



Date: June 27, 2017

To: Arkansas PLANTS (*Professional Landscape and Nursery Tradeshow*) Exhibitors

From: Rhonda Davis, Executive Director

Re: Exhibitor Packets

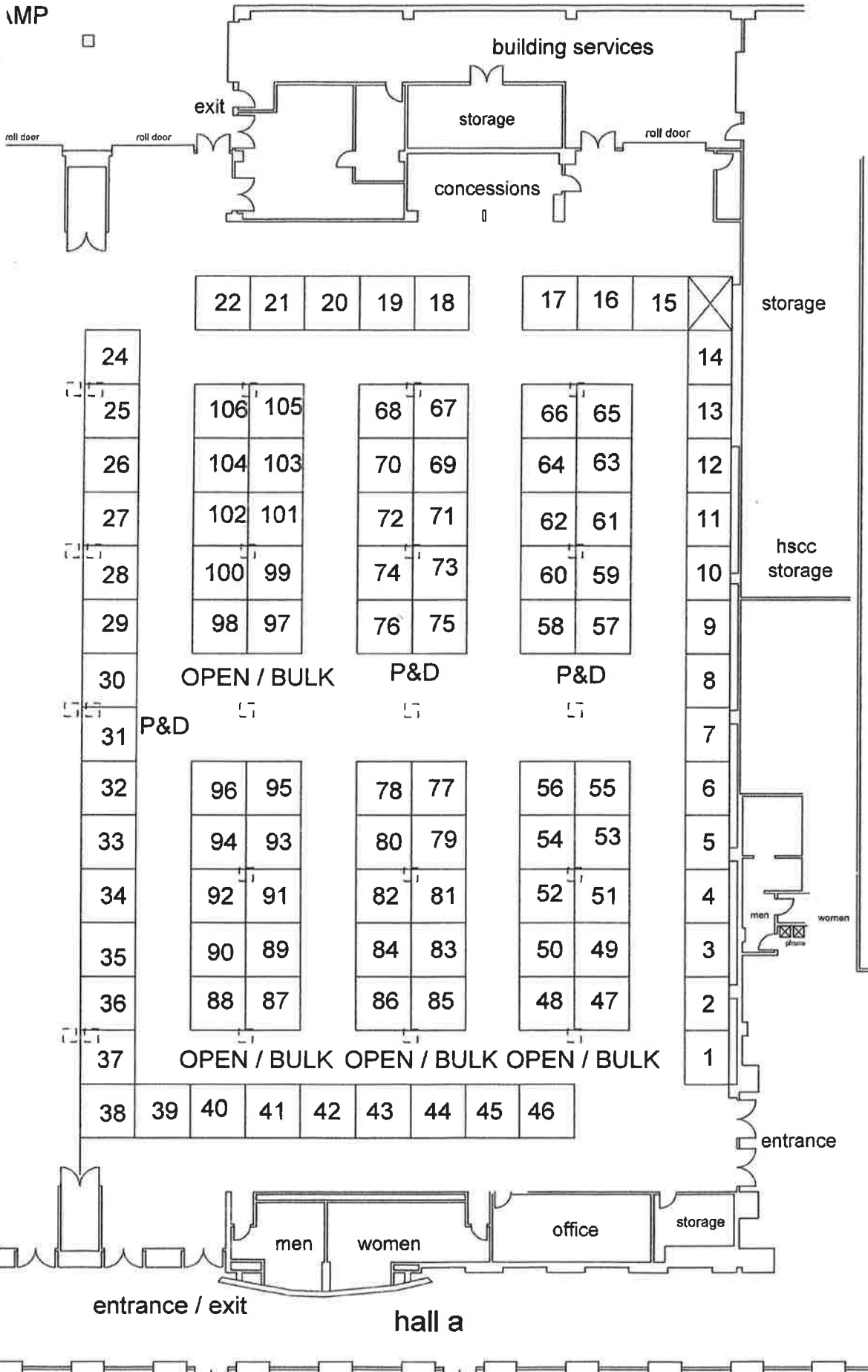
We are pleased to announce that PLANTS 2018 will be back in Hot Springs in conjunction with the Arkansas Turfgrass Association. It will be on Thursday and Friday, January 11 - 12, 2018. The dates were selected to help our exhibitors avoid scheduling conflicts with other conventions. Please note that the trade show floor will open at 10:00 a.m. on Thursday (one hour earlier than in the past) to give exhibitors more time with customers & attendees.

Enclosed is the Exhibitor Packet. Please call as soon as possible to select your booth.

