

EMPIRE STATE
GREEN INDUSTRY SHOW

Thank You to Our Sponsors!



Save the Date!
November 13-15, 2012
November 12-14, 2013

NEW YORK
GREENGRASS ASSOCIATION
PO Box 612
Latham, NY 12110

Non-Profit
Organization
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Latham, NY
Permit #30

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EMPIRE STATE
GREEN INDUSTRY SHOW



**Sell
Like
a Pro.**



**Smart
Growth.**

2011 Exhibitor Packet

January 11-13, 2011

Rochester Riverside Convention Center

WELCOME

Welcome to the 2011 Empire State Green Industry Show which combines the conference and trade shows of the New York State Turfgrass Association and the New York State Arborists – ISA Chapter, Inc. Our show, “Smart Growth – Learn with the Pros,” is sure to attract green industry buyers and key decision makers from across New York and surrounding states.

Exhibitors will profit from our expected audience of 1,000 green industry professionals. Attendees will include golf course superintendents, sports turf managers, arborists, grounds maintenance professionals, sod growers and equipment managers. This conference is the premier green industry show your customers need to attend to stay competitive in the industry today.

Thank you for making the 2011 Empire State Green Industry Show a part of your business strategy to increase sales and expand your company's networking opportunities. Your customers will be looking for you!



REGISTRATION & SET-UP

Exhibitor set-up will be Monday, January 10, from 3:00 - 7:00 pm and again on Tuesday, January 11, from 8:00 - 11:00 am. 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 center aisle carpeting. Show colors are blue, white and black. Great Lakes Events will be sending information to all exhibitors on rental items.

BOOTH PRICE

\$675

Cost per 10x10 booth.

HOURS OF EXHIBIT

Tuesday, January 11 - **1:30 - 5:30 pm**

Wednesday, January 12 - **8:00 am - 3:30 pm**

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 5, 2010, will be charged 50% of the total rented booth space. After November 5, 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 27, 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@greatlakesevents.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 Wednesday, January 12, from 4:00 - 9:30 pm. Any trash that is left by an exhibitor will be subject to Rochester Riverside Convention Center fees.

2011 APPLICATION & CONTRACT FOR EXHIBIT SPACE

Empire State Green Industry Show • January 11 & 12, 2011

On-line registration, conference information and exhibitor listing are available at www.nysta.org.

PLEASE PRINT OR TYPE

Company Name _____

Billing Representative _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Web Site _____

Product or Service Marketed _____

BOOTHS ARE ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS UPON RECEIPT OF FULL PAYMENT.

Total number of booths desired _____

Preferred location: Choice #1 _____

Choice #2 _____ Choice #3 _____

We prefer NOT to be adjacent to (company): _____

How many promotional brochures would you like to distribute to your customers? _____

EXHIBIT REPRESENTATIVES

Please list all booth representatives. Each booth space fee includes conference registration for two representatives. Additional booth representatives will be required to purchase a pass.

Representative _____

Company _____

Representative _____

Company _____

Representative _____

Company _____

Representative _____

Company _____

Representative _____

Company _____

2011 BOOTH REGISTRATION

PAYMENT FOR BOOTHS

_____ @ \$675 each \$ _____

_____ @ \$185 each (extra exhibitor) \$ _____

TOTAL ENCLOSED \$ _____

Charge my: VISA MasterCard AMEX

Card No. _____

Exp. Date _____ CIN #* _____

Signature of Authorized Rep. _____

Billing Address _____

**Please make checks payable to
New York State Turfgrass Association.**

*CIN # on VISA and MasterCard is the last 3-digit # located on the back of the card in the signature area. CIN # on AMEX is a 4-digit # in small print located on the front of the card.

2011 BOOTH PRICE

\$675

Cost per 10x10 booth.

**Payment in full required
at time of booth reservation.**

**Please complete this form
& return with payment to:
New York State Turfgrass Association
PO Box 612, Latham, NY 12110
Phone (518) 783-1229 • (800) 873-8873
Fax (518) 783-1258
Email: show@nysta.org • www.nysta.org**

**Please make checks payable to:
New York State Turfgrass Association**

CONTRACT CONTINUED ON THE NEXT PAGE

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 5, 2010, 50% of contracted space cost will be retained.
 - b. If space is cancelled after November 5, 2010, 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. 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.
7. 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 2011 schedule!

FRIDAY, NOVEMBER 12, 2010

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

MONDAY, DECEMBER 27, 2010

Return service packet to Great Lakes Events

Return utility contracts to the Rochester Riverside Convention Center

MONDAY, JANUARY 10, 2011

Exhibitor Set-up..... 3:00 - 7:00 pm

TUESDAY, JANUARY 11, 2011

Exhibitor Set-up* 8:00 - 11:00 am

Exhibitor Registration.....8:00 am - 5:30 pm

Education Sessions8:00 am - 4:15 pm

Trade Show Reception (beer and soda provided) 1:30 - 5:30 pm

Trade Show Demonstration 4:30 - 5:00 pm

WEDNESDAY, JANUARY 12, 2011

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

Trade Show Hours.....8:00 am - 3:30 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..... 4:00 - 9:30 pm

Pesticide CSI Session..... 5:00 - 7:00 pm

THURSDAY, JANUARY 13, 2011

Early Bird Education Session7:00 -8:00 am

Education Sessions 8:15 am - 12:30 pm

Have a Safe Journey Home and Thanks to All!!

