

# 2020 EXHIBITOR OPPORTUNITIES



**Conference: August 10-13 | Expo: August 10-11**  
**Williamsburg Lodge | Virginia**

Each year, hundreds of professional garden communicators from across the globe attend the largest gathering of its kind in the world, the **GardenComm Annual Conference & Expo**. Attendees are seeking new products and tools, fresh ideas and key resources for their businesses. By becoming an exhibitor, you and your organization get the essential brand exposure and direct access to these key current and future thought-leaders impacting the industry.

Beyond the tradeshow floor, each exhibit space includes one base conference registration and one expo-only registration, allowing you to build personal relationships with attendees. Base registration will also give you access to our education sessions. When it comes to networking and building valuable relationships, no other conference offers as great an opportunity as the **GardenComm Annual Conference & Expo**.

## Exhibitor's products and services include:

- Growers & Plant Brands
- Lawn & Garden Tools
- Plant Food & Fertilizers
- Sustainability Resources
- Plant Seeds
- Tree & Plant Services
- Publishers
- Consumer Education & Information
- PR & Marketing Firms
- Plus much more!

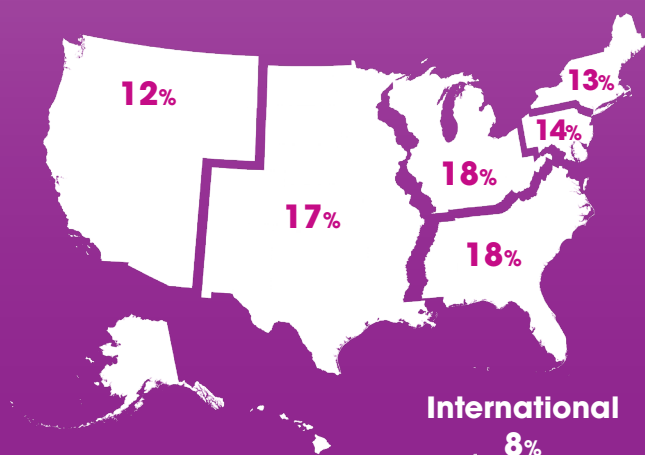
**Reserve your opportunity today.** Space is limited.



# EXHIBITOR INFORMATION & RULES



## ATTENDEES BY THE NUMBERS



## OFFICIAL EXPO HOURS (Subject to change)

**Monday, August 10 | 5PM – 8PM**

**Tuesday, August 11 | 7AM – 8AM & 12:45PM – 4:45PM**

## EXHIBIT SPACE

Booth sizes are 10'x10'. No exhibit display should exceed 8' in height. No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted unless prior approval is granted by GardenComm.

## EXHIBIT SPACE ASSIGNMENT

No space will be committed without a signed exhibit contract and full payment. Sponsors will receive priority in space assignments followed by prior exhibitors and members. Preference is given in order of contract submission. When the floor plan becomes available, contracted exhibitors will be contacted for booth preferences. After previously contracted exhibitors have had spaces assigned, all spaces will be assigned on a first-come, first-served basis. GardenComm reserves the right to refuse space to any potential exhibitor and/or shift space assignment after the contract has been signed, if it is necessary to do so in his/her judgment.

Space is leased with the understanding that no exhibitor will hold the GardenComm, the Williamsburg Lodge or their owners, agents or employees responsible for any or all liability which may result from any cause whatsoever.

## EXHIBIT FURNISHINGS & ARRANGEMENTS

Color background, side rails, flameproof drapes and a one-line sign are included in the basic booth space fee. All booth backgrounds are 8' high with 36" side rails. Exhibitor may occupy the entire cubic content of their booth(s).

All additional furnishings, including power, tables and chairs, will be provided by the exhibitor at his/her own expense and responsibility. Additional details will be made available in the Exhibitor Service Kit.

## WANT TO MAKE A BIG IMPACT?

Become an official 2020 Annual Conference & Expo sponsor!

Benefits include...

- Priority for booth selection
- Advertising & promotion on all marketing materials
- Special signage and recognition opportunities
- Marketing inserts included in attendee bags
- ... and more!

Contact GardenComm at 212.297.2198 or visit [gardencomm.org](http://gardencomm.org) for more information.

## EXHIBIT FURNITURE & ELECTRICAL

All decorating (including exhibit furniture) will be handled on requisition through the official exhibit contractor. A schedule of prices for furniture and electrical will be included in the Exhibitor Service Kit.

## EXHIBIT INSTALLATION & DISMANTLING

(Subject to change)

Set up	Monday, August 10	7AM – 1PM
Breakdown	Tuesday, August 11	4:45 – 11:59PM
	Wednesday, August 12	7AM – 3PM

Exhibitors may have access to booths for set-up on Monday, August 10, 7AM – 1PM. Installation of exhibits MUST be completed by 4PM. No display may be dismantled nor packing started until Tuesday, August 11 at 4:45PM. Exhibitors must be out of the expo hall no later than Wednesday, August 12 at 3PM. Exhibit material should not be left unattended during breakdown.