### Exhibitor Checklist

- \_\_\_\_\_ Call the AGIA office (501-225-0029) and reserve your booth from floor plan (page over).
- \_\_\_\_\_ Secure your booth selection by sending or faxing the Exhibitor Contract with payment - check or credit card (Visa, MasterCard).
- \_\_\_\_\_ Sponsorship/Ads – Enhance your presence at the show and consider a program ad or show sponsorship (Gold, Silver, or T-Shirt sponsorship).
- \_\_\_\_\_ Make payment for any balance due on booth by October 31, 2017.
- \_\_\_\_\_ Order electric/water/phone from the Hot Springs Convention Center by January 4, 2018, for the best prices. To print the order form, go to the AGIA website at [www.argia.org](http://www.argia.org), select **Events, Plants 2018, and Print Exhibitor Order Form.**
- \_\_\_\_\_ Order additional tables, chairs, carpet, etc. from Sunbelt Convention Services by January 1. The Sunbelt Decorator Form can be downloaded from the AGIA website at [www.argia.org](http://www.argia.org), select **Events, Plants 2018, and Print Sunbelt Decorator Form.**
- \_\_\_\_\_ Reserve your hotel room by December 25, 2017:
  - Embassy Suites: 1-800-EMBASSY or [www.embassysuites.com](http://www.embassysuites.com)  
Refer to group code “AGI”
  - The Hotel Hot Springs & Spa: 1-877-623-6697 [www.hotelhotsprings.org](http://www.hotelhotsprings.org)  
Refer to group code “AGI2018” or  
identify yourself with the Arkansas Green Industry Association.

AMP



entrance / exit

hall a

men

women

office

storage

entrance

hsc storage

storage

men

women

building services

storage

concessions

exit

roll door

roll door

roll door

22

21

20

19

18

17

16

15

storage

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6

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4

3

2

1

OPEN / BULK

P&D

P&D

P&D

OPEN / BULK OPEN / BULK OPEN / BULK

hsc storage

men

women

office

storage

entrance

building services

storage

concessions

exit

roll door

roll door

roll door

22

21

20

19

18

17

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storage

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3

2

1

OPEN / BULK

P&D

P&D

P&D

OPEN / BULK OPEN / BULK OPEN / BULK

hsc storage

men

women

office

storage

entrance



ARKANSAS  
PLANTS

The Arkansas Green Industry Association presents

# PLANTS 2018

Professional Landscape And Nursery Trade Show

January 11-12, 2018 Thursday-Friday

Hot Springs Convention Center, Hot Springs, AR

## Exhibitor Contract

Register Online at [www.argia.org](http://www.argia.org)

**Company Name** \_\_\_\_\_  
(print name as it is to appear on booth sign - limit 30 characters)

Mailing Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

800 \_\_\_\_\_ E-mail \_\_\_\_\_ Web \_\_\_\_\_

Brief booth or product description (for trade show guide) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Booth Space Request** - Booth space is assigned on a first come, first serve basis. Each piped & draped booth will include: one skirted table, two chairs, one sign and up to four exhibitor badges (**limit of eight badges per contract-all with the same company name**). Oversized spaces for equipment or show islands, please contact the office at **501-225-0029** or **office@argia.org**.

<b>Badge Names</b>	
<b>PRINT neatly</b>	
Four badges with each booth	
1	_____
2	_____
3	_____
4	_____

### MEMBER RATE

2018 AGIA Membership Dues (Jan. - Dec.) - **\$160.00** \$ \_\_\_\_\_  
Dues must be included to obtain member rate

**Booth fee \$360.00** X \_\_\_\_\_ # of booths = \$ \_\_\_\_\_  
Extra exhibitor badges **\$10.00** X \_\_\_\_\_ = \$ \_\_\_\_\_

### NON-MEMBER RATE

**Booth fee \$460.00** X \_\_\_\_\_ # of booths = \$ \_\_\_\_\_  
Extra exhibitor badges **\$10.00** X \_\_\_\_\_ = \$ \_\_\_\_\_

### SPONSORSHIP (for details see separate sheet)

**Silver Level Sponsor - \$250** \$ \_\_\_\_\_

**Gold Level Sponsor - \$500** \$ \_\_\_\_\_

**T-Shirt Sponsor - \$100** \$ \_\_\_\_\_

(\*included w/4 or more booths)

### ADVERTISING OPPORTUNITIES (see separate sheet) \$ \_\_\_\_\_

**Booth requests must be accompanied by payment for up to 2 booths or 1/2 payment for over 2 booths for priority assignment.**

#### TERMS AND CONDITIONS:

- Deposits are non-refundable.
- The rules & regulations provided with this contract are a part of the contract.
- Booth space not paid in full by October 31, 2017 may be resold.**
- All personnel of the exhibiting company who will service and work the contracted display should be listed above in Badge Names box.

