

## Frequently Asked Questions - WinterGreen 2020

### ***What is Wintergreen??***

A Conference and Trade Show for the green industry. By professionals, for professionals representing all sectors of the industry: green goods, hard goods, supplies, equipment, and allied products. Attendees are 31% landscape industry, 30% growers; others are irrigation contractors, garden center owners & managers, allied products manufacturers and reps, landscape architects, educators and students.

### ***When is Wintergreen 2020?***

Move-in is Tuesday, January 21 from 6:30 AM until 4:00 PM  
Show dates are Wednesday, January 22 and Thursday, January 23  
Show times are Wednesday from 9 to 4 and Thursday 9 to 3  
Move-out is Thursday, January 23 from 3 PM until 8 PM

### ***How many booths can I purchase?***

Unlimited until sold out

### ***Where is Wintergreen?***

The Infinite Energy Center (formerly the Gwinnett Center), Duluth, GA

### ***Why should I Exhibit?***

Wintergreen is the only horticultural show in the booming Metro-Atlanta market, the largest in the Southeast. THE marketplace for the Georgia industry with easy move-in & out, education sessions and amenities to draw attendees seeking to do business with your company.

### ***How much does it cost to exhibit?***

\$675 for a 10X10 exhibit booth for members of GGIA. \$950 for a 10X10 exhibit booth for non-members of GGIA  
End of the aisle booths are an additional \$125 (if available)

### ***What size are the booths?***

10 feet wide by 10 feet deep. We also have limited selection of 8X10, 6X10 & 6X8 booths.

### ***What is included with the booth price?***

Back and side draping, a table, two chairs, one show day complimentary lunch and signage. The aisles are carpeted for attendees allowing exhibitors to provide the flooring of their choice in the booth.

### ***Who is the decorator?***

Cherry Convention Services. You will receive a Cherry Convention Services packet with your exhibitor handbook. You may purchase electricity and additional booth items from The Infinite Energy Center.

### ***How are booth locations selected?***

The selection process that includes membership status, length of continuous exhibitor participation, type of goods sold, date contract received, etc. GGIA staff member Jennifer Addington will contact you regarding your booth placement when your priority rank is reached in the placement process. The layout is on-line, and you will choose your booth from the remaining available spaces.

### ***How many employee passes do exhibitors receive?***

For each booth purchased, exhibitors receive 4 trade show passes for their employees.  
Additional trade show passes can be purchased for \$20 for one day or \$25 for both days.

***How much does it cost to become a GGIA member?***

**Active Membership-** \$325.00

**Out of State Membership -** \$275.00

**Student Membership-** \$0- FREE to College Students. Must meet criteria as stated on membership application.

**Educational Membership** -\$50 for Extension, teaching, and research personnel engaged in the pursuit of activities relating to the green industry.

\* All dues are billed yearly at the time you join GGIA\*

***How many booths does Wintergreen have?***

251 booths in varying sizes are available

***What Groups/Companies Exhibit at Wintergreen?***

Exhibitors include growers, suppliers, hard good manufacturers and distributors and more. Grower groups include the Athens Growers Group and the Heart of Georgia Group. Others include equipment companies, chemical companies, insurance providers, turf producers and grower suppliers. You can see the booth layout and location of the current exhibitors at

[http://www.ggia.org/?page=tradeshow\\_layout](http://www.ggia.org/?page=tradeshow_layout)

***How many attendees does Wintergreen have?***

While tradeshow have seen declining attendance, Wintergreen has been able to increase attendance and the number of exhibitors. In 2019, over 2,800 attended the show, education seminars or other Wintergreen events.

***What type of attendees attend Wintergreen?***

Landscape contractors, irrigation contractors, growers, retail garden center owners and employees, big box buyers, breeders, researchers, cooperative extension specialists and green industry media.

***What hotels are the host hotels in Duluth, GA?***

Hampton Inn, 678-407-0018, Homewood Suites, 770-277-1243, Hilton Garden Inn, 770-495-7600

Holiday Inn, 770-476-2022, Embassy Suites, 770-622-6391

Your exhibitor kit will include all the phone numbers, contracted hotel rates, etc. also this information is available on the GGIA website.

***Can I make Direct Sales out of my booth?***

Direct or retail sales from the booth are not allowed. However, you can sell your booth contents during the show if the materials/supplies sold are not removed until after 3 pm on Thursday.

***What if I need help during Move-In getting my products to my booth?***

Forklifts and carts are provided along with horticulture students from area technical colleges and universities who help with move-in. GGIA has a top-notch team of volunteers to coordinate move-in and to supervise the students.

***Are Forklifts available?***

Yes, forklifts and carts are available. The forklifts are provided by GGIA and there is no extra charge for the use of forklifts when moving in your booth materials.

***Do you have sponsorship opportunities available?***

Sponsorships for various events and amenities are available to help increase your visibility at Wintergreen. For more information, contact Chris Butts at 706-540-2813 or [chris@ggia.org](mailto:chris@ggia.org).

***What is the maximum height limit on trees?***

Ceiling height is 35 feet except for the following booth #s which have a ceiling height of 27 feet:

**900, 901, 902, 903, and 905.**

***What are the food options at the show?***

Each booth purchase includes one complimentary lunch on Wednesday and Thursday that can be enjoyed in the exclusive Exhibitor's Lounge. On site concessions include standard sandwich and burger fare. A wide variety of restaurants are within a 5-10-minute drive of the show.