## CONFERENCE & EXPO REGISTRATION

All booth staff must be registered for the conference individually. As stated on page 1, each exhibit fee includes one base conference registration and one expo-only registration. Registration can be completed on the GardenComm website. A discount code will be provided with registration instructions.

## GENERAL RESTRICTIONS

1. Exhibitors are prohibited from using amplifying equipment that is objectionable.
2. Exhibitors must confine their activities to the space for which they have contracted.
3. Exhibitors will not be permitted to use strolling entertainment or distribute samples or souvenirs except from their own booths.
4. Exhibitors are prohibited from serving any food or beverages not purchased from hotel services.
5. All booths distributing plant material or any kind must provide recipient with **phytosanitary proof and certificates**.

GardenComm reserves the right to cancel contracts of any exhibitor in the event of violation of specific rules and regulations. The exhibit manager reserves the right to add other rules and regulations and publish them at a later date to become part of the contract.

## OBJECTIONABLE MATERIAL & ACTIVITY

GardenComm reserves the right to deny any prospective exhibitor booth space for any reason or to require modification of any questionable exhibit. Flammable substances are subject to fire code restrictions.

## LIMITATIONS ON LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of the Williamsburg Lodge and agrees to indemnify, defend and hold harmless GardenComm, Williamsburg Lodge and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of Williamsburg Lodge's premises excluding any liability caused by negligence of GardenComm or Williamsburg Lodge or its owners, servants, agents and employees. The exhibitor understands that neither GardenComm nor Williamsburg Lodge maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance.

GardenComm, its agents and its staff will not be liable for failure to hold the Expo as scheduled. Payments for booth space will be returned in that event, except that any expenses incurred in connection with the Expo will be deducted if the Expo is cancelled on or after June 30, 2020, because of fire or any act of God, direct or indirect consequence of war or the public enemy, strike, epidemic or any law or regulations of public authority which makes it impossible or impractical to hold the Expo.

## PAYMENTS & CANCELLATIONS

In the event of cancellation by the exhibitor, GardenComm reserves the right to rent canceled space to anyone else without obligation to the canceling exhibitor. The exhibit manager reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not occupied, when the Expo officially opens. **Cancellations received in writing before March 1, 2020, will receive a 50% refund. After March 1, 2020, no refunds will be issued.**

## AGREEMENT

By signing the space contract and application found elsewhere in this prospectus, the exhibitor agrees to abide by these rules and regulations and the judgment of GardenComm.

EXHIBIT COSTS	9/1 – 11/31	12/1 – 2/29	3/1 – 7/31
Member	\$1,550	\$1,750	\$1,950
Non-Member	\$1,750	\$1,950	\$2,150

Note: Add 10% for designated premium booths.  
Reserve a second booth and receive a \$300 discount.

## Questions?

Contact Deputy Executive Director  
Jenn Perrone at 212.297.2198 or  
[jperrone@kellencompany.com](mailto:jperrone@kellencompany.com)



# 2020 EXHIBITOR CONTRACT

Conference: August 10-13 | Expo: August 10-11  
Williamsburg Lodge | Virginia

## EXHIBITOR INFORMATION

Company as listed on marketing materials

Primary Contact

On-site Representative

Address

City

State

Zip

Phone

Email

Website

Twitter

Facebook

Instagram

## EXPO BOOTH RESERVATION

The above-named company hereby authorizes GardenComm to reserve exhibit space as requested, below, for the its 2020 Annual Conference & Expo to be held at the Williamsburg Lodge in Virginia, August 9-12. Booth space will not be assigned until the floor plan is completed, and will be filled based on order in which contracts are received.

Allied members receive the following booth discounts based on their membership level: Level 1 (0%), Level 2 (10%), Level 3 (15%), Level 4 (20%) and Level 5 (free). Please calculate discount when making payment.

Number of booths requested:

Premium booths requested ☐ Yes ☐ No

Total: \$

## COMPANY DESCRIPTION

A full exhibitor listing will be included on the conference website and mobile app. Please provide a 50-word description of your company and its products/services:

## PAYMENT

☐ Check for \$

enclosed. Please make check or money order (no cash) payable to GardenComm

Send checks to  
GardenComm  
Annual Conference and Expo  
PO Box 723248, Atlanta, GA 31139

☐ Credit Card

Type: ☐ AMEX ☐ VISA ☐ MASTERCARD ☐ DISCOVER

Name on Card

Credit Card Number

CVV Code

Exp Date

Signature

IN ORDER TO VALIDATE THIS CONTRACT: 1. We agree that the Expo Rules and Regulations are part of this contract. 2. We/I agree to abide by these Expo Rules and Regulations. These shall be interpreted by GardenComm and the parties hereto shall be bound by such interpretation. 3. We specify that the products listed here are those we propose to exhibit, and we shall advise you in writing of any changes prior to the meeting. Products to be displayed: \_\_\_\_\_ 4. Full payment must be included with this contract.

Printed Name

Signature

Date