

EMPIRE STATE
GREEN INDUSTRY SHOW

THANK YOU TO OUR SPONSORS!



**NEW YORK
GREENGRASS ASSOCIATION**
PO Box 612
Latham, NY 12110

Non-Profit
Organization
US Postage
PAID
Latham, NY
Permit #30

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2009 EXHIBITOR PACKET

January 7-9, 2009

Rochester Riverside Convention Center
Rochester, New York

WELCOME

Welcome to the 2009 Empire State Green Industry show which combines the conference and trade shows of the New York State Turfgrass Association, New York State Nursery and Landscape Association, Inc., and New York State Arborists – ISA Chapter, Inc. This is a year of fresh starts with a new date and a new theme, “Go Green, Grow Green!”

We hope the January show dates will better accommodate the scheduling needs of green industry professionals who may have found November a challenging time to attend. We are looking forward to an exceptional turnout with plenty of traffic on the exhibit floor and dedicated trade show hours. Don't miss the opening reception which is scheduled on Wednesday at 4:15 p.m., following the last educational session.

As many businesses heed the call to “Go Green,” the horticultural industry also looks for ways to “Grow Green.” The Empire State Green Industry Show continues to provide outstanding education on best management practices which ultimately promotes economic and environmental sustainability in the green industry.

Thank you for making the 2009 Empire State Green Industry Show a part of your business strategy to increase sales and expand your company's networking opportunities.

We look forward to seeing you there!

HOURS OF EXHIBIT

Wednesday, January 7

4:15 to 7:00 pm

Thursday, January 8

8:00 am to 4:00 pm

**Empire State Green
Industry Show**
PO Box 612
Latham, NY 12110
show@nysta.org
www.nysta.org
(800) 873-8873
(518) 783-1229

REGISTRATION & SET-UP

Exhibitor set-up will be Tuesday, January 6, from 3:00 pm - 8:00 pm and again on Wednesday, January 7, from 8:00 am to 12:00 noon. Fork lift service is available free of charge. **Each firm exhibiting will be given two (2) complimentary registrations per booth. Additional representatives are required to purchase a pass.** Please do not double-park during move-in and move-out. Your vehicle may be ticketed. Volunteers are available to assist you with loading and unloading.

BOOTHS

Booth size will be 10 feet deep by 10 feet wide by 8 feet high and 32 inches high on the sides. The booth side walls must maintain the line of sight measuring a depth of five (5) feet from the aisle. All display material must be contained within the exhibit space. Drapes, a draped table, and sign will be provided. There will be aisle carpeting. Show colors are blue, white and black. Great Lakes Events will be sending information to all exhibitors on rental items.

BOOTH PRICE

\$700

Cost per 10x10 booth.

Spaces will be confirmed on a **first-come, first-served basis, upon receipt of contract and payment.** The show manager reserves the right to assign booth spaces and modify the floor plan. Send contracts and booth requests to ESGIS, PO Box 612, Latham, NY 12110. Booth spaces may not be sublet to any other firm or shared without permission. Requests received after December 1, may not appear in the printed exhibitor directory.

Refund policy: Any exhibitor cancelling before November 4, 2008, will be charged 50% of the total rented booth space. After November 4, no refunds will be given.

TRADE SHOW ADMITTANCE POLICY

Sales/Manufacturing representatives may participate in the trade show only if they are registered exhibitors. Soliciting at the trade show without representing a paid booth is prohibited. Any non-exhibiting solicitor will be escorted from the exhibit hall. No refunds will be given.

ELECTRIC SERVICE

Electric service is available through the Rochester Riverside Convention Center for \$65 per outlet (120 volt, 20 amp). This is payable in advance using the utilities connection form. After December 19, electric service is \$75 per outlet. All questions or any additional electrical requirements should be made directly with Melissa Valdez at the Rochester Riverside Convention Center, 123 East Main Street, Rochester, NY 14604; (585) 232-7200, fax (585) 232-1510.

SHIPPING AND DRAYAGE

Please contact: Great Lakes Events - Mark Dries - Vice-President
100 Bickford Street, Rochester, NY 14606 • (585) 458-2200 ext. 267
Fax (585) 458-5087 • mdries@greatlakeevents.com

TRAILER PARKING

Parking for trailers will be available at Frontier Field, 333 North Plymouth Avenue. Directions (map on page 6): From the RRCC take South Avenue to the first intersection, take a right onto East Broad Street. Take East Broad Street to North Plymouth Avenue, turn right onto North Plymouth Avenue. Take North Plymouth Avenue to Brown Street. Take a left onto Brown Street to Oak Street, take a left onto Oak Street and continue until you reach the Frontier Field parking lot.

