

Northwest Landscape Expo

Exhibitor Prospectus and Contract

December 10, 2014



Oregon Convention Center • Portland, OR



Design • Build • Sustain • Supply • Maintain

NW Landscape Expo • December 10, 2014

To Reserve Exhibit Space

Complete the enclosed application. Send your application, along with payment to:

OLCA
147 SE 102nd Avenue
Portland, OR 97216

For additional exhibitor information, please contact the OLCA office at 503.253.9091 or 800.505.8105, or register online at www.oregonlandscape.org.

Show Details

Tuesday, December 9

Exhibitor Move-in:

10:00 am - 3:00 pm

Wednesday, December 10

Exhibitor Move-in:

6:00 - 7:00 am (hand carried items only)

Exhibits Open:

7:00 am - 3:00 pm

Exhibitor Move-out:

3:00 - 5:00 pm

NOTE: All exhibits must be set and in place by 7:00 am, Wednesday, December 10, 2014. Large Displays and equipment must be moved in December 9, 2014. Only hand carried items can be moved in on Wednesday, December 10.

Priority Registration to:

Previous exhibitors will have until July 1, 2014 to reserve their booth space, whether securing their same space or a new one. Exhibit registration will be open to all prospective exhibitors July 2, 2014.

NON-MEMBERS SAVE UP TO \$400 ON YOUR EXHIBIT FEES!!

If you would like to join the Oregon Landscape Contractors Association, and receive all the great member benefits available (including the member price for exhibit space at Oregon Landscape Expo), contact the OLCA office at 503.253.9091, 800.505.8105 or info@oregonlandscape.org. We will be happy to send you a membership application. If you should decide to join, just return your membership application along with your Oregon Landscape Expo Exhibitor Contract and we will extend the member price to you.

Why Exhibit at NW Landscape Expo?

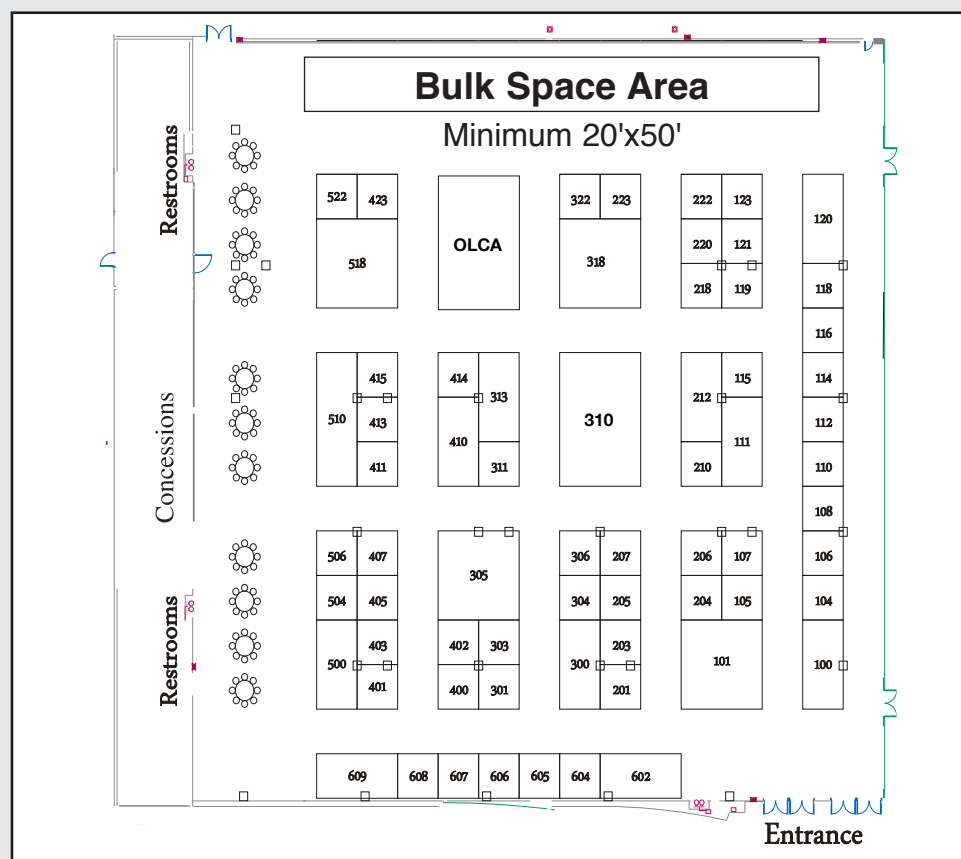
- **New This Year! Bulk Space. Minimum Space 20' x 50'.** This space is available for large equipment displays or companies who wish to display numerous brands and models of small to medium sized equipment. This is bare bonus space with no drapes or electricity unless purchased separately by the exhibitor.
- **Reinforce your position in the market.** A presence at one of the largest and most popular industry events in Oregon strengthens your position as a key supplier.
- **A comprehensive marketing campaign.** We bring the right audience to NW Landscape Expo. It's just one more way we maximize your return on investment.
- **This is your time.** Capture the attention of thousands of decision makers who attend NW Landscape Expo to learn, network and find new horticulture products, equipment, and services. Make valuable connections that will benefit your business immediately and well into the future.
- **Make sales.** Irrigation contractors, landscape architects & designers, landscape contractors, lawn care professionals, nursery growers, municipalities, golf course superintendents and more all are active participants that you won't find anywhere else.
- **Strengthen existing relationships.** NW Landscape Expo is an excellent way for existing customers to see you as an integral part of their industry. It's a chance to show them you're innovative, competitive, and essential to today's commercial horticulture industry.

