



EXHIBITOR CONFIRMATION

On behalf of New England Floriculture, Inc., thank you for registering to exhibit at the **2016 Northeast Greenhouse Conference and Expo** being held November 9 & 10, at the Holiday Inn in Boxborough, Massachusetts.

Here are a few important pieces of information you should know for planning purposes:

Exhibitor Benefits:

In addition to the exhibit space, the booth fee includes:

- ★ Listing in conference Final Program book
- ★ Tradeshow passes to distribute to your best customers - 3 for 10x10/ 6 for 20x20 booth
- ★ 2 transferable workshop passes for your booth representatives to attend sessions (*distributed onsite*)
- ★ Attendee list provided as an excel spreadsheet for post-event marketing initiatives (*sent by email within two weeks after the event*)

Show Decorator:

- **SER exposition services** is the official service contractor. They will be emailing you an "Exhibitor Services Manual," to order tables, carpeting, electricity, and drayage/shipping services. All orders and payment must be made directly to SER. Please note that your booth space does not come equipped with any tables or chairs. However, the show floor is carpeted. The show colors for pipe and drape are **Terracota and Expo Green**.
- **Move-in Regulations (strictly enforced):**
 - a. **Carts:** Exhibitors have the option of providing their own non-motorized dollies, flatbed or two wheelers for their own use during move in/out. No carts or dollies are available to borrow from either the show decorator or facility.
 - b. **Loading Dock:** The loading dock doors are located near the banquet entrance on the left, facing the front doors. Drive in access is not permitted after 9am on Tuesday, November 8th. If you require a pallet jack or forklift these services will need to be ordered through our show decorator, SER. Please refer to your show kit for additional details.
 - c. **Rules:** We encourage you to review the exhibitor services manual from SER which includes detailed information on the rules and policies associated with the Holiday Inn, as well as the fees associated with optional services and items available to you. Feel free to contact SER exposition services directly for any questions or clarifications at (508) 757-3397.

Shipping Instructions:

All shipments are subject to material handling charges and the proper forms within the exhibitor services manual should be fill out and submitted to SER, prior to the event. For additional questions please contact SER exposition services directly at (508) 757-3397.

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Move-in Schedule:

- Please note ONE-DAY extended hours for move in and set up. Moving times will be strictly enforced to ensure a smooth process.
- During set up, please keep aisles clear to facilitate a smooth move in and to be courteous to other exhibitors.
- **NOTE: 8:00 a.m. – 9:00 a.m. is dedicated for drive-in access for 20x20 booths.** All 20x20 booths MUST move in before 12:00 noon.

Tuesday November 8	Wednesday November 9	Thursday November 10
MOVE-IN/SET UP:	TRADE SHOW:	TRADE SHOW:
10:00 a.m. – 8:00 p.m.	10:00 a.m. – 5:00 p.m.	8:00 a.m. – 3:00 p.m.
		TEAR DOWN:
		3:00 p.m. – 9:00 p.m.

Lodging:

Northeast Greenhouse Conference participants are invited to take advantage of discounted lodging. A room block is available at the Holiday Inn Boxborough, located on 242 Adams Place in Boxborough, MA. Overnight accommodations are available for a reduced rate of \$119 per night + tax. **Reservations must be received by October 17, 2016 to receive the reduced rate.** Call The Holiday Inn directly at 978-263-8701 and be sure to mention you're with the Northeast Greenhouse Conference

Parking:

- Complimentary parking is available at the Holiday Inn. Large box trucks are asked to park in the back of the banquet side lot.

AD PLACEMENT: If you purchased ...

- Black & White ADS ONLY PLEASE!
- It is important that you include a copy of the ad you want placed with your submission. Please submit ads as a high resolution pdf file
- Submit ads via email to elise@delaneymeetingevent.com **no later than October 1st.**

SPONSORSHIP Recognition:

All sponsor opportunities include company logo recognition on signage, in Final Program/Resource Guide and on the conference website.

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EXHIBITOR NAME BADGE FORM

Please type or print first and last names carefully as we will prepare show badges from this list. All badges will be available at the Registration Counter for exhibitors during set up and show hours.

*Please RSVP to the Dazed and Infused reception on Tuesday and the Wednesday Welcome Reception

Company Name: _____

1. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
2. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
3. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
4. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
5. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
6. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
7. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
8. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
9. _____
Tues. Reception: Yes No Wednesday Reception: Yes No
10. _____
Tues. Reception: Yes No Wednesday Reception: Yes No

Complete and return to Northeast Greenhouse Conference Office no later than Friday, October 14th.

Email to: elise@delaneymeetingevent.com

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