. – 3:00 p.m.

RETURN CONTRACTS TO:

Michigan Nursery and Landscape Association
2149 Commons Parkway
Okemos, Michigan 48864
Phone (517) 381-0437
Fax (517) 381-0638
www.mnla.org • www.glte.org





2020 Great Lakes Trade Exposition Exhibitor Registration for Booth Personnel

Registration Policy: Exhibitors at the Great Lakes Trade Exposition receive two (2) Full complimentary registrations per paid booth space (*joint use of registration name badges is not allowed*). These two registrations include full admittance to all educational programs and the trade show throughout the entire exposition. *Not included are any events that have an additional fee to attend.*

Have more than two (2) booth personnel per paid booth space? Additional registrations can be acquired starting October 1, 2019 (instructions will be sent in September).

Complete this section to Register for your Complimentary Name Badges:

Firm Name: _____

Registrations for 1st booth:

Registration #1: _____ Registration #2: _____

Registrations for 2nd booth:

Registration #3: _____ Registration #4: _____

Registrations for 3rd booth:

Registration #5: _____ Registration #6: _____

Registrations for 4th booth:

Registration #7: _____ Registration #8: _____

Registrations for 5 or more booths:

_____	_____
_____	_____

Please return with your Exhibiting Contract to:

Michigan Nursery & Landscape Association • 2149 Commons Parkway • Okemos, Michigan 48864
Telephone (517) 381-0437 • FAX (517) 381-0638

GLTE FLOOR PLAN

BANQUET ROOMS

REGISTRATION AREA

**MNLA
Resource Corner**

Buffet Lunch

1323	1325	1327
1222	1224	1226

1101	1103	1105	1107	1109
1000	1002	1004	1006	1008

1113	1115	1117	1119
1012	1014	1016	1018

1123	1125	1127	1129	1131	1133
1022	1024	1026	1028	1030	1032

1003	1005	1007	1009
902	904	906	908

1013	1015	1017	1019
912	914	916	918

1023	1025	1027	1029	1031	1033
922	924	926	928	930	932



905	907	909
804	806	808

913	915	917	919
812	814	816	818

923	925	927	929	931	933
822	824	826	828	830	832

805	807	809
704	706	708

813	815	817	819
712	714	716	718

823	825	827	829	831	833
722	724	726	728	730	732

701	703	705	707	709
600	602	604	606	608

713	715	717	719
612	614	616	618

723	725	727	729	731	733
622	624	626	628	630	632

ENTRANCE B

1312
1311

601	603	605	607	609
500	502	504	506	508

613	615	617	619
512	514	516	518

623	625	627	629	631	633
522	524	526	528	530	532

1310
1309
1308

501	503	505	507	509
400	402	404	406	408

513	515	517	519
412	414	416	418

523	525	527	529	531	533
422	424	426	428	430	432

1307
1306

401	403	405	407	409
300	302	304	306	308

413	415	417	419
312	314	316	318

423	425	427	429	431	433
322	324	326	328	330	332

Stairs Up: 200s and Governor's Room



Stairs Down: to Parking Garage

ENTRANCE A

1301
1300

301	303	305	307	309
200	202	204	206	208

313	315	317	319
212	214	216	218

323	325	327	329	331	333
222	224	226	228	230	232

Concessions

103	105	107	109
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117	119	121	123
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127	129	131	133
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**Exhibitor
Welcome Center**

1426
1425
1424
1423
1422
1421
1420



1411
1410
1409

1403
1402
1401
1400



Michigan Ave.
Entrance



EDUCATION ROOMS: 100s

TO LANSING CENTER CAFE & SKYWALK TO RADISSON HOTEL