



Exhibiting at New England Grows is more important than ever.

When every marketing dollar counts and ROI is key, New England Grows delivers thousands of heavy-hitters and decision-makers from the Northeast's \$14 billion annual sales market directly to you.

February 2 – 4, 2011
 Wednesday, Thursday, Friday

Boston Convention &
 Exhibition Center
 Boston, MA

Here's what key buyers have to say about their New England Grows experience:

“Best value in the green industry today!”

“I no longer attend any other trade shows, this is the best of the lot.”

“A model for the green industry...organization & delivery are superb!”

“An excellent value...[with its finger on the] pulse of the industry.”

“A great way to see the latest gear and equipment!”

“It keeps on getting better!”

More than 12,000 qualified participants from every major market segment.

- Arboriculture
- Golf Course
- Greenhouse Management & Production
- Irrigation
- Landscape Architecture & Design
- Landscape Contracting
- Lawn Care
- Organic Lawn & Landscape Management
- Property & Facility Management
- Retail Garden Centers
- Municipalities
- Nursery Management & Production
- Snow & Ice Management
- Urban Forestry
- ...and more!

72%
 of New England Grows participants make, or directly influence, the final buying decision for their organization.

www.NewEnglandGrows.org



2010 exhibit booth rates locked in for New England Grows 2011!

Exhibit Space Rates

➔ Before June 15, 2010 **\$1100.00** per 10' x 10' booth
Contract returned and booth fee paid in full. A \$395 per booth savings!

➔ After June 15, 2010 **\$1495.00** per 10' x 10' booth
Contract returned with 50% deposit and balance paid in full by October 15, 2010.
Subject to availability.

Regular 10' x 10' linear booths will be set with 8' high back drape 3' high side drape, and two line identification sign.

Securing your booth is as easy as 1-2-3.

- 1 Fill out an Application and Contract for 2011 Exhibit Space.
- 2 **Alumni exhibitors:** Select your current booth space, or fill out a booth relocation request.
New exhibitors: Check out the current floor plan at www.NewEnglandGrows.org and provide your top three choices from available booth inventory.
- 3 Sign both copies of the original contract and return with payment. Confirmation will follow in two to three weeks.

2011 EXPO HOURS

Wednesday, February 2
10:00 a.m. – 5:00 p.m.

Thursday, February 3
8:00 a.m. – 5:00 p.m.

Friday, February 4
8:00 a.m. – 3:00 p.m.



Proud Founding Partners

New England Nursery Association
Massachusetts Arborists Association
Massachusetts Association of Landscape Professionals
Massachusetts Nursery & Landscape Association

New England Grows CoSponsor Network

Arnold Arboretum of Harvard University • Association of Professional Landscape Designers • Cape Cod Landscape Association • Connecticut Greenhouse Growers Association • Connecticut Nursery & Landscape Association • Ecological Landscaping Association • International Society of Arboriculture, New England Chapter • Irrigation Association of New England • The Landscape Institute at the BAC • Maine Landscape & Nursery Association • Massachusetts Association of Lawn Care Professionals • Massachusetts Flower Growers Association • Massachusetts Horticultural Society • Massachusetts Tree Wardens' & Foresters' Association • New England Landscape Design & History Association • New Hampshire Landscape Association • Northeast Organic Farming Association • Olmsted Center for Landscape Preservation • Rhode Island Nursery and Landscape • Snow and Ice Management Association • Tower Hill Botanical Garden • Tree Care Industry Association • The Underground • University of Connecticut • University of Maine • University of Massachusetts • University of New Hampshire • Vermont Greenscape Association • Vermont Nursery and Landscape Association • Vermont Technical College

If you want to do business in one of the largest sales regions in the country, reserve your exhibit space today.

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