BOOTH DISMANTLING

Exhibitors may dismantle displays on Thursday, January 8, from 4:30 - 9:00 pm and on Friday, January 9, from 8:00 am - 12:00 noon. Any trash that is left by an exhibitor will be subject to Rochester Riverside Convention Center fees.

NOTE: Any exhibitor who breaks down before 4:00 pm on Thursday will not be allowed to reserve space until after September 4, 2009.

CERTIFICATE OF INSURANCE

Please include a copy of your certificate of insurance with your contract, naming both the New York State Turfgrass and New York Greengrass Associations as additional insureds to your General Liability policy.

TERMS AND CONDITIONS

1. The official directions for exhibitors are part of this contract.
2. All contracts must be accompanied with full payment. Space allocations will not be made without proper payment.
3. Show Management has the right to revise space assignments when necessary after the contract has been signed.
4. Show Management has the right of interpretation and approval of all matters pertaining to the contract.
5. **Exhibitors may cancel space in writing only.** The following policies apply:
 - a. If space is cancelled prior to November 4, 2008, 50% of contracted space cost will be retained.
 - b. If space is cancelled after November 4, 2008, **NO REFUNDS** will be given.
 - c. In the event the show is cancelled, space fees or deposits already made will be returned on a pro rata basis, less all show and administrative expenses.
6. Any exhibitor who breaks down before 4:00 pm on Thursday will **NOT** be allowed to reserve space until after September 4, 2009.
7. The show manager reserves the right to decline and prohibit any exhibit or part of an exhibit that, in their opinion, is not proper or in accord with the purpose of the show. This includes personnel, printed matter, conduct, souvenirs, noise making equipment, etc.
8. All exhibit material must be fire resistant. Equipment must have minimal fuel, the tank must be sealed, and the battery disconnected. There will be no open flames, aerosol cans, propane, gasoline, butane, or other liquid-propelled devices allowed.

LIABILITY

Every care will be taken to protect property during the conference. The Empire State Green Industry Show, Great Lakes Events, and the Rochester Riverside Convention Center shall not be responsible for any loss, theft, or damage that may occur to any person or property. Signing of the contract releases committees, individuals, decorator, and convention center from any claims for such loss, damage, or injury. Please include a copy of your certificate of insurance with your contract.

EXHIBITOR CALENDAR AND CHECK LIST

New 2009 schedule!

WEDNESDAY, NOVEMBER 5, 2008

- List of exhibit representatives due
- Certificate of insurance due
- Final contracts and payments

FRIDAY, DECEMBER 19, 2008

Return service packet to Great Lakes Events.

Return utility contracts to the Rochester Riverside Convention Center

TUESDAY, JANUARY 6, 2009

Exhibitor Set-up..... 3:00 - 8:00 pm

WEDNESDAY, JANUARY 7, 2009

Exhibitor Set-up*8:00 am - 12:00 noon

Exhibitor Registration.....8:00 am - 6:00 pm

Education Sessions8:00 am - 4:15 pm

Trade Show Reception

(beer and soda provided) 4:15 - 7:00 pm

THURSDAY, JANUARY 8, 2009

Early Bird Education Sessions.....6:30 - 8:00 am

Trade Show Hours.....8:00 am - 4:00 pm

Education Sessions8:15 - 9:15 am

Trade Show Demonstration 9:45 - 10:15 am

Education Sessions 11:00 am - 12:00 pm

Lunch for Attendees at the Trade Show 11:30 am - 1:30 pm

Education Sessions 1:00 - 2:30 pm

Trade Show Demonstration 3:00 - 3:30 pm

Education Sessions 3:30 - 4:30 pm

Booth Dismantling..... 4:30 - 9:00 pm

FRIDAY, JANUARY 9, 2009

Early Bird Education Sessions.....6:30 - 8:00 am

Booth Dismantling.....8:00 am - 12:00 noon

Education Sessions 8:15 am - 12:30 pm

Have a Safe Journey Home and Thanks to All!!

MONDAY, JANUARY 26, 2009

Please return exhibitor evaluation to receive attendee list.

