



Exhibitor Bulletin

NEW JERSEY NURSERY & LANDSCAPE ASSOCIATION

www.njnla.org

605 Farnsworth Avenue, Bordentown, New Jersey 08505

800.314.4836

609.291.7070

Fax 609.291.1121

DECEMBER 15, 2009

TO: 2010 NEW JERSEY TRADE SHOW EXHIBITORS

This packet contains the following information regarding the January 13 & 14, 2010, New Jersey Trade Show:

◆ **Exhibitor Registration Form** (Attached to this Bulletin): Each 2010 Exhibitor is entitled to four (4) **Advance** Registrations to the 2009 New Jersey Trade Show for each 10' X 10' booth rented; six (6) for each 10' X 20' End-cap; and, eight (8) for each 20' X' 20' Island location. Exhibitor Registration includes an "Exhibitor" name/admission badge, and registration to all educational sessions.

You must return the enclosed Exhibitor Advance Registration Form by **January 5, 2010** to take advantage of your complimentary registrations. Don't delay, return your registration form today. Fax to 609/291-1121.

NOTE: You are encouraged to register, *in advance*, any and all individuals who will be representing your firm at the Show. No "Exhibitor" badges will be issued at the Show unless authorized at the Show by the individual who signed the Application For Exhibit Space, and, as provided in the General Terms, Conditions, Rules and Regulations.

◆ **Lodging accommodations:** The Holiday Inn, located at 195 Davidson Avenue in Somerset is the contact hotel for the 2010 New Jersey Trade Show. The Holiday Inn is located directly across the street from the Garden State Exhibit Center. The discounted room rate for NJNLA exhibitors is \$115 per night, and the code you need to receive the discounted rate is "New Jersey Nursery/Landscape Show". Reserve your room now by calling the Holiday Inn at 732/356-1700. The deadline for securing the discounted room rate is December 31, 2009.

◆ **Note: Your booth is furnished with a table, two chairs, booth identification sign, draped backdrop and side rails.** Information on ordering electrical service, shipping services, carpet for your booth, etc., will be mailed to you directly from the exhibit service contractor, Ocean . Their phone number is 732/346-0800.

◆ **Move-in and set-up of exhibits** is Tuesday, January 12 between the hours of 8:00am and 4:00pm. All exhibit material **MUST** be in your booth by 4:00PM Tuesday, January 12, 2010. Please note: If you have a booth near the loading dock, please plan to arrive no earlier than 3:00pm. ◆ **Breakdown and move-out:** Exhibitors can begin moving their material out of the Convention Center at 4:00pm on January 15. All exhibits and exhibit material, equipment, etc., and, decorative materials of any type used in the exhibit, must be removed from the exhibit center by 8:59PM, Thursday, January 15, 2010.

◆ **Trade Show Reception:** There is still time to register to participate in the January 13, 2010 Trade Show Reception. Exhibitor sponsored hors d'oeuvres, and free beer will be provided for you and your customer's enjoyment. Feel free to invite all your customers to avoid the traffic outside and enjoy the camaraderie inside. A Reception Form is enclosed; please disregard if you have already registered for the Trade Show Reception.

◆ **Outside Exhibit Opportunity:** Outdoor exhibit space is available for the 2010 New Jersey Trade Show. See enclosed contract / map of spaces.

Thank you, and should you have any questions, or need additional information, please feel free to contact the NJNLA office at your convenience at 609/291-7070.

Cordially,

Carl J. Quazza
Executive Director

Cordially,

Keith MacIndoe
NJNLA Trade Show Chairman

EXHIBITOR ADVANCE REGISTRATION FORM
2010 New Jersey Trade Show—January 13 & 14, 2010
Garden State Exhibit Center, Somerset, NJ

VERY IMPORTANT: *Each 2009 Exhibitor is entitled to four (5) Advance Registrations to the 2010 New Jersey Trade Show for each 10' x 10' booth rented; six (6) for each 10' x 20' End cap; and eight (8) for each 20' x 20' Island location. Name badges will be mailed to exhibitor personnel who register in advance to the address you furnish below. Make sure the address you provide is the one you want the name badge(s) mailed to. If you want name badges mailed to more than one address (i.e. outside sales reps), simply photocopy and use a separate form for each address.

FIRM: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP CODE:** _____

***PLEASE LIST INDIVIDUAL NAMES**

FIRST NAME LAST NAME

**Additional Registrations @
\$10.00 pp per above
allocation for your booth(s)***

1.	_____	
2.	_____	
3.	_____	\$ _____
4.	_____	\$ _____
5.	_____	\$ _____
6.	_____	\$ _____
TOTAL		\$ _____

If registering more than six individuals, please copy this form.

Amount of Check Enclosed

\$ _____

Checks Payable to "NJNLA"

✓Mail form with payment to: NJNLA 605 Farnsworth Avenue, Bordentown, NJ 08505

✓If no payment is required, or if paying via credit card, fax this form to 609/291-1121

☐ **VISA**

☐ **MASTERCARD**

Account Number: _____ Expiration: _____

Name on Card: _____ Billing Zip Code: _____

3 Digit Code: _____

DEADLINE FOR ADVANCE REGISTRATION: January 5, 2010. ***No refunds after January 5, 2010.***

Note: Exhibitor personnel must use this registration form to obtain Exhibitor name badges.