Additional Marketing Opportunities Available

For those exhibitors who donate a door prize: The prize will be announced at the exhibitor's booth during the last break of the day. Prizes must have a minimum value of \$50. OLCA will continue its \$50 cash give-aways at each break.

CEH: Are you interested in participating in the CEH traffic driver allowing you to provide a 10-minute landscape training to booth visitors (limit 5 CEH per exhibitor)? Education must comply with Oregon Landscape License Board regulations.

Exhibit Hall E, Oregon Convention Center



OLCA 2014 Northwest Landscape Expo

Exhibitor Contract

By completing this form, I have read and will comply with the rules, regulations and payment terms as listed within both pages of this contract.

Company Information (please print clearly)

Company (as it should be listed): _____

Contact Name: _____

Authorized Signature: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Fax: _____

Email: _____

OLCA Member: Yes No

Is this a change for the OLCA database? Yes No

Exhibitor Booth Personnel

List names of representatives attending (for name badges).

1) _____ Company _____
2) _____ Company _____
3) _____ Company _____
4) _____ Company _____
5) _____ Company _____

Space Assignments

Space will be assigned on a first-come, first-served basis.

We will do our best to accommodate your wishes, however we cannot guarantee your desired booth space and reserve the right to assign space.

1) _____ 3) _____
2) _____ 4) _____

Corner Booths

Corner Booths are defined as those booths that have 2 sides open for access to the attendees. FOR EXAMPLE: 201, 207, 311, etc.

Corner Pairs

If you wish to purchase two adjacent 10' x 10' corner booths, you will also need to purchase the two booths adjacent to the corner booth. FOR EXAMPLE: If you wish to purchase booth pairs 306 & 207, you will also need to purchase the two booths adjacent to them, 304 & 205.

