



southeast GREEN

formerly WINTERGREEN

Exhibitor & Sponsor Prospectus

GAS SOUTH DISTRICT
DULUTH, GEORGIA
JUNE 13 - 15, 2023

Come Grow With Us!



southeastgreen.org



southeast GREEN

The Georgia Green Industry Association invites you to, *"Come grow with us!"* at our newly rebranded Southeast Green Conference and Trade Show (formerly WINTERGREEN).

Southeast Green is proud to be Georgia's premier and **ONLY** multi-day conference for the green industry. Our trade show proudly boasts **70+ hours of educational opportunities and workshops**, over **200 exhibitors**, **thousands of attendees**, and **countless networking opportunities**.

We have many repeat exhibitors from all over the country, from different divisions of the industry, with different products to show each year and we welcome YOU to join us in 2023!