** All booth set-up must be completed by 12:00 noon to allow Great Lakes Events to roll aisle carpeting Wednesday afternoon.*

2009 FLOOR PLAN - ROCHESTER RIVERSIDE CONVENTION CENTER

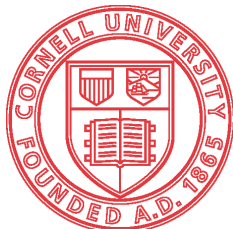
10' x 10' Booths

10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200
9	19	29	39	49	59	69	79	89	99	109	119	129	139	149	159	169	179	189	199
8	18	28	38	48	58	68	78	88	98	108	118	128	138	148	158	168	178	188	198
7	17	27	37	47	57	67	77	87	97	107	117	127	137	147	157	167	177	187	197
6	16	26	36	46	56	66	76	86	96	106	116	126	136	146	156	166	176	186	196
5	15	25	35	45	55	65	75	85	95	105	115	125	135	145	155	165	175	185	195
4	14	24	34	44	54	64	74	84	94	104	114	124	134	144	154	164	174	184	194
3	13	23	33	43	53	63	73	83	93	103	113	123	133	143	153	163	173	183	193
2	12	22	32	42	52	62	72	82	92	102	112	122	132	142	152	162	172	182	192
1	11	21	31	41	51	61	71	81	91	101	111	121	131	141	151	161	171	181	191

2009 ESGIS PARTNER ASSOCIATIONS



2009 ESGIS ENDORSERS



DIRECTIONS AND MAP TO HOTELS AND CONVENTION CENTER

LEGEND:

1. Rochester Riverside Convention Center
123 East Main Street, Rochester, NY 14604
(585) 232-7200
2. Rochester Plaza Hotel
70 State Street
Rochester, NY 14614
(585) 546-3450
3. Clarion Riverside Hotel
120 East Main Street, Rochester, NY 14604
(585) 546-6400
4. Hyatt Regency Rochester
125 East Main Street, Rochester, NY 14604
(585) 546-1234
5. Frontier Field - trailer parking
333 N. Plymouth Avenue
Rochester, NY 14608

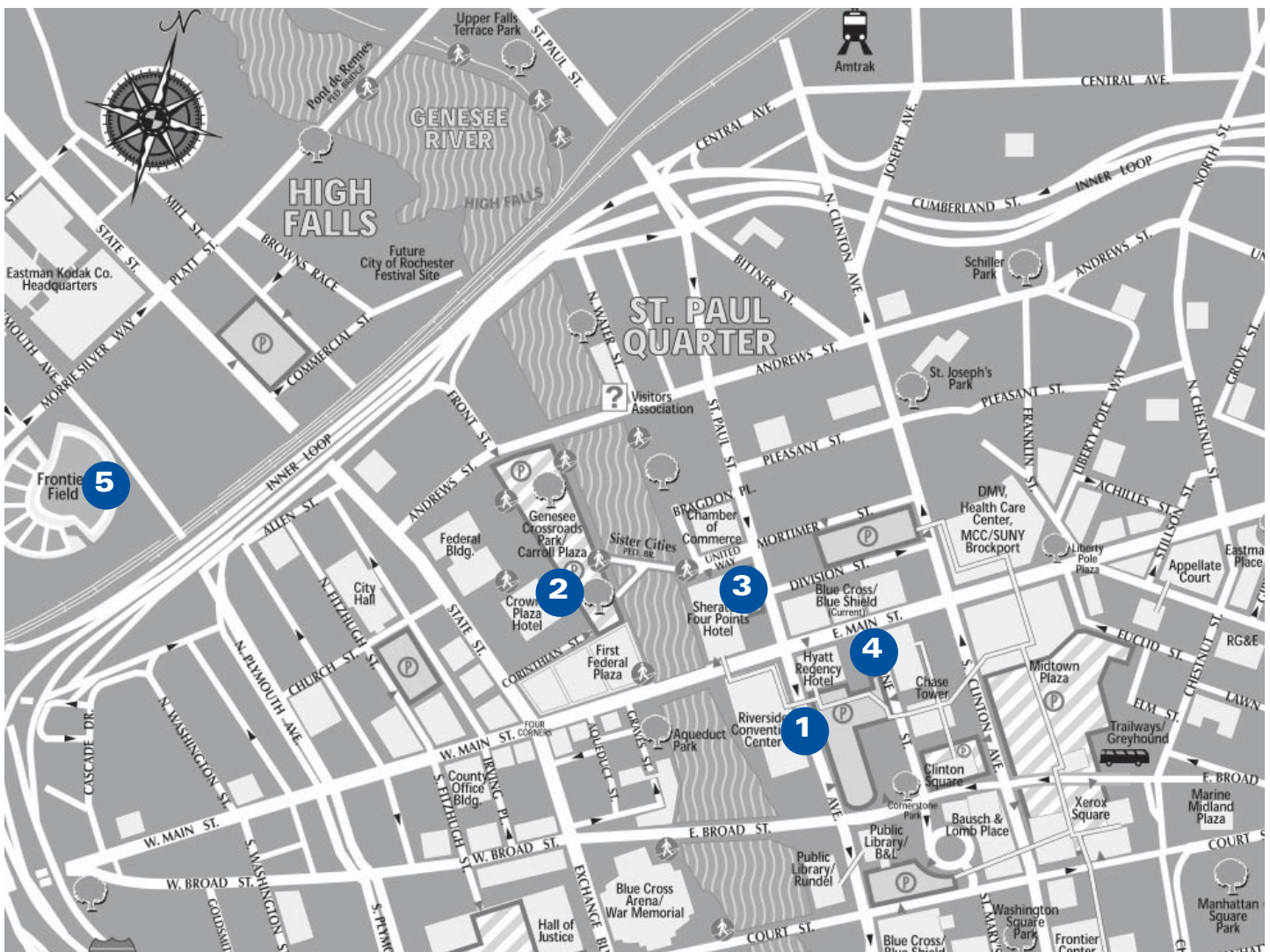
TO THE ROCHESTER RIVERSIDE CONVENTION CENTER:

From East: Thruway to Exit 45 (490 West). 490 West to Rochester. Follow signs to DOWNTOWN. Exit Clinton Avenue. Merge onto Clinton. 3 traffic lights to Broad Street. Left onto Broad. Go through 1 light. Make a right into parking garage. The Convention Center is connected to the garage. (Deliveries from East: Same directions until Clinton, at fifth traffic light turn left onto Mortimer and left onto St. Paul Street. After 1 traffic light, loading dock is on right.)

From West: Thruway to Exit 47 (490 East). 490 East to DOWNTOWN. Exit Inner Loop east (Exit 13), and take St. Paul Street exit. Turn right onto St. Paul. Go through 4 traffic lights, crossing over Main Street. Turn left onto Broad Street, make a u-turn at light and take first right into parking garage. The Convention Center is connected to the garage. (Deliveries from West: The loading dock is on the right, directly across from the parking garage.)

From Southern Tier: 390 North to Rochester. Follow signs to DOWNTOWN (390 North to 490 East). Exit Inner Loop east and St. Paul Street exit (Exit 13). Turn right on St. Paul Street. Go through 4 traffic lights, crossing over Main Street. Turn left onto Broad Street, make a u-turn at light and take first right into parking garage. The Convention Center is connected to the garage.

Parking is available for attendees in the Rochester Riverside Convention Center garage for a maximum of \$6.35 per day. Additional information is available at www.rccc.com.



2009 EMPIRE STATE GREEN INDUSTRY SHOW HOTEL RESERVATION FORM

Tuesday, January 6 - Friday, January 9
 (Please return one form per room. Please print or type.)

Thank you for choosing an ESGIS hotel

First Guest: <input type="checkbox"/> Smoking <input type="checkbox"/> Nonsmoking _____ Name _____ Address _____ City State Zip _____ Phone Fax _____ Email _____ Arrival Date Departure Date If you have additional special needs or requests, please inform the hotel.	Second Guest (Same Room): _____ Name _____ Address _____ City State Zip _____ Phone Fax _____ Email _____ Arrival Date Departure Date
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Check In Time: 3:00 pm (Rooms assigned earlier if available)
 Check Out Time: 12:00 Noon

In order to guarantee a reservation, all requests must be received by the reservation deadline listed below for each individual hotel.

All reservations received after the deadline will be accepted based on availability.

SELECTING YOUR HOTEL:

Three hotels in Rochester have blocked rooms for the Empire State Green Industry Show. Each has a separate box below. To make hotel reservations, simply check the type of accommodations you require in the "hotel box" of your choice and return this form directly to them via the contact information that is provided in their box.

Be sure to call the property if you do not receive this form back within one week from the day it is faxed. When this form is returned to you, either a confirmation number will be provided on the line below, or the box indicating that they are "full" will be checked so you can contact another property.

If you need assistance, please call the Show Hotline at (800) 873-8873 or (518) 783-1229.

Confirmation Number (Hotel Use Only):

Hotel to fax directions with confirmation number.

METHOD OF PAYMENT:

In full One night's deposit

Check # (Please make check payable to the hotel where you will be staying.)

Credit Card Number

Expiration Date

Signature

VISA MasterCard Discover
 American Express Diners Card Voucher

Tax Exempt - According to New York State law, in order to use your organization's tax exempt form, the name on the tax exempt form must match the name on the organization's check or credit card. No personal checks, personal credit cards, or cash may be used in conjunction with a tax exempt form. Please plan accordingly.

