



NEW ENGLAND GROWS: AN OVERVIEW

Wednesday, February 2 – Friday, February 4, 2011

- Since its inception in 1993, New England Grows has grown to become one of the largest green industry events in North America. It is known for its progressive educational conference and world-class exhibition.
- Participants – 13,000 green industry professionals attended the 2010 conference. This group is primarily made up of landscape professionals, wholesale nursery growers, garden center owners, landscape designers and architects, lawn care professionals, arborists, groundskeepers, students and educators.
- Exposition – In 2010, 650 green industry suppliers from throughout the United States and Canada exhibited in 1300 booth spaces.
- Facility – New England Grows is held at the new Boston Convention & Exhibition Center (BCEC). Located on Boston's revitalized waterfront, this state-of-the-art facility offers every conference amenity. New England Grows' exposition fills 415,000 square feet of the BCEC and is jam-packed with the latest in plant material, products, equipment and services for the green industry.
- Conference – approximately 30 educational sessions are held during New England Grows. World-renowned speakers present the latest research, trends, and predictions for the green industry. Many seminars are approved for continuing education credit.
- Speakers Unplugged – Select speakers participate in informal discussions with attendees.
- In 2006, New England Grows was named the fastest growing association-led trade show in the country by the prestigious industry publication *Trade Show Week* magazine. In 2007, it was named one of the Fastest-50 growing trade shows in the country.
- New England Grows is an educational partnership between four founding organizations: New England Nursery Association (NENA), Massachusetts Association of Landscape Professionals (MLP), Massachusetts Arborists Association (MAA), and Massachusetts Nursery and Landscape Association (MNLA). Its co-sponsor network includes more than 40 green industry organizations from throughout New England.

For additional information, visit www.NewEnglandGrows.org.