

CONFERENCE & TRADESHOW

Saskatchewan Green Trades Conference

Exhibitor & Trade Show Package



The Saskatchewan Green Trades Conference brings together the provinces commercial greenhouse growers, garden centre retailers, field vegetable producers and florists in one location. It is the joint conference of the Saskatchewan Greenhouse Growers Association, the Saskatchewan Vegetable Growers Association, Flowers Canada, the Saskatchewan Parks and Recreation Association and this year for the first time, the Saskatchewan Seed Potato Growers Association. Not only does this provide exhibitors and sponsors with an opportunity to meet their customers face to face, make sales but also to network with the entire industry.

Conference Partners

Saskatchewan Greenhouse Growers Association
Saskatchewan Vegetable Growers Association
Flowers Canada
Saskatchewan Parks and Recreation Association
Saskatchewan Seed Potato Growers Association

SAVE THE DATE!

**NOVEMBER
12 & 13, 2010**

**SASKATOON INN
2002 Airport Drive
SASKATOON, SK
S7L 6M4**

www.saskatooninn.com

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**November 11, 2010
Tradeshow Set Up &
Pre-Conference
Workshops**

SPONSORSHIP & ADVERTISING

Contact Shannon Fraser-Hansen for further information. We would like to work directly with you to build a lasting and mutually beneficial relationship. Please contact us to develop a package that will meet your objectives

Sponsorship Benefits:	
Gold: Sponsor featured as a gold level sponsor, sponsor logo featured on front cover of the conference program, two complimentary conference passes, logo featured on all SGGA member communication for one year and a one page advertisement in the conference program.	\$3,000
Silver: Sponsor featured as a silver level sponsor, one complimentary conference pass, logo featured on all SGGA communication for one year and a one half-page advertisement in the conference program.	\$1,500
Meal: Sponsor featured as a meal level sponsor with the meal sponsored. Meal opportunities include: banquet, lunch or muffins/cookies at the breaks.	CALL FOR MORE INFORMATION
Speaker: Sponsor featured as a speaker level sponsor and verbally acknowledge at the break out session sponsored.	CALL FOR MORE INFORMATION
Speaker Introductions: Opportunity to introduce a speaker in one of the six speaker tracks – Greenhouse Vegetables, Garden Centers, Bedding Plants, Field Vegetables, Flowers Canada, Parks & Green Spaces, Potatoes.	\$150
Coffee: Sponsor a conference coffee break.	\$150
Logo recognition (signage and verbal) at the conference, listed by sponsorship level.	ALL LEVELS
Logo recognition in the conference program, listed by sponsorship level.	ALL LEVELS
Logo recognition in conference e-blasts listed by sponsorship level.	ALL LEVELS
Advertising Opportunities: (deadline for advertising July 15, 2010)	
Promotional item in the attendee package.	\$400
Conference Program full page advertisement.	\$500
Conference Program half page advertisement.	\$300
Conference Program quarter page advertisement.	\$200
Auction Recognition:	
Companies and individuals who donate articles to the auction will be recognized verbally and with signage at the event and in a follow up e-blast to conference attendees.	ALL

For further information contact:

Shannon Fraser-Hansen, Conference Coordinator

Box 37 Young, Saskatchewan SOK 4Y0

T: 306-259-4809

F: 306-259-4946

E: shannon@saskgreenhouses.com



2009 Exhibitors and Sponsors

Agriculture & Agri Food Canada
Alfa Products-A Division of Equinox Industries
Aubin Nurseries Ltd.
Ball Horticultural Company
Biofert Manufacturing Inc.
Bron & Sons Nursery Co.
Bylands Nurseries Ltd.
Canadian Cancer Society
Central Botanical
Communities in Bloom
Consolidated Turf & Equipment Ltd.
Cornell Design & Landscaping
Craven Riverside Gardens
Drummen USA
Dutch Growers Garden Centre
Early's Farm and Garden
ECCO Chips
Eddi's Wholesale
Engage Agro
Florist Supply
Flowers Canada Retail
High Q Greenhouses
Hill Country Farms Inc.
HJS Wholesale
Jeffries Nurseries Ltd.
JVK Ltd.
Lakeshore Tree Farms
Lincoln Gardens

Mankar Ontario
Mennonite Mutual Insurance
Myers Lawn & Garden
Native Plant Society of Saskatchewan
Norampac-Saskatoon
Olds College
On Farm Food Safety (SVGA)
Paridon Horticulture
Saskatchewan Ministry of Agriculture
Saskatchewan Ministry of Environment
Saskatchewan Parks & Recreation Association
SGGA/SVGA
Saskatoon Farmer's Market
Southern Drip Irrigation
Stokes Seeds Ltd.
The Professional Gardener
University of Saskatchewan Book Store
University of Saskatchewan, Department of Engineering
University of Saskatchewan, Plant Sciences
Valley West Irrigation
Van Noort Bulb Co.
Vanstone Nurseries
Wellmaster Carts
Westgro Horticultural Supplies Inc.
Westland Ltd.