MONDAY, JANUARY 24, 2011

Please return electronic exhibitor evaluation to receive attendee list.

*** All booth set-up must be completed by 11:00 am to allow Great Lakes Events to roll aisle carpeting Tuesday afternoon.**

2011 FLOOR PLAN - ROCHESTER RIVERSIDE CONVENTION CENTER

10' x 10' Booths

Loading Dock

11	12	31	32	51	52	71	72	91	92	111	112
10	13	30	33	50	53	70	73	90	93	110	113
9	14	29	34	49	54	69	74	89	94	109	114
8	15	28	35	48	55	68	75	88	95	108	115
7	16	27	36	47	56	67	76	87	96	107	116
6											117
5	17	26	37	46	57	66	77	86	97	106	118
4	18	25	38	45	58	65	78	85	98	105	119
3	19	24	39	44	59	64	79	84	99	104	120
2	20	23	40	43	60	63	80	83	100	103	121
1	21	22	41	42	61	62	81	82	101	102	122

Entrance

2010 ESGIS EXHIBITORS

Agrium Advanced Technologies
Air-Spade (A division of Guardair Corporation)
Altec Industries
The Andersons Turf and Specialty Group
Andre & Son, Inc.
Aqua-Turf Sportsfield of CT
ArborJet, Inc.
Atlas Block Co. Limited
Batavia Turf, LLC
Beck's Garden Supplies, LLC
Blue Ridge Peat Farms, Inc.
Brodner Equipment
Cambridge Paving Stones with ArmorTec
Cazenovia Equipment Company, Inc.
Cornell Plant Disease Diagnostic Clinic
DeLea Sod Farms
Elam Sand & Gravel Corporation
Everett J. Prescott, Inc.
Faery's Golf & Landscape, Inc.
Farm Family Insurance Companies
Finger Lakes Community College
Franklin Paint Company
Grassland Equipment & Irrigation Corporation, Inc.
Greenleaf Supply
Horticultural Associates of Rochester, Inc.
John Deere Landscapes

Kleis Equipment
Lakeland Equipment
Lakeside Sod Supply
Lebanon Turf
Mar-Co Clay Products, Inc.
Matrix Turf Solutions, LLC
McConnellsville Sands
Millstone Golf & Turf Products Inc.
Milton CAT
Moffett Turf Equipment, Inc.
New England Turf
New York Farm Viability Institute, Inc.
New York State Department of Agriculture and Markets
New York State Department of Environmental Conservation
New York State Department of Environmental Conservation, Division of Lands and Forests
New York State Department of Labor
New York State IPM Program
New York State Workers Compensation Board
Northern Nurseries, Inc.
O.A. Newton Irrigation
The Page Seed Company
Paul Smith's College
Piccioli Enterprises, Inc.

Pinelands Nursery and Supply
Preferred Seed Company, Inc.
Professional Turf Services, Inc.
RBR Equipment
Rain Bird Services Corp.
Regional Industrial Safety Products
Rose & Kiernan, Inc.
SUNY Cobleskill
SUNY Delhi
Saratoga Sod Farm, Inc.
Sensenig's Landscape Supply
Signlanguage, Inc.
Sky High Turf Farms
Speed Roller
Standard Golf Company
Syngenta Professional Products
Techo-Bloc
Terry Tree Service LLC/ Ironwood Heavy Highway
Unilock, Inc.
Urban Forestry LLC
Value Turf LLC
Weaver Golf & Turf Solutions
WeCare Organics LLC
WinField Solutions, LLC
Wolbert & Master, Inc.
Woodburne Cultural Nurseries Inc.

DIRECTIONS AND MAP TO HOTELS AND CONVENTION CENTER

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.)

