

EXHIBIT RATES & FLOOR PLAN

Heartland Green Industry Expo: "Common Ground"
December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

Want to cut your cost, travel and time out of the office? . . . Exhibit at the Heartland Green Industry Expo where the top turf related associations in the heartland area are joining forces to present one of the largest conference and expos of its kind. It's one fee for exposure to several hundred attendees and multi associations at one time. Our attendees (lawn and landscape companies, golf course superintendents, irrigation contractors, and sports turf managers) are eager to see your products and equipment; so consider multiple booths for maximum exposure. Make your booth(s) selection by completing the exhibit contract on the following page; then mail or fax to the Heartland Green Expo Office. It's first-come, first-served; so don't delay. (*First priority will be given to contracts received with payment.*)

EXHIBIT RATES

Island (20x40)	\$2,250
Mini-Island (20x20)	\$1,400
Booth (10x10)	\$650
Additional Booth (10x10)	\$300



EXHIBIT HALL DECORATOR

The official show decorator is Geo. Fern Co. Upon receipt of your paid reservation agreement, The Association Office will notify Geo. Fern Co. and an exhibitor-kit with order forms and services will be mailed to the *contact name* on the Exhibit Contract. Geo. Fern Co. can also be reached at (816) 221-0525.

REPRESENTATIVES

- Island — 20'x40' (5 representatives included)
Includes: (8) 8ft tables, sixteen chairs, trashcan and basic signage
- Mini-Island — 20'x20' (4 representatives included)
Includes: (4) 8ft tables, eight chairs, trashcan and basic signage
- Booth — 10'x10' (2 representatives included)
Includes: 8ft table, two chairs, trashcan and basic signage
- Additional Booth — 10'x10' (1 representative included)
Includes: 8ft table, two chairs, trashcan and basic signage

***Additional Booth Representative(s) — \$75 per rep / per day

EXHIBIT RATES INCLUDES:

Exhibit rates include: two continental breakfasts, two lunches, one coffee break, one reception and registration materials (per rep.). Please note the "Representatives" section above, for allotment of representatives and materials provided.

SHOW HOURS

Move In

Monday, December 12, 2011

Islands & Min-Islands: 11:00am – 6:00pm

Booths: 2:00pm – 6:00pm

(Note: Doors will be closed at 6:00pm)

Show Hours

Tuesday, December 13, 2011

11:30am – 1:00pm

4:30pm – 6:00pm

Wednesday, December 14, 2011

11:30am – 1:00pm

Networking Opportunities

Tuesday, December 13, 2011

7:00am – 8:00am (continental breakfast)

10:15am – 10:30am (break)

Wednesday, December 14, 2011

7:00am – 8:00am (continental breakfast)

Dismantle

Wednesday, December 14, 2011

1:00pm – 6:00pm

George Fern Company
Expositions • Corporate Events • Exhibits
Nationwide

- Banner Stands
- Table Throws
- Pop Up Displays
- Golf Course Sponsor Signs

816-221-0525 www.georgefern.com

751 Wyoming Street Kansas City, Missouri 64101

FREE SEMINAR REGISTRATION

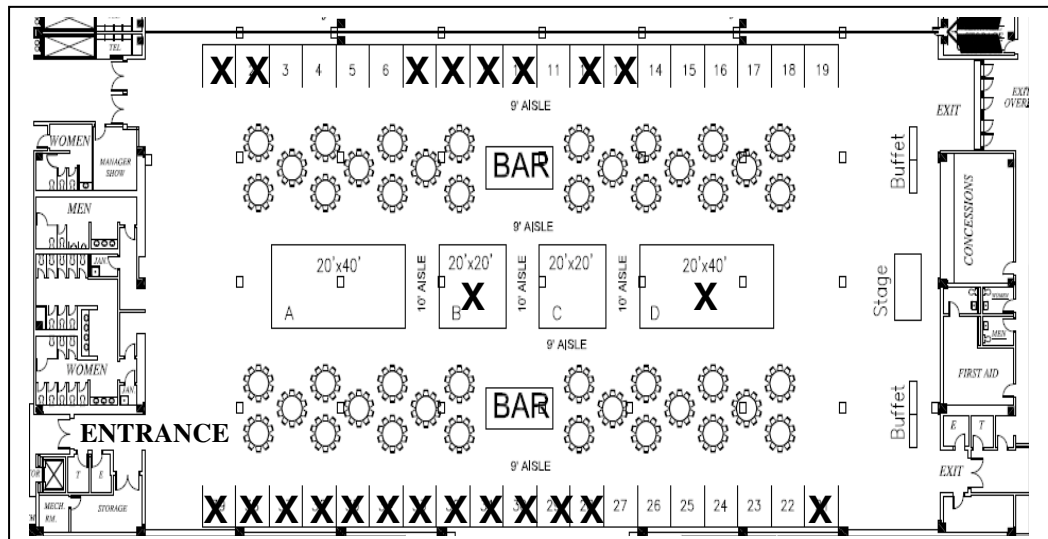
As an exhibitor, you're provided the opportunity to attend the education sessions FREE of charge. Please indicate on your exhibit contract if you plan to attend, so we can make accommodations for seating and materials.

SOLICITATION

No solicitation will be allowed on the showroom floor unless a booth or island has been purchased. Those that don't adhere to this rule will be asked to leave the exhibit hall, at the discretion of the conference committee.

ATTENDEE LIST

To follow-up with your trade show contacts, a complete list of attendees will be sent electronically (to the email address indicated on the Exhibit Contract), after the conference.



