

19th Annual GreenTrade Expo 2012

Eastern Ontario's Green Industry Buying Show

February 15th, 2012
9 am - 4 pm
Capital Exhibition Centre
Ottawa

New Venue!



Become a Sponsor at GreenTrade Expo...

Meet a Lucrative, Eager Market...

1,200-1,400 East Ontario/West Quebec green industry buyers, owners and decision makers attend GreenTrade.

By job function, of those who attend...

- 37% are landscape contractors, designers, architects
- 21% are in lawn care
- 10% are from government – municipalities & parks, as well as school boards
- 9% are in commercial & residential grounds management, including golf course operators
- 6% are retail garden centre operators
- 5% are suppliers to the trade
- 12% – others, including irrigation, media, students, arborists & tree movers, wholesale nursery growers/distributors, greenhouse growers/operators, private parks, campgrounds & other recreational facilities.

No other show reaches this geography so completely!

- 89% come from Eastern Ontario...**
 - 50% –from Greater Ottawa
 - 24% – within a 1-hour radius of Ottawa
 - 11% – St Lawrence Seaway, Cornwall - Belleville
 - 4% – Ottawa Valley – Arnprior - Renfrew
 - 2% – outside a 2-hour radius of Ottawa.
- 9% come from Quebec...**
 - 55% – West Quebec
 - 45% – outside a 1-hour radius of Ottawa.

Why do they attend trade shows...**

- to see new products
- to examine, try out and compare products
- to get information on existing products
- networking
- personal development
- learn about regulatory issues.

**Centre for Exhibit Industry Research

All in a Proven One-Day Show!

- Our proven, cost-effective one-day show format lets you maximize leads and reduce costs
- **Mid-February – when buying decisions are made**
- 18 years of industry-backed success.

Backed by a solid advertising campaign...

Thousands of dollars of industry-focused advertising in Horticulture Review (The Voice of Landscape Ontario), Landscape Trades (Canada's Premiere Horticultural Trades Publication), Ottawa Business Journal and local and regional industry publications.

And a solid marketing & promotional campaign...

- Thousands of invitations sent to industry professionals in the Eastern Ontario/Western Quebec region
- **FREE VIP invitations given to exhibitors to invite their clients and prospects**
- Articles in Horticulture Review & local newsletters
- **FREE** promotional opportunities for exhibitors, including a listing in the Show Guide and website.

Here is what exhibitors say...

- 85% of exhibitors re-book yearly
- 90 % rated the attendee quality *very good* or *good*
- 79% said they were satisfied with the # of visitors.

Exhibitor comments from 2011...

"Good interest for our products..."

"Very good show... found the attendees were up."

"Awesome attendance!"

"Great show! Solid leads PLUS some sure sales to follow."

"Great turnout... very good quality."

Sales opportunities abound in Ottawa. Lock-in your exhibit space for the East's hottest sales event...

Call for details! 613.796.5156

Proudly presented by...
The Ottawa Chapter of Landscape Ontario
www.GreenTrade.ca 613.796.5156

HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com



Green for Life!

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New This Year at GreenTrade Expo...

Lansdowne Park is to be 'made-over' in the near future, so we had to find a new home for GreenTrade Expo for 2012... and find one we did. GreenTrade 2012 will be one of the first, inaugural events being held at **the brand new CE Centre**, 4899 Uplands Drive... *right next to Ottawa's Uplands International Airport.*

Important Sponsorship Information...

As a GreenTrade Expo 2012 sponsor, not only will you and your company have thousands of great, touch-point opportunities with your clients and prospective clients... but you'll be contributing to the 'greentrades' community in Eastern Ontario as well. And in return for your contribution...

- Your company name will be prominently displayed on signage at the GreenTrade Expo 2012 show entrance
- **Signage with your name at your sponsored location**
- Special acknowledgement in the Show Guide (which will be given to all visitors)
- **A listing on our show website – www.GreenTrade.ca, which include a link to your website for a full year**
- Your literature will available to all attendees on the special, GreenTrade Expo Sponsors Table.

Choose from one of the following, established sponsorships (or we'd be pleased to discuss custom sponsorship opportunities)...

- **GreenTrade Expo 2012 Title Show Sponsor** – 1 available @ \$3,000 + HST
- **MTO Contractors Breakfast Presenting Sponsors** – 2 available @ \$1,000 each (or one @\$2,000) + HST)
- **MTO Contractors Breakfast Meal & Venue Sponsors** – 4 available @ \$500 each + HST
- **MTO Contractors Breakfast Stage & AV Sponsor** – 1 available @ \$500 + HST
- **Grand Prize Pre-Registration Sponsor** – 2 available – 2 available @ \$1,000 each (or one at \$2,000) + HST
- **Coffee Bar Sponsor** – **Taken**
- **Muffin/Danish/Croissant Sponsors** – 4 available @ \$350 each + HST
- **Floral Decoration Sponsors** – 5 available @ \$350 each + HST
- **Education Seminars Stage & Venue Sponsor** – 1 available @ \$700 + HST
- **Education Seminars Speakers Sponsors** – 4 available @ \$500 each + HST
- **Show Bag Sponsor** – **Taken**
- **Show Name Tag Lanyard Sponsor** – **Taken**
- **Show Guide Sponsor** – **Taken**

Remember! Sponsorship Sells! And it's a great marketing tool, too!

Call **TODAY** for details – **613.796.5156**

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