



Deadline: November 30, 2011

Set yourself apart from the crowd with the *Bright Idea!* designation at New England Grows 2012.

COMPANY	<input type="text"/>	CONTACT	<input type="text"/>		
ADDRESS	<input type="text"/>	CITY	<input type="text"/>	STATE	<input type="text"/>
PHONE	<input type="text"/>	FAX	<input type="text"/>		
EMAIL	<input type="text"/>	WEB ADDRESS	<input type="text"/>		
		ZIP	<input type="text"/>		

What's your Bright Idea?

Our panel of industry experts will be looking for smart, inventive ideas that are:

- ▶ Inspired
- ▶ Innovative
- ▶ Efficient
- ▶ Eco-Friendly
- ▶ Practical
- ▶ Creative
- ▶ Fresh
- ▶ Adaptable
- ▶ ...and Fun!

▶ Please provide information about the product, service, or practice that you believe qualifies your company for a *Bright Idea!* designation at New England Grows: (Attach a separate sheet, if necessary)

▶ Please indicate the industry sector you feel would benefit most from this *Bright Idea!* (please check one)

- Arboriculture
- Garden Center/Retail
- Grower
- Landscape Services
- Landscape Architect/Designer
- Municipality/Institution
- Absolutely Everyone in the Green Industry
- Other (specify) _____

Fees & Benefits

The *Bright Idea!* application fee is \$250.00. In the event that your company's application is not approved by the judges, the funds will be refunded, less a \$50.00 administration fee.

The *Bright Idea!* designation affords approved exhibitors the following benefits:

- ▶ Recognition on the New England Grows website
- ▶ Recognition in the New England Grows show guide*
- ▶ Special designation on booth personnel badges
- ▶ Booth signage/decals
- ▶ Recognition via video loop in educational session rooms

*If application is received and approved by November 30, 2011.

▶ Please include any additional, non-returnable, information (i.e. images, brochures, testimonials) that would be useful to the judges in their decision-making.

PRINT NAME _____ TITLE _____

SIGNATURE _____ DATE _____

This contract is made in accordance with the terms and conditions included with the New England Grows Contract for Exhibit Space.

Cost of participation is \$250.00 per application. METHOD OF PAYMENT Check Enclosed MasterCard VISA

CARD NO. SECURITY CODE EXP. DATE _____

PRINT CARD HOLDER'S NAME _____ SIGNATURE OF CARD HOLDER _____

CARD HOLDER'S ADDRESS (if different from above) _____

CITY / STATE / ZIP _____

Questions?

Diane Zinck, Marketing & Exhibit Sales Manager • dzinck@NewEnglandGrows.org • (508) 653-3009

Return with payment in full to:

New England Grows, Inc. 8-D Pleasant Street South Natick, MA 01760

Tel: (508) 653-3009 Fax: (508) 653-4112 www.NewEnglandGrows.org

