



Wednesday, Thursday, Friday
February 3 – 5, 2010
Boston Convention &
Exhibition Center
Boston, MA

www.NEGrows.org

EXPO HOURS

Wednesday, February 3
10:00 a.m. – 5:00 p.m.

Thursday, February 4
8:00 a.m. – 5:00 p.m.

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

**13,000 participants
from every major
industry segment**

- Arborists
- Garden Center Owners
- Golf Course Superintendents
- Greenhouse Growers
- Groundskeepers
- Landscape Architects
- Landscape Designers
- Landscape Professionals
- Lawn Care Specialists
- Property Managers
- Municipalities
- Nursery Growers
- Tree Wardens
- ... and more!

72%

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

The ultimate green industry experience –
delivers thousands of decision makers from the Northeast's
\$14 billion annual sales market directly to you.

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

"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 and delivery are superb!"

"An excellent value ... with its finger on the
pulse of the industry."

"A great regional event ... to see the latest gear
and equipment!"

"It keeps on getting better!"

Our exhibitors agree:

"New England Grows has the right mix of business
types. It's got everything — a great place to
network, see vendors, learn, get credits and
stock up on inventory."

Todd Roecker of Bobcat Company in West Fargo, ND

"It's a great show and we love it. We see as many
customers as we can and show our commitment
to keeping them happy."

AJ Demotes of Northeast Nursery, Inc. in Peabody, MA

"Every year, I pick up good clients and that makes
me happy. Reorders are great, but new clients are
also valuable."

Kate Sandvos of Lazy Hill Farm Designs in Pittsfield, ME

"[Even in a tough economy], people are making
thoughtful purchases and are taking advantage
of our show discounts ... they are investing
back in their businesses."

Kate Van Cort of OESCO, Inc. of Conway, MA



www.NEGrows.org

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

- 1** Fill out an Application and Contract for 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.NEGrows.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.

Booth Space Rental

Discount rate: \$1100.00 per 10' x 10' booth
Payment in full received by May 15, 2009

Standard Rate: \$1495.00 per 10' x 10' booth
50% of total booth fee deposit by May 15, 2009
Balance due in full by September 15, 2009

Each 10' x 10' booth space includes:

- 8' high back drape & 3' high side rail
- 2-line booth identification sign
- Three staff registrations
- Three guest passes
- Up to 500 promotional postcards per company
- Discount on show program advertising
- Up to five product listings in show program
- Company listing on website

Some restrictions apply. See exhibitor information manual for details.

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

Diane Zinck,
Exhibit Sales and Advertising Manager
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Hear what your colleagues have to say about the benefits of exhibiting at New England Grows... watch the latest video at www.NEGrows.org



Build brand awareness
Introduce new products
Make important connections
Generate leads
Open new accounts
Write orders
Increase market share
Solidify relationships

Proud partners

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