



MAC Events, LLC 309 Morris Avenue, Suite D, Spring Lake New Jersey 07762 732-449-4004 / Fax -732-449-5566 / www.MacEvents.com

August 6, 2010

# NJ Plants

Nursery • Landscape • Garden Center Trade Show

## January 25 - 26, 2011

New Jersey Convention Center

Edison, New Jersey

[www.NJPlantShow.com](http://www.NJPlantShow.com)

Dear Green Industry Member,

In 2011 and beyond, MAC Events is partnering with the New Jersey Nursery & Landscape Association to revitalize their annual Trade Show that has been a staple of the horticulture industry in New Jersey for decades.

Our goal is to bring back the event to the prominence it had in the past and build it into the Premier Nursery, Landscape & Garden Center trade event in the NJ/NY Metropolitan Area. With that said, changes for the better needed to be made and we've already started with the following:

- New Venue for 2011 – **New Jersey Convention Center, Edison, NJ**
- Show Dates are 2 weeks later – **January 25 -26, 2011**
- Professional Management – **MAC Events Over 40 Years Producing Shows**
- Expanded Seminar & Class Schedule – **Attracting More Attendees**
- Increased Advertising/Promotions – **Targeting the Green Industry in NJ/NY**
- A New Approach – **Fresh Ideas and New Way of Thinking**

Finally, there's a new name for the show – **NJ Plants - Nursery, Landscape & Garden Center Trade Show**. Simply put: Nurseries Grow Plants, Garden Centers Sell Plants, and Landscapers Plant & Care for Plants. It's all about the Green Industry -from plants to hardscape, landscape equipment to pottery, services to supplies and everything in between!

Make plans on planting your business at **NJ Plants** and watch it grow in one of the largest horticultural markets in the country!

For more information and to exhibit at **NJ Plants**, contact Kevin McLaughlin, Show Director, at 1-800-332-3976 or via email at [Kevin@MacEvents.com](mailto:Kevin@MacEvents.com).

Come Grow with Us!

Sincerely,

Kevin T. McLaughlin

Produced in Cooperation with



NEW JERSEY NURSERY & LANDSCAPE ASSOCIATION



### Who'll Exhibit At NJ Plants

#### Nurseries/Growers

- Perennials -
- Shrubs -
- Trees -
- Annuals -
- Specialty Plants
- Sod -
- Water Plants -
- Vegetable/Fruits/Herbs -

#### Equipment

- Lawn & Turf -
- Earth Moving -
- Power Equipment -
- Trucks -
- Trailers -
- Snow & Ice Equipment -
- Stormwater Management -

#### Supplies/Products

- Landscape Lighting -
- Fertilizers/Pesticides -
- Environmental -
- Floral Supplies -
- Nursery Supplies -
- Pottery/Planters -
- Seeds/Bulbs -
- Garden Structures/Sheds -
- Fencing/Arbors/Pergolas -
- Hand Tools -
- Irrigation -
- Plant Tags -
- Containers/Flats/Trays/Pots -
- Arborists -
- Soil Products -
- Bark & Mulch -
- Organics -
- Greenhouse -
- Geo-Textiles -

#### Garden Center

- Indoor Plants -
- Indoor Outdoor Decorations -
- Furniture -
- Garden/Landscape Art -
- Bagged Products -
- Pottery -
- Gifts -
- Outdoor Grills -

#### Hardscapes

- Pavers, Bricks -
- Natural Stone -
- Water Garden -
- Sand/Stone/Base Materials -
- Concrete Products -

#### Services/Miscellaneous

- Insurance Services -
- Financial Services -
- Tree Moving -
- Educational Institutions -
- Government Agencies -
- Publications -
- Recycling -
- Pools/Spas/Outdoor Kitchens -

and much more...

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We've got new dates, a new location, new professional management and a new way of thinking. It's a sure bet to meet with thousands of decision makers in the GREEN INDUSTRY in one of the largest horticultural markets in the country. For information - 800-332-3976!

## Advertising & Promotions

- Direct Mail
- E-Mail Blasts
- Print Advertising - Industry Publications
- Internet Search
- Viral Marketing
- NJPlantShow.com - Trade Show Website
- Press Releases
- Partnerships & Networking

## Event Details

- Access to thousands of decision makers
- Easy Move-In / Move-Out
- Easy access from throughout NJ/NY Metro Area
- Full Educational Program & CEU's Classes for Attendees
- Free Parking, Affordable Facility
- Professional Management Staff

### All Roads Lead to NJ Plants

The NJ/NY Metropolitan Market, one of the largest horticultural markets in the U.S., is at the crossroads of the NJ Turnpike, Garden State Parkway, I287/440 & Rtes 1 & 9 & only minutes to Newark Airport, NJ Transit and Amtrak.