Category Classification

Please classify your company

- | | | |
|---|--|---|
| <input type="checkbox"/> Arborists/ Maintenance | <input type="checkbox"/> Equipment/ Tractor Sales | <input type="checkbox"/> Retail Nursery |
| <input type="checkbox"/> Architects/ Designers | <input type="checkbox"/> Gardening Products | <input type="checkbox"/> Yard Accessories |
| <input type="checkbox"/> Commercial | <input type="checkbox"/> Landscape/ Nursery Supplier | <input type="checkbox"/> Yard Structures |
| <input type="checkbox"/> Residential | <input type="checkbox"/> Other: _____ | |
| <input type="checkbox"/> Commercial Greenhouse/ Nursery | <input type="checkbox"/> Landscape Products | |
| <input type="checkbox"/> Professional | | |
| <input type="checkbox"/> Display Garden | <input type="checkbox"/> Society/Clubs/ College | |

Products or services to be exhibited: _____

(must be detailed & complete, please attach a separate sheet, if necessary)

Additional Marketing Opportunities

CEH: Are you interested in participating in the CEH traffic driver allowing you to provide a 10-minute landscape training to booth visitors (limit 5 CEH per exhibitor)? Education must comply with Oregon Landscape License Board regulations.

Yes, please contact me with more details No

Door Prize Drawing: Prizes will be announced at the exhibitor's booth during the last break of the day. Prizes must have a minimum value of \$50.

Yes No Market Value \$ _____

Method of Payment

Check, made payable to OLCA VISA MasterCard American Express (In US Funds)

Cardholder's Name _____

Cardholder's Signature _____

Card Number _____

Expiration Date _____

Amount Authorized _____

Billing Address _____

City _____

State _____

Zip _____

If you have any questions, please contact the OLCA office: 503.253.9091 or 800.505.8105.

Return contract to: OLCA • 147 SE 102nd Avenue • Portland, OR 97216 • Fax 503.253.9172

Keep a copy of your completed contract and the rules and regulations for your records.

Exhibits

Booth fee includes exhibitor booth personnel, booth space, pipe and drape and shared electrical outlet. Draped tables, booth carpet and chairs may be ordered in advance from the show decorator for an additional charge. The show decorator will send a packet of information regarding additional items that may be purchased by November 1, 2014.

Space	OLCA Member		Non Member		Deposit**
	Prior to 10/4/14	After 10/4/14	Prior to 10/4/14	After 10/4/14	
10'x10' Corner	\$775	\$875	\$1,025	\$1,125	\$300
10'x 20' Corner	\$1,425	\$1,625	\$1,675	\$1,875	\$500
10'x10' Other	\$725	\$825	\$975	\$1,075	\$300
10'x10' Add. Other	\$675	\$775	\$925	\$1,025	\$300
10'x30'	\$1,975	\$2,275	\$2,375	\$2,675	\$700
20'x20'	\$2,675	\$3,075	\$3,075	\$3,475	\$1,000
20'x30'	\$3,875	\$4,475	\$4,275	\$4,875	\$1,500
20'x50' Bulk	\$2,750	\$3,000	\$4,000	\$4,600	\$1,200

Exhibit Space Selection

I would like to reserve the following exhibit space

# _____ 10'x10' Corner \$ _____	# _____ 10'x30' \$ _____
# _____ 10'x20' Corner \$ _____	# _____ 20'x20' \$ _____
# _____ 10'x10' Other \$ _____	# _____ 20'x30' \$ _____
# _____ 10'x10' Add. Other \$ _____	# _____ 20'x50' Bulk \$ _____