FOR GUARANTEED RESERVATIONS: I understand that I am liable for one night's room and tax which will be deducted from my deposit or billed through my credit card in the case that I do not cancel before 5:00 pm on the day of arrival.

Hyatt Regency Rochester

125 East Main Street, Rochester, NY 14604
 Tel: (585) 546-1234 | Fax: (585) 546-6777

Daily Room Rates:
 Plus 14% tax, check one
 \$105 Single (King)
 \$105 Double (1 Bed)
 \$105 Double (2 Beds)

Reservation Deadline:
 Monday, December 22, 2008

Parking: \$6.35 per day maximum

Sorry, We Are Full

Clarion Riverside Hotel

120 East Main Street, Rochester, NY 14604
 Tel: (888) 596-6400 | (585) 546-6400
 Fax: (585) 546-3908

Daily Room Rates:
 Plus 14% tax, check one
 \$92 Single (King)
 \$102 Double (1 Bed)
 \$102 Double (2 Beds)

Reservation Deadline:
 Monday, December 22, 2008

Parking: \$3.00 per day

Sorry, We Are Full

**Hotels
 connected to
 the Rochester
 Riverside
 Convention
 Center via the
 Skyway.**

Additional Accommodations

Rochester Plaza Hotel (former Crowne Plaza)
 70 State Street, Rochester, NY 14614
 Tel: (585) 546-3450 | Fax: (585) 546-8714

Daily Room Rates:
 Plus 14% tax, check one
 \$101 Single (King)
 \$101 Double (2 Queen Beds)

Reservation Deadline:
 Monday, December 22, 2008

Parking: Complimentary

SPONSORSHIP PROGRAM

A PERFECT OPPORTUNITY TO RECEIVE ADDITIONAL RECOGNITION

Sponsor a conference event or item and receive special recognition for you and your business or association.

SPONSORSHIP GUIDELINES

1. Each sponsorship is offered on a first-come, first-served basis. The sponsorship is renewable each year with priority given to the current sponsor.
2. An individual, company, or association does NOT have to exhibit at the Empire State Green Industry Show to be a sponsor.

CUSTOMIZE YOUR SPONSORSHIP!

Let us partner with you to create a sponsorship program tailored to your corporate marketing needs. This is an excellent opportunity to promote your identity, create brand awareness, and establish contact with potential customers. Call us with your ideas.

Please complete this form & return to:

Empire State Green Industry Show
PO Box 612
Latham, NY 12110
show@nysta.org
www.nysta.org
(800) 873-8873
(518) 783-1229

Name _____ Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

I am interested in sponsoring:

- Delegate Notebook** **\$5,000**
 - Note pad distributed to every conference attendee
 - Sponsor's name imprinted on each item and listed with logo in the attendee conference registration brochure
 - Sponsor's name displayed on conference signage
- Nametag Lanyards** **\$3,600**
 - Lanyards (neck cord) distributed to every conference attendee
 - Sponsor's name imprinted on each item and listed with logo in the attendee conference registration brochure
 - Sponsor's name displayed on conference signage
- Trade Show Reception (Refreshments)** **\$2,000**
 - Refreshments served to conference attendees at the trade show on Wednesday from 4:15 - 7:00 pm
 - Sponsor's name listed with logo in the attendee conference registration brochure
 - Sponsor's name displayed on conference signage
 - Multiple sponsorships available
- Trade Show Reception (Hors d'oeuvres)** **\$5,000**
 - Hors d'oeuvres served to conference attendees at the trade show on Wednesday from 4:15 - 7:00 pm
 - Sponsor's name listed with logo in the attendee conference registration brochure
 - Sponsor's name displayed on conference signage
 - Multiple sponsorships available
- Pens** **\$1,200**
 - Pens distributed to every conference attendee
 - Sponsor's name imprinted on each item and listed with logo in the attendee conference registration brochure
 - Sponsor's name displayed on conference signage
- Trade Show Lunch** **\$500**
 - Lunch on Thursday, served at the trade show
 - Sponsor's name displayed on conference signage
 - Multiple sponsorships available
- Speaker Sponsorship** **\$500**
 - Sponsor's name displayed on conference signage
 - Multiple sponsorships available
- Exhibitor Directory & Attendee Bag Inserts** **\$250 - \$500**
 - Spaces are available for full page displays of 8"x10.5" for \$500 (Submission Deadline: December 1)
 - Spaces are available for half page displays of 8"x5.25" for \$300 (Submission Deadline: December 1)
 - One item inserted into all Attendee Bags (items must be supplied, deliver on-site by January 5) for \$250