97 Sunfield Ave, Edison, NJ 08837

Contact Kevin about exhibiting today! 800-332-3976, x116

## NJ Plants Who Will Attend

Reach out and meet thousands of decision makers from New Jersey & New York in these Green Industries:

- Nurseries/Growers
  - Landscape Architects & Designers
  - Landscape Professionals
  - Retail Garden Centers
  - Municipalities
  - Property & Facility Management
  - Snow & Ice Management
  - Landscape Irrigation & Lighting
  - Golf Course
  - Lawn Care & Maintenance
  - Arborists
- and many more...

Buy a Booth Today! Rates are:

- All Booths \$800.00
- Corners (Add'l) \$100.00

NJNLA Member Discount - \$50.00

Sponsorships opportunities are available.  
Contact Kevin for Details.

### The Beauty of Face - to - Face Marketing

One of the best tools to attract new customers in your business's arsenal are face-to-face opportunities.

Put your business in front of customers at NJ Plants and watch your business grow.

Reap the rewards. Exhibit today!



Produced in Cooperation with



NEW JERSEY NURSERY & LANDSCAPE ASSOCIATION

Sign-Up Today - 800-332-3976

**NEW** VENUE • DATES  
MANAGEMENT

## MAC Events, LLC

Producer of quality events for over 40 years throughout the United States.

Kevin McLaughlin, Show Director  
309 Morris Avenue, Suite D, Spring Lake, New Jersey 07762  
800-332-3976 / Fax: 732-449-5566  
Information@NJPlantShow.com / www.NJPlantShow.com



Plant Your  
Business Here &  
Watch It Grow!

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Edison, New Jersey



## EVENT ITINERARY

### Move - In:

Monday, Jan. 24 8am - 5pm  
Tuesday, Jan. 25 7am - 9am

### Show Hours:

Tuesday, Jan. 25 9:30am - 5pm  
Wednesday, Jan. 26 9:30am - 5pm

### Move - Out:

Wednesday, Jan. 26 5pm

## FEE SCHEDULE

### Booth Rates:

Each 10' x 10' Booth \$ 800.00  
All Corners an Additional \$ 100.00  
NJNLA Member Discount - \$50.00

Produced in Cooperation with



**Sponsorship opportunities are available!**  
Kevin McLaughlin @ 800-332-3976, x116

## NEW VENUE • DATES MANAGEMENT

**Plant Your  
Business Here &  
Watch It Grow!**

# To Exhibit Call - 800-332-3976

## MAC Events, LLC

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Information@NJPlantShow.com / 800-332-3976 / Fax: 732-449-5566



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# Application and Contract for Exhibit Space Rental

## MAC Events, LLC

309 Morris Avenue, Suite D, Spring Lake, NJ 07762  
800-332-3976 / 732-449-5566

www.NJPlantShow.com - Information@NJPlantShow.com

The undersigned wishes to make application for exhibit space in this event, upon acceptance of this application, which then becomes a contract subject to the rules and regulations governing the show and subject to final approval and acceptance by the show management. **SEE RULES AND REGULATIONS ON REVERSE SIDE.**

**PLEASE FILL OUT AS IT SHOULD BE PUBLISHED**



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Edison, New Jersey

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Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax #: (\_\_\_\_) \_\_\_\_\_

Signed by: X \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_  
(IMPORTANT - Print Name of Person to Receive Show Materials)

\_\_\_\_\_  
(E-Mail Address - Required)

\_\_\_\_\_  
(Website - Required)

### PRODUCTS & SERVICES TO BE EXHIBITED: (BE SPECIFIC - BRAND NAMES)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Credit Card Payments:

Card Type:  Visa  MC  AMEX

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Address: \_\_\_\_\_

Amount: \_\_\_\_\_ Date: \_\_\_\_\_

MAC Events is Authorized to charge final balance on the above credit card one month prior to event(s).

Signature: \_\_\_\_\_

By signing above, I agree to the charges described hereon and authorize MAC Events, LLC, to process the above credit card for these charges through the Intuit System. I agree to pay in full these charges in accordance with the standard policy of company issuing the credit card. I agree to the terms, conditions, and cancellation policy, as stated on the back of this contract. Under penalty of US Federal laws and the laws of the State of New Jersey, I certify the foregoing is true and correct.

(PLEASE DO NOT WRITE IN THESE BOXES)

Exhibitor Show ID Number	Salesperson:
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Date Received: \_\_\_\_\_

Accepted for Mac Events by: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

### SPACE REQUIREMENTS & BOOTH SELECTION

1st choice: # \_\_\_\_\_

2nd choice: # \_\_\_\_\_

3rd choice: # \_\_\_\_\_

Total Fee \$ \_\_\_\_\_

50 % Deposit: \_\_\_\_\_

Balance due (30 days prior to event)

**PLEASE REMIT CONTRACT & PAYMENTS TO:  
MAC Events, LLC,  
309 Morris Avenue, Suite D, Spring Lake, NJ 07762**

In order to validate this contract:

1. It's agreed that space assigned to us shall be accepted by us.
2. The Products listed above are those we propose to exhibit.
3. MAC EVENTS reserves the right to make last minute changes in the floor plan.
4. Attached is our check payable to MAC EVENTS.
5. Proof of adequate insurance pursuant to Paragraph 7 on the reverse side must be submitted with this Application/Contract.
6. I/We have read, understand and agree to be bound by the rules and regulations on the reverse of this APPLICATION/CONTRACT.

# RULES AND REGULATIONS

**1. LOCATION, DATES, AND HOURS** of Exhibit: To be determined by MACevents, LLC. (hereinafter referred to as "MAC").

**2. INSTALLATION, EXHIBITING, AND DISMANTLING:** The hours and dates for installation, exhibiting, and dismantling shall be those specified by MAC. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before the specified conclusion of the dismantling period set by MAC. Each exhibitor must name at least one person to be its representative with regard to installation, operation, and removal of exhibit.

3. The exhibitor does hereby covenant and agree that he will not use the premises or permit the same to be used at any time during the term of this contract for the purpose of soliciting participants for shows other than conducted by MAC, including, but not limited to, any recreational vehicle, camping, sporting, van or truck show, or the distribution of related materials including but not limited to advertising of such shows. Conduct in violation of this paragraph will permit MAC to resort to the remedies set forth in Paragraph Number 10 of this contract and any additional remedies it may have in either law or equity, or both.

**4. REASSIGNMENT OF SPACE:** MAC retains the right to reallocate space assigned to the exhibitor in the best interests of the Exhibit, for among other reasons, to affect balance against congestion, to avoid confusion in firm or trade names, to solve competitive conditions or similar reasons.

**5. SUBLETTING AND ASSIGNMENT:** Exhibitor may not sublet or assign his exhibit space, nor any part thereof, nor exhibit, offer for sale or advertise articles not manufactured, or normally sold by the exhibitor except when such articles are necessary to the proper demonstration or operation of the Exhibitor's display, in which case the identification shall be limited to the manufacturer's normal and regular nameplate. The Exhibitor shall not permit representatives of a non-exhibiting company to operate from his/her booth. Rulings of MAC shall in all instances be final with regard to use of the exhibit space.

## 6. GENERAL REGULATIONS:

A. Loud speakers and sound displays are not permitted, and MAC shall have the right to reject any exhibit, which does not, in its sole and reasonable opinion, conform to the general tenor of the show.

B. All exhibits, back walls and decorations will be limited to eight feet (8') in height except actual equipment, which in normal operations exceeds this height. Written permission from MAC must first be obtained for the display of equipment or articles of abnormal heights.

C. Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. The Exhibitor accepts full and sole responsibility for injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity, with the maximum floor load specifications.

D. The dispensing, distribution, or use of alcoholic beverages or food, or both, by exhibitors in any part of the show premises is prohibited without the express prior written approval of MAC. In any event, exhibitors are prohibited from conducting any of the above-described activities, which are in violation of federal, state or municipal laws.

E. NO FLAMMABLE FLUIDS OR MATERIALS OF ANY NATURE, INCLUDING DECORATIVE MATERIALS, USE OF WHICH IS PROHIBITED BY FEDERAL, STATE OR MUNICIPAL LAWS OR REGULATIONS MAY BE USED IN ANY EXHIBIT. THERE WILL BE ABSOLUTELY NO PROPANE PERMITTED IN THE BUILDING.

F. The operation of any games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only with the prior written approval of MAC. In any event, exhibitors are prohibited from conducting any of the above-described activities that are in violation of federal, state or municipal laws.

G. No noisy or obstructive work will be permitted during the hours that the show is open to the public, nor exhibits producing objectionable odors, be allowed. MAC shall have the sole discretion in determining what is noisy, obstructive and objectionable.

H. Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by MAC.

I. No soliciting of business shall be permitted in aisles or in other exhibitors' booths. Samples, catalogs, pamphlets, publications may only be distributed by exhibitors strictly within the confines of their own booth. No exhibitor will be permitted to conduct any promotional stunts or demonstrations without prior written approval from MAC. Exhibitor agrees to confine his selling and exhibit activities within the confines of his assigned space in the building and not in adjacent parking lots and public streets in violation of municipal ordinances or state statutes.

J. Photographing of booths will be limited to closed hours or candid shots only. Exhibitors and photographers may not disrupt redirect or in any manner hamper visitor traffic by clearing booth or aisle for photography during regular show hours.

K. In their own best interests, exhibitors should keep an attendant on their booths during all open hours. All exhibitors and their assistants, representatives, employees, servants and agents must register with MAC upon their arrival at the show premises daily.

**7. LIABILITY:** Exhibitor shall at all times protect, indemnify, save and hold harmless MAC against and from any and all loss, cost, damage, liability or expense arising from, or out of, or by reason of any accident, or other occurrence to anyone, including but not limited to

Exhibitor, its employees, representatives, agents, servants and business invitees, which arises from, or out of, or by reason of said Exhibitor's occupancy and use of the show premises or any part thereof. Under no circumstances will MAC be liable for any injuries to any persons as aforesaid in paragraph 7 and under no circumstances will MAC be liable for lost profits or any other incidental or consequential damages.

**EACH EXHIBITOR MUST OBTAIN SUFFICIENT INSURANCE COVERAGE TO COVER EXHIBIT MATERIALS AGAINST DAMAGE AND LOSS, AND PUBLIC LIABILITY INSURANCE AGAINST INJURY TO THE PERSON OR PROPERTY OF OTHERS.**

MAC will engage security guards, but it is understood by the exhibitor that its property shall remain under the Exhibitor at all times. Should the exhibitor desire to hire its own security guards, MAC must approve such security guards in writing.

**IF THE PREMISES OR ANY PORTION THEREOF, DURING THE TERM OF THIS CONTRACT, BE DAMAGE BY THE ACT, OMISSION OR NEGLIGENCE OF EXHIBITOR, ITS EMPLOYEES, REPRESENTATIVES, AGENTS OR SERVANTS, EXHIBITOR SHALL PAY TO MAC UPON DEMAND SUCH SUM AS SHALL BE NECESSARY TO RESTORE SAID SHOW PREMISES TO THEIR PRESENT CONDITION.**

In the event the show premises or any part thereof are unavailable whether for the entire show or a portion thereof as a result of terrorist attack(s), threat of terrorist attack(s), war, fire, flood, strikes, riots, acts of God, or any other cause beyond MAC's reasonable control, or should MAC decide that because of any such cause it is necessary to cancel, postpone or resite the show, or reduce the installation time, the show hours, or dismantling time, MAC shall not be liable to indemnify or reimburse Exhibitor in respect of any damages or loss, direct or indirect arising as a result thereof. Refunds in the case of termination shall be made to exhibitors in the amount based on the original exhibit fee less prorated adjustment based on MAC's cost incurred from staging the show.

If an exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund shall be made. If the assigned space is not occupied by the time set for completion of the installation of the displays, such space may be taken by MAC and reallocated or reassigned for such purposes or uses MAC may see fit.

**8. CANCELLATION:** In the event of cancellation by an exhibitor, MAC shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

A. If the Exhibitor cancels 120 days or more before the start of the show, MAC shall refund all monies received less the credit issued for the 2010 show.

B. If the Exhibitor cancels between 91 and 119 days before the start of the show, MAC shall be entitled to 50% of the space rental fee;

C. If the Exhibitor cancels between 61 and 90 days before the start of the show, MAC shall be entitled to 75% of the space rental fee;

D. If the Exhibitor cancels within 60 days of the start of the show, MAC shall be entitled to 100% of the space rental fee.

MAC must receive written notification of cancellation by registered or certified mail. The date notification is received by MAC will determine the above assessment charges. In the event of either full or partial cancellation of space by an exhibitor MAC reserves the right to reassign canceled booth space regardless of cancellation assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment.

**9. INTERPRETATION OF CONTRACT:** MAC shall have the full power in the interpretation, contraction and enforcement of all contract terms, rules, regulations and agreements set forth herein. Any alteration or modification of this contract shall be in writing and signed by the parties hereto.

**10. REMEDIES:** MAC reserves the right, through its manager and representatives, to eject or bar from said building or show premises any person or persons deemed objectionable by MAC and under exercise of this right, through its manager, or through the action of any agent or police officer. Exhibitor hereby waives any right to or claims for damages against MAC or any of its officers or agents, and shall hold MAC harmless and exempt from any such rights of claims.

MAC also reserves the right to eject or bar persons and to close exhibits or parts of exhibits, which are in violation of any paragraph of this contract. This provision applies to displays, literature, advertising, novelties, souvenirs, Exhibitor's conduct, etc.

If MAC must institute legal proceedings against an Exhibitor for his breach of this Contract, MAC, if successful, shall be entitled to reasonable attorney's fees in connection with such actions.

**11. MATTERS NOT SPECIFICALLY ADDRESSED HEREIN:** Any and all matters or questions not specifically addressed or covered by the foregoing paragraphs shall be solely subject to the reasonable decision and discretion of MAC.