<b>TOTAL DUE</b>	\$ _____
<b>AMOUNT ENCLOSED</b>	\$ _____
<b>BALANCE</b>	\$ _____
Ck#:	_____
Credit Card:	Visa _____ MC _____
Exp Date	_____ CVV(3 #'s on back) _____
Number	_____

I agree to follow the rules and regulations outlined in the contract and attached rules and regulations.

**X SIGN** \_\_\_\_\_ **DATE** \_\_\_\_\_

**Make checks payable to** AGIA, PO BOX 21715, Little Rock, AR 72221  
**E-mail** office@argia.org, **Phone** 501-225-0029, **Fax** 501-224-0988

## RULES AND REGULATIONS

1. **EXHIBIT INSTALLATION AND BREAK DOWN.** Installation of exhibits will take place on Wednesday, January 10, during the hours specified in the exhibitor contract documentation. Late exhibits will not be allowed to set up during exhibit hours. Only exhibitors and show staff will be allowed in the exhibit hall when the show is not officially open. Exhibitors may sell materials from their booth, but all material must remain in the booth until the close of the show! All exhibits must be dismantled and removed from the building by 5:00 P.M. Friday, January 12. A representative must remain with the booth from the beginning of break down (12:00 noon on Friday) until all exhibitor material is completely removed from the convention floor.
2. **BOOTHS.** Booths are 10' wide x 10' deep with 8' high back drape, 3' side rail drapes, an exhibitor name sign, 1 table, and 2 chairs. Any additional equipment such as tables or carpets can be secured from the official decorator at exhibitor's expense.
3. **CONTRACT FOR SPACE.** The application for space and the formal notice of assignment constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding. The AGIA reserves the right to cancel with any exhibitor any time prior to or during the conference.
4. **USE OF SPACE.** All demonstrations, interviews, distribution of advertising materials, or other activities must be confined to the limits of the exhibit booths. No exhibitors shall assign, sublet, or share the whole or any part of the space allocated without the knowledge and approval of the AGIA. Booth contents should be within the confines of the space that you have reserved.
5. **INSURANCE AND FIRE PROTECTION.** The AGIA and Hot Springs Convention Center will exercise all reasonable care for the protection of exhibitor's materials and displays. Exhibitors wishing to insure their goods must do so at their own expense.
6. **CANCELLATION.** Deposits (which are 1/2 of payment due) are non-refundable. The remaining balance is refundable through October 31, 2017. **Payments are non-refundable after that date.** In the event that a natural disaster such as an ice or snow storm, flood or tornado occurs, or in the event that a catastrophic event such as but not limited to acts of terrorism, airport closures, etc. occurs which cause the show to be cancelled, exhibit fees are non-refundable.
7. **LIABILITY.** The exhibitors agree to make no claim against the AGIA, its members, employees, or the Hot Springs Convention Center or their representatives for loss, theft, damage or destruction of goods, nor any injury to oneself or employees prior, during, or subsequent to the period covered by the exhibit contract; nor any damage of any nature whatsoever including any damage to one's business by reason of failure to hold the conference as scheduled. The exhibitor, upon signing the contract for exhibit space, expressly releases the previously named sponsoring Association and individuals from any and all claims of such loss, damage, or injury.
8. **RESTRICTIONS.** The AGIA reserves the right to restrict exhibitors' (because of noise) method of operation, or any other objectionable reason, and also to prohibit or evict any exhibit which, in the opinion of the Executive Committee of the AGIA, may detract from the general character of the show. This restriction includes conduct, printed materials, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or eviction, the AGIA is not liable for any refunds or rentals or other exhibit expenses. All giveaways must be available to everyone in attendance. Any person or persons who fail(s) to reserve an exhibit space and who persists in soliciting in any manner during the show and related activities may be ejected from the premises.
9. **CARE OF BUILDING AND BOOTH.** Exhibitors or their agents shall not injure or deface the walls or floors, carpets of the building or booths. No signs or any other materials or articles shall be nailed, screwed, taped, tacked, stapled, or otherwise attached to the walls or floor. Heavy equipment is not allowed in the show but will be placed in outdoor demo area. Also: no spray painting; no taping to walls; no double faced tape; no helium balloons; no propane. When any damage appears, the exhibitor is liable to the AGIA and Hot Springs Convention Center.
10. **REGULATIONS.** These regulations become a part of the contract between the exhibitor and the AGIA. They have been formulated for the best interest of both parties. The AGIA asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Executive Committee. The Executive Committee reserves the right to make changes necessary to the best interest of the meeting.
11. **SHOW MANAGEMENT.** The show manager reserves the right to increase or decrease the size of the layout based on exhibitor participation. In the event of a change in the layout, the vendor will be notified immediately.
12. **SHIPPING INFORMATION.** Sunbelt Convention and Exhibit Service, Inc., the decorator for the trade show, offers complete drayage service and will receive materials up to 30 days in advance of the show date.