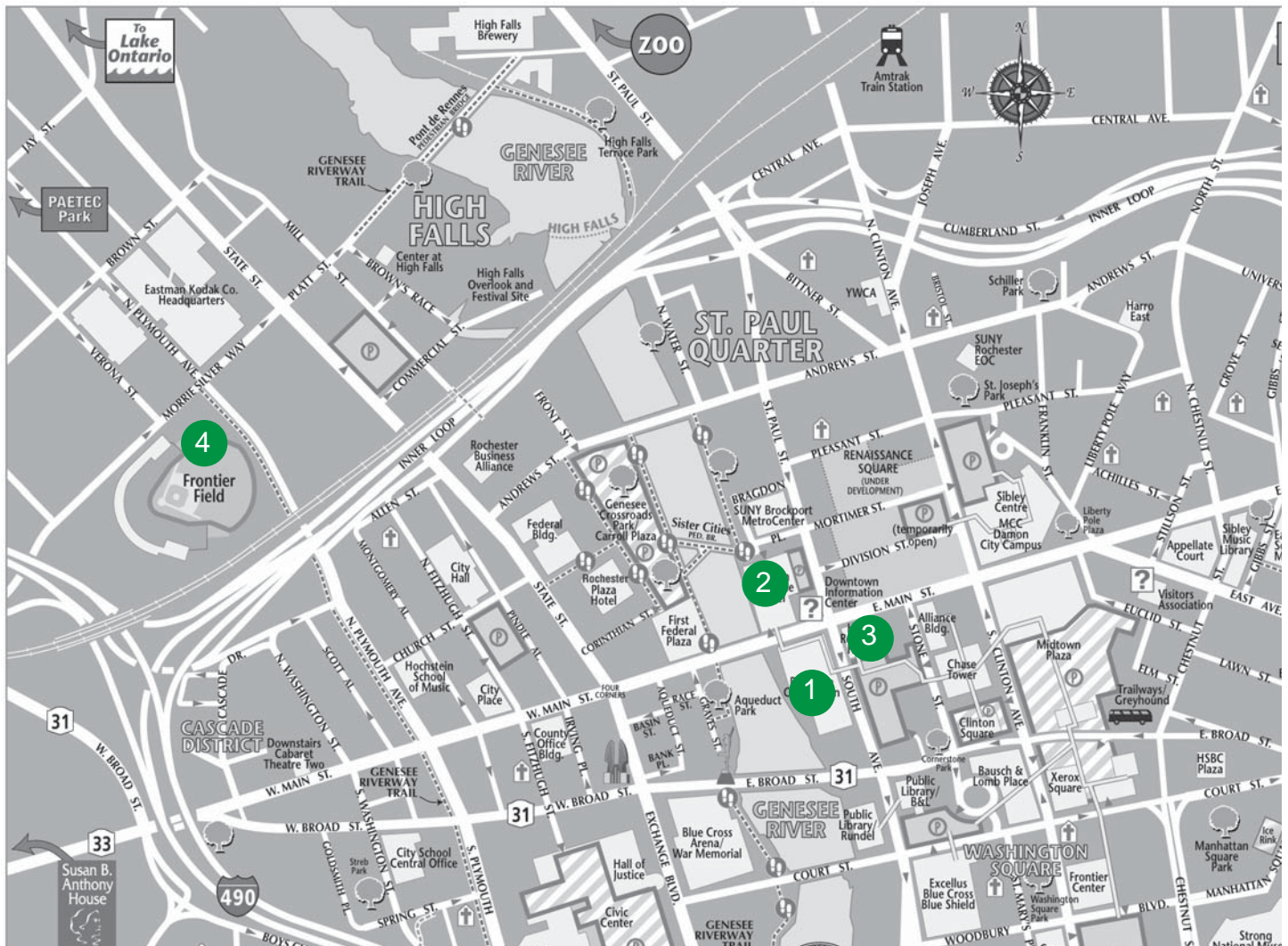
From West: Thruway to Exit 47 (490 East). 490 East to DOWNTOWN. Exit Inner Loop east (Exit 13), and take St. Paul Street exit. Turn right onto St. Paul. Go through 4 traffic lights, crossing over Main Street. Turn left onto Broad Street, make a u-turn at light and take first right into parking garage. 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.

LEGEND:

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

Parking is available in the Rochester Riverside Convention Center garage. Visit www.rcc.com for current rates and information.



2011 EMPIRE STATE GREEN INDUSTRY SHOW HOTEL RESERVATION FORM

Monday, January 10 - Thursday, January 13

(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 <hr/> Name <hr/> Address <hr/> City State Zip <hr/> Phone Fax <hr/> Email <hr/> Arrival Date Departure Date If you have additional special needs or requests, please inform the hotel.	Second Guest (Same Room): <hr/> Name <hr/> Address <hr/> City State Zip <hr/> Phone Fax <hr/> Email <hr/> 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.

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 4:00 pm on the day of arrival.

SELECTING YOUR HOTEL:

Two hotels in Rochester have blocked rooms for the Empire State Green Industry Show. To make hotel reservations, simply return this form directly to the hotel of your choice. The contact information is provided in the boxes below.

Be sure to contact the hotel if you do not receive this form back within one week from the day it is faxed. When this form is returned to you, a confirmation number will be provided in the box below.

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

Confirmation Number (Hotel Use Only):

Hotel to fax directions with confirmation number.

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
- \$102 Single (King)
 - \$112 Double (1 Bed)
 - \$112 Double (2 Beds)

Reservation Deadline: Monday, December 27, 2010

Parking: \$5.00 per day maximum

Radisson Hotel Rochester Riverside

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
- \$99 Single (King)
 - \$109 Double (1 Bed)
 - \$109 Double (2 Beds)

Reservation Deadline: Monday, December 27, 2010

Parking: \$3.00 per day, plus applicable taxes

The hotels are connected to the Rochester Riverside Convention Center via the Skyway.

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.



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 Tuesday from 1:30 - 5:30 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 Wednesday, 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 7) for \$250

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