CONTRACT FOR EXHIBIT SPACE

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INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated _____ is made between the Heartland Green Industry Expo: Common Ground Committee and _____ (Exhibiting firm).

In consideration of the sum indicated below as booth rental price, the Heartland Green Industry Expo leases space in their exhibit area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibit, subject to the approval of the Exhibitor. Exhibitor is entitled to standard booth equipment as defined in the Rules and Regulations. Such equipment will be provided ONLY when ordered by means of the order form to be included in the Exhibitor packet. Exhibitor understands and agrees that expenses for trucking and handling of exhibit materials and equipment into and out of the exhibit building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the exhibit, are not part of the show fee and are paid separately by Exhibitor to the Official Contractor or suppliers of these services.

APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

List Representatives Attending (Booth/2; Mini-Island/4; Island/5) 1) _____ 2) _____

3) _____ 4) _____ 5) _____

★Place a star next to those reps. that will be attending the educational seminars (free of charge). Need for headcount.

BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

Exhibit Space Requested: 1ST _____ 2ND _____ 3RD _____ 4TH _____

BOOTH COST

_____ # of Islands x \$2,250 \$ _____

_____ # of Mini-Islands x \$1,400 \$ _____

_____ # of Booths x \$650 \$ _____

_____ # of Additional Booths x \$300 \$ _____

_____ # of Additional Booth Reps. \$ _____

(list reps. in next column)

TOTAL AMOUNT DUE \$ _____

ADDITIONAL BOOTH REPS. (\$75 per person; per day)

_____ Dec. 13 Dec. 14

_____ Dec. 13 Dec. 14

_____ Dec. 13 Dec. 14

_____ Dec. 13 Dec. 14

_____ Dec. 13 Dec. 14

~ ALL APPLICATIONS FOR EXHIBIT SPACE MUST ACCOMPANY AT LEAST A 50% DEPOSIT ~

PAYMENT:

Check (Full Payment) Credit Card (Full Payment) 50% Deposit now and I agree to pay remaining balance on or before December 1, 2011.

Check Enclosed (made payable to Heartland Green Industry Expo)

Card No. _____ Exp.: _____ Security Code: _____ Name on Card: _____

ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS

We (Exhibiting Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations which are a part hereof, and will abide by such rules and regulations and any amendments thereto as published from time to time by exhibit management for governing this show.

For: Exhibiting Firm

Signature _____

Name (printed) _____

For: Heartland Green Industry Expo: Common Ground

Space no(s). _____ Date _____

Signature _____

Mail or Fax Exhibit Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991
on or before December 1, 2011.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Heartland Green Industry Expo: "Common Ground"

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Don't miss this opportunity for full exposure to several hundred attendees and multi associations at one time; plus help to assure the success of the Heartland Green Industry Expo: Common Ground Conference with your support. These are non-exclusive opportunities – more than one supplier can choose the same event. For cost of exclusive sponsorship (covering full cost of specified event), please call the Expo Management Company 816-561-5323.

PLATINUM SPONSOR - \$2,500

- One *Reception* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday Reception in the Exhibit Hall (You may provide 200 copies by December 1)
- One-fourth page ad in conference program.
(3 1/2" x 5", camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

GOLD SPONSOR - \$2,000

- One *Lunch* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday or Wednesday Lunch in the Exhibit Hall. (You may provide 200 copies by December 1)
- Business card ad in conference program.
(3 1/2" x 2"), camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

SILVER SPONSOR - \$1,500

- One *Continental Breakfast* recognition with company literature available. - (You may provide 200 copies by December 1)
- Free conference registration to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island**
(complete exhibit form)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

BRONZE SPONSOR - \$750

- One *Coffee Break* recognition with company literature available.
(You may provide 200 copies by December 1)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

FRIEND SPONSOR A La Carte

- Monetary Donation: \$ _____
- Lanyards: You have in stock (\$250) ***
Need to Order (Cost + \$250) ***

*** Your company name/logo imprinted on product.
Distributed to each attendee at registration (qty. 500)
Logo & Link on conference website

All options include:

- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

ADVERTISING INSERTION

Each convention registrant will receive a program booklet providing the convention schedule and conference highlights. This will be their guide to what's happening at the Heartland Green Industry Expo: Common Ground Conference, December 13-14, 2011. Now YOU have the opportunity to place an ad in this booklet. Use your space to focus attention on a new products or services, or to express support for the Association.

There is limited spacing, so reserve your ad today (first come, first served). Camera-ready ad with correct dimensions must be sent "electronically" to the Association Office by December 1. Email to: kweitzel@swassn.com

- Business Card Ad (3 1/2" x 2") - \$150
- One Fourth Page Ad (3 1/2" x 5") - \$300

Company: _____

Full Address: _____

City, St, Zip: _____

Phone: _____

Authorized Representative: _____

Email: _____

Website/Link: _____

***I will submit (per my package): •Logo •Ad •Literature

PAYMENT: • Check Enclosed • Invoice • Credit Card: No.: _____

Security Code: _____ Expiration #: _____

Name on Card: _____

** Please submit Logos, camera-ready Ads and Literature
no later than December 1 to:

Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141or kweitzel@swassn.com
(no reminder notices. no extensions)

Mail or Fax Sponsorship/Advertising Form with Payment to: Heartland Green Industry Expo,
P.O. Box 419264, Kansas City, MO 64141; Fax: 816-561-1991 on or before December 1.