Their address is:

Sunbelt Convention Services, Inc.  
409 Collins Street  
Little Rock, AR 72202  
Phone (501) 244-9955  
Fax (501) 244-9995

# Exhibitor Information Sheet

Arkansas Green Industry Association

## PLANTS 2018

Professional Landscape and Nursery Trade Show



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January 11 - 12, 2018

Hot Springs Convention Center

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**SHOW DATES:** Thursday and Friday, January 11 - 12, 2018

**LOCATION:** Hot Springs Convention Center  
34 Convention Blvd, Hot Springs, AR 71901  
The trade show will be held in Hall "A" of the Convention Center.

**HOTELS:** **Embassy Suites Hotel:** 400 Convention Blvd, Hot Springs, AR 71901  
Reservations **1-800-Embassy** (1-800-362-2779) or [www.embassysuites.com](http://www.embassysuites.com)  
Group Code – AGI  
Room block reservation deadline – Dec. 25, 2017  
Rates - \$136.00 single or \$146.00 double

**The Hotel Hot Springs & Spa (newly renovated – formerly the Austin Hotel):**  
305 Malvern Ave., Hot Springs, AR, 71901  
Reservations **1-877-623-6697** or [www.hotelhotsprings.org](http://www.hotelhotsprings.org)  
Group Code – AGI2018  
Room block reservation deadline – Dec. 28, 2017  
Rates - \$109.00 single or \$119.00 double



The Arkansas Green Industry Association, AGIA, is a professional trade organization dedicated to serving the Green Industry in the State of Arkansas. Through member benefits such as a certification program, yearly trade show and seminars, newsletters, member decals, etc., the organization strives to meet the needs of the members.

For questions, contact the office at [office@argia.org](mailto:office@argia.org) or call 501-225-0029.

Visit our website at [www.ARGIA.org](http://www.ARGIA.org)

## **PRIORITY REGISTRATION:**

**Booth selection and assignment will be handled in the following way:**

1. Priority assignments will be given to exhibitors who have been in the show the most years.
2. To take advantage of your priority you must call or fax the contract with your requests as soon as possible.
3. You must secure your request with a payment in full for up to 2 booths and a payment of half for over 2 booths.

## **LOAD-IN:**

**Wednesday, January 10, 11:00 a.m. to 6:00 p.m.**

Heavy equipment, large nursery stock, and anyone needing extensive setup time must load-in on Wednesday. A forklift will be available during these hours. The loading dock doors will close promptly at 6:00 p.m. Large booths will need to have large equipment and products moved in by 3:00 p.m. prior to the set-up of the back row of pipe & drape. You can continue to set up your booth after this time.

**Exhibitors in booths 18 - 22 and 97 - 106 will not be able to load in until after 3:00 p.m. on Wednesday afternoon, January 10.**

Weather delays: In the event that bad weather delays your arrival, please call the AGIA office at 501-225-0029 for a contact number of someone on the trade show floor. We will adjust the schedule as needed to get everyone loaded in.

**Thursday, January 11, 7:00 a.m. to 9:30 a.m.**

**WALK-IN, LOAD-IN ONLY:** No trucks on the floor on Thursday morning. The loading door will not be opened. All load-in must be completed by 9:30 a.m. Thursday morning for the show to begin at 10:00 a.m.

## **TRADE SHOW HOURS:**

**January 11, Thursday**

7:00 a.m. to 10:00 a.m.

Exhibitors only on floor

10:00 a.m. to 5:00 p.m.

Trade show hours

**January 12, Friday**

8:00 a.m. to 9:00 a.m.

Exhibitors only on floor

9:00 a.m. to 12:00 p.m.

Trade show hours

## **LOAD-OUT:**

**Friday, January 12, 12:00 p.m. to 5:00 p.m.**

Load out is strictly prohibited until the show ends. All booths should remain intact until 12:00 p.m. The hall is heated and the doors cannot be opened for anyone wishing to leave early. Please tell drivers that pickups start after 12:00 p.m. At 12:00 p.m. a representative must remain with your booth until all exhibitor material is removed from the convention floor. Your cooperation is appreciated.