Hope to See You There!

Trade shows are the number one method for providing business opportunities between buyers and sellers and are one of the most powerful sales and marketing tools available to businesses today.

Join Us!



More reasons to Join us:

- Easy access to the tradeshow area for set-up.
- Ample free parking available.
- Increased advertising to attract an even larger audience.
- Nine hours of trade show time.
- The conference continues to grow, both in booths and attendees.
- Delegates to the conference have access to seven concurrent sessions by some of the best speakers in the industry.



Accommodations

Saskatoon Inn

2002 Airport Drive
Saskatoon, SK S7L 6M4
Phone: 306-242-1440
Toll Free: 1-800-667-8789
Fax: 306-244-5672

Conference Room Rate:
Standard (single/double) \$122.00

Please indicate that you are participating in the SK Green Trades Conference. **This block of rooms will be held until October 11, 2010.** To ensure the conference price please make your reservation by this date.

Trade Show Rules and Regulations

Booth space does not include:

- Pre- or post-exhibit storage.
- Decoration or special lighting.
- Labour required to install, erect or decorate exhibits or the exhibit area, or to move exhibit materials in and out of the trade show area.
- Cleaning of interior booth space.

Cancellation of exhibit space:

A written notice of request for cancellation must be received prior to September 30, 2010 to avoid a \$50 rebooking fee. There will be no refund after October 30, 2010.

Exhibitor regulations:

The following rules are to protect the rights of all exhibitors and in consideration of the general appearance of the show as a whole, which must take precedence over the needs of any individual exhibitor. The rules require the co-operation of all exhibitors.

Specifically:

- Displays must fit into the assigned space. Separate A/V stands are permitted.
- Tabletop units may not obstruct space to the right or left of the booth. Custom-made, free standing displays are allowed as long as they conform to the space allotted and do not intrude or obstruct space to the right or left of your booth. If there are multiple parts to your display, they must not exceed the depth of the table.
- Items to be placed on the floor cannot interfere with the conduct of business within the booth.
- Only paid-up exhibitors may solicit business at the conference.
- All exhibitors are responsible for informing their personnel and their authorized representatives of the requirements of these rules.

The tradeshow will be locked during non-show hours. Vendor articles are their responsibility.

Booth space does include:

- 10 x 8 foot exhibit space.
- One 8 foot draped table and two chairs.
- One electrical outlet, at a fee.
- One conference registration per exhibit space.

Exhibit Set-Up:

November 11th from 3:00 pm to 9:00 pm

November 12th from 7:00 am to 11:30 am

Exhibit Hours:

November 12th from Noon to 5:00 pm

November 13th from 10:00 am to 2:00 pm

Exhibit Dismantling:

Move must occur before 5:00 pm on November 13, 2010 as the space is booked for another function.

Protection of Saskatoon Inn property:

Unless previously authorized in writing, nothing shall be posted on, pasted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the convention center. Distribution of gummed promotional stickers or labels is prohibited. Exhibitors violating this regulation are expressly bound, at their expense, to repair any damage that they may cause.

Requests to place promotional materials, signage, etc., in the main entrance area should be directed to the conference coordinator.

Cleaning:

The trade show area will be cleaned daily. Exhibitors must maintain their assigned space in good order.

Contact:

Shannon Fraser-Hansen, Conference Coordinator
Box 37, Young, Saskatchewan S0K 4Y0

T: 306-259-4809

F: 306-259-4946

E: shannon@saskgreenhouses.ca

Sponsorship Application Form (deadline September 30, 2010)

Company Name: _____

Mailing address: _____

Address _____ city _____ province _____ postal code _____

Main contact person: _____

Telephone # _____ Fax #: _____ E-mail: _____

(see page 2 for details on sponsorship opportunities)

Gold Sponsorship Level \$3,000 \$ _____

Silver Sponsorship Level \$1,500 \$ _____

Meal Sponsor _____ (indicate which meal and pricing will be provided)

Speaker Sponsor (call for additional information)

Introduction of Two Speakers with name recognition \$150 \$ _____

Coffee Break Sponsor \$150 \$ _____

Conference Program Advertisement (See rates on page 2) Size: _____ \$ _____

Promotional Item in the Attendee Package \$400 \$ _____

Extra Banquet Ticket \$40 \$ _____

GST (5%) \$ _____

TOTAL \$ _____

WOULD YOU BE WILLING TO DONATE AN ITEM (S) TO THE AUCTION: Yes___ No___

PAYMENT OPTIONS:

By Cheque: Please make payable to Saskatchewan Greenhouse Growers Association.

By Credit Card: (Visa/MC)Card #: _____ Expiry Date: _____

Cardholder's name: _____

Signature: _____

Please fax this form to 306-259-4946 or mail to SK Greenhouse Growers Association, Box 37, Young, SK S0K 4Y0. Contact: Shannon Fraser-Hansen at 306-259-4809 or shannon@saskgreenhouses.ca with any questions.