Exhibit Fee

Total Due: \$ _____

****Deposit Required (See above): \$ _____**

Balance (Due by Oct. 7, 2014): \$ _____

GENERAL INFORMATION RULES AND REGULATIONS GOVERNING 2014 OLCA OREGON LANDSCAPE EXPO

1. All exhibitors must be in place and debris removed from aisles no later than 5:00 pm, Tuesday, December 9, 2014.
2. All supplies and materials for booths must be in by 5:00 pm, Tuesday, December 9, 2014.
3. No exhibits may be removed or dismantled before 3:00 pm, Wednesday, December 10, 2014.
4. The exhibit floor will be opened to registered exhibitors 30 minutes prior to opening to the attendees on show day. This rule will be rigidly enforced as a security measure.
5. The Exhibitor agrees to indemnify and hold harmless OLCA, Update Management, Inc., electrical contractor, show decorator, facility, their officers, agents and employees from any and all claims, causes of action and suits accruing or resulting from any damage, injury or loss to any person or persons, including but not limited to persons whom the Exhibitor may be liable under any worker's compensation law and Exhibitor himself from any loss of property goods, wares or merchandise, caused by, arising out of or in any way connected with the exercise of the Exhibitor of the privileges granted herein.
6. It is mutually understood and agreed that no alteration or variation of the terms of this contract shall be valid unless made in writing and signed by the parties hereto and that no oral understandings or agreements not incorporated herein unless made in writing between the parties hereto, shall be binding on any of the parties hereto.
7. In the event the Exhibitor fails to comply in any respect with the terms of this agreement all payments for this exhibit of the show shall be deemed earned and non refundable by OLCA. OLCA shall have the right to occupy the space in any manner in the best interest of OLCA without further notice to the Exhibitor.
8. The Exhibitor shall not assign or sublet said space, or any part thereof, without the written and duly signed consent of OLCA.
9. This agreement is not binding on OLCA or Update Management, Inc. until it has been duly accepted and signed.
10. DISPLAY RULES: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors are requested to use the good neighbor policy when designing exhibit space. Side displays are not to exceed 4' in height from the aisle continuing back 5'. No exhibit display or signage shall exceed 8' in height unless approved in advance in writing by show management. Backside of approved displays exceeding 8' in height should be completely finished so as not to negatively impact adjacent booths. All aisle space belongs to the show and may not be used for display packages by Exhibitor. All decorations must be fire proofed.
11. No canvassing solicitation of business or conference in the interest of businesses except by exhibiting firms is allowed. Sales must be confined to the exhibitor's space and in no case may extend to any other part of the show.
12. Placing of advertising materials on or in automobiles on the facility grounds is specifically prohibited and no permission for such distribution will be granted under any circumstances.
13. No food or beverage may be given away anywhere at the facility without the written approval of OLCA. No helium balloons are allowed.
14. The decision of OLCA must be accepted as final in any disagreements between exhibitors.
15. OLCA reserves the right to stop or remove from the facility any Exhibitor, or his representative, performing any act or practice which in the opinion of OLCA is objectionable.
16. OLCA reserves the right to refuse exhibits which would in any way detract from the dignity of the show, and to refuse space when deemed unsuitable by OLCA for economic reasons.
17. All matters not covered in this conditions are subject to the decision of OLCA, which shall be final.
18. Failure by OLCA at any time to require the performance by the Exhibitor of any of the provisions hereof shall in no way effect the right of OLCA hereunder to enforce the same, nor shall any waiver by OLCA of breach hereof be held to be a waiver of any succeeding or continuing breach or a waiver of the nonwaiver clause.
19. No live animals are allowed in the facility without written approval of OLCA. Properly and safely muzzled "seeing eye" dogs accompanying a blind person is acceptable.
20. SAMPLES: Exhibitors expecting to dispose of samples and gift items must obtain permission to do so before the show opens.
21. SECURITY: OLCA will exercise all reasonable diligence in protecting property of Exhibitors. Security will be on duty during all non-show hours; however, OLCA will not be responsible for articles lost by fire or theft or for any articles damaged in any way.
22. REMOVAL LIMIT: Exhibitors must remove all exhibits and related items by 6:30 pm, Wednesday, December 10, 2014. In the event such exhibits and related items are not removed by the above time, OLCA may, at it's option, treat such exhibits and related items as forfeited to OLCA, show decorator, or the facility, and all possessor or ownership rights of Exhibitor shall be forfeited.
23. CANCELLATION: OLCA reserves the right to cancel any commercial operation not listed in this application or which may, in the sole option of OLCA, be deemed to be unsuitable for any reason, including economic reasons. In the event Exhibitor cancels its exhibit or defaults under any terms of this agreement at any time prior to commencement of the show, OLCA shall retain 50% of the total booth fee, set forth on the reverse side hereof as liquidated damages for administration services provided by OLCA to Exhibitor. In the event Exhibitor has not yet paid such fees, OLCA shall have the right to collect the fees from the Exhibitor as liquidated damages. In the event a cancellation occurs for any reason following November 1, 2014, OLCA shall have the right to retain or collect the total fees as set forth on the reverse side of this agreement. All cancellations must be in writing and submitted to OLCA.
24. ELECTRICAL WORK: OLCA will provide one shared outlet 120/208v with each booth. The Exhibitor must pay the costs of special lighting or additional power requirements. All electrical service must be provided through and by OLCA approved suppliers.
25. LIENS: OLCA will have a lien upon any and all property stored, used or located upon the leased space or elsewhere by the lessee for any unpaid rentals and for any and all damages sustained by the breach of this contract otherwise caused by the lessee, and shall have the right to detain such property or any part of it without process of law, and may appropriate any or all such as its own to satisfy any such claim.
26. PUBLIC ADDRESS: Public access system and other sound amplification are not permitted except by advance approval of OLCA.
27. CARE OF SPACE: Exhibitors must have at least one person in attendance at their exhibit at all times the event is open to the attendees, and must care for and keep in good order the space occupied by them, taking every precaution against possible injury to visitors, guests or employees.
28. RESTRICTIONS: OLCA reserves the right to restrict or remove exhibits, without refund, that have been falsely entered, or are deemed by OLCA unsuitable or objectionable. This restriction applies to, but is not limited to, noise, PA systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to OLCA.
29. LIABILITY: The Exhibitor is entirely responsible for the leased space and shall not injure, mar or deface the premises. The Exhibitor shall not drive, nor permit to be driven, any pins, nails, hooks, tacks, or screws in any part of the facility. Furthermore, Exhibitor shall not affix to the walls or windows of the facility any advertisements, signs, etc. or use adhesive type material on painted surfaces. Automobile, trucks and similar conveyances shall have a drip pan and/or protective materials under them to safeguard the floor from dirt, oil stains, etc. and all landscaped areas must have a similar barrier under them to safeguard the floor. The Exhibitor agrees to reimburse OLCA and/or the facility for loss or damage occurring to the premises or equipment.
30. INSURANCE: Exhibit shall purchase and maintain such insurance naming OLCA, Update Management, Inc. and the facility as additional insured, as well protect them from claims which may arise or result from the activities of the Exhibitor. Exhibitor shall furnish OLCA evidence of such insurance and payment of the premiums thereon upon request. Neither OLCA, Update Management, Inc. nor the facility shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause. Such additional insurance, if desired, must be obtained by the Exhibitor.
31. LICENSES: Any and all City, County, State or Federal licenses, inspections or permits required by law of any Exhibitor in the installation or operation of the display shall be obtained by the Exhibitor at their own expense prior to the opening of the show.
32. RIGHTS OF THE MANAGEMENT IN THE EVENT THE EXHIBITION IS NOT HELD: OLCA shall not be liable for any damage or expense incurred by exhibitors in the event the show is delayed, interrupted or not held, as scheduled; and, if for any reason beyond the control of OLCA, the show is not held, OLCA may retain as much of the amount paid by the exhibitors as necessary to defray expenses already incurred by OLCA.
33. MUSIC LICENSING: The playing of protected music by an Exhibitor or the performing of live music in a booth is prohibited. Exhibitor shall hold OLCA harmless for all licensing and enforcement fees for recorded or live music played or performed in the booth space.
34. CHEMICALS: No chemicals are allowed in the exhibit area although empty containers with the appropriate labeling are allowed.
35. INGRESS/EGRESS: Maximum access is 22 feet wide and 20 feet high. Ingress must be limited to access and loads must not exceed 300 pounds per square foot.
36. VEHICLES & POWER EQUIPMENT: Displaying of vehicles and power equipment requires vehicles to have 1/4 or less of fuel in the tank, gas cap either locked or taped in place and battery cables taped or batteries removed. Keys must be made available at all times, including during set-up, dismantle and show hours.