## **SELLING FROM BOOTH:**

Vendors who sell material from their booth are strictly prohibited from letting items out of the booth prior to the close of the show. Your cooperation is appreciated.

## **BOOTH DESCRIPTION:**

Booths are 10' X 10' (with the exception of booths 1-14, which are 8' x 10'). Show colors are green & white. Each piped & draped booth includes one skirted table, two chairs and one sign. Additional furnishings & carpet can be ordered from Sunbelt Convention Services.

## **DECORATOR:**

Sunbelt Convention Services – You can download the Sunbelt Decorator Form from [www.argia.org](http://www.argia.org) (or) contact Sunbelt at 501-244-9955, Fax 501-244-9995 Email – [Sunbelt4U@gmail.com](mailto:Sunbelt4U@gmail.com).

## **UTILITIES:**

Electrical, water, and phone services are arranged through the Hot Springs Convention Center. To order, download the Exhibitor Order Form from [www.argia.org](http://www.argia.org). Fill out and submit according to instructions. Orders must be received **seven days prior to the event for best rates.**

## **CHANGES:**

Times and layout are subject to change. Exhibitors will be notified immediately.

## **ATTENDANCE:**

500 projected for combined PLANTS and Arkansas Turfgrass Association Trade Shows.

## **QUESTIONS:**

Visit the web, [www.argia.org](http://www.argia.org) or call Rhonda Davis at the AGIA office **501-225-0029**. Phone lines may be busy so please leave a voice message and your call will be returned as soon as possible. Fax 501-224-0988. E-mail - [office@argia.org](mailto:office@argia.org).



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*How do you increase your exposure at the show?*

## *Show Sponsorship!*

Why should you become a sponsor? Becoming a sponsor will increase your visibility at the show. Gold, Silver and T-Shirt Sponsorships offer a great value for advertising.

# PLANTS 2018 SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/> <b><u>Gold Level: \$500.00</u></b> Logo on 2018 PLANTS T-Shirts Full page color ad in the onsite program Ads in <i>Plant Arkansas E-Newsletters</i> (12 issues) Sponsorship signage at trade show	<input type="checkbox"/> <b><u>Silver Level: \$250.00</u></b> 1/2 page color ad in the onsite program Ads in <i>Plant Arkansas E-Newsletters</i> (6 issues) Sponsorship signage at trade show
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**T-Shirt Sponsorship: \$100.00**  
 Your company logo on the back of  
 T-Shirts given to PLANTS attendees.

Print company name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Phone and Fax \_\_\_\_\_  
 Address if different from exhibitor contract \_\_\_\_\_  
 \_\_\_\_\_  
 Total amount of sponsorship \$ \_\_\_\_\_  
 Visa \_\_\_ MC \_\_\_ Check # \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 CVV (last 3 #'s on back of card) \_\_\_\_\_

PLANTS 2018 - January 11-12, Hot Springs, Arkansas  
 Arkansas Green Industry Association, PO Box 21715, Little Rock, AR 72221  
 501-225-0029, fax 501-224-0988  
 office@argia.org, www.argia.org

*Increase your visibility with*  
**Advertising in  
 the PLANTS 2018  
 Program**

January 11-12, Hot Springs, AR  
 Hot Springs Convention Center  
 Arkansas Green Industry Association,  
 PO Box 21715, Little Rock, AR 72221  
 501-225-0029, fax 501-224-0988  
 office@argia.org, www.argia.org

**PLANTS PROGRAM  
 AD RATES**

**Camera ready art is required -**  
 (Formats-PDF, Tiff, Jpeg)  
 Program is printed in black or green ink

Deadline - December 31, 2017

Check desired boxes

- full page \$110.00
- half page \$70.00
- 1/4 page \$50.00
- back page\* \$135.00
- inside front\* \$125.00

\* Call for availability

(The AGIA reserves the right to refuse ads.)

Full page 5" X 7 1/2"



**DEADLINE FOR RETURN  
 December 31, 2017**

Half page 5" X 3 3/4"

1/4 page vertical 2 1/2" X 3 1/2"

1/4 page horizontal 5" X 2"

Print company name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Phone and Fax \_\_\_\_\_  
 Address if different from exhibitor contract \_\_\_\_\_

Total amount of advertising \$ \_\_\_\_\_  
 Visa \_\_\_ MC \_\_\_ Check # \_\_\_\_\_  
 Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 CVV (last 3 #'s on back of card) \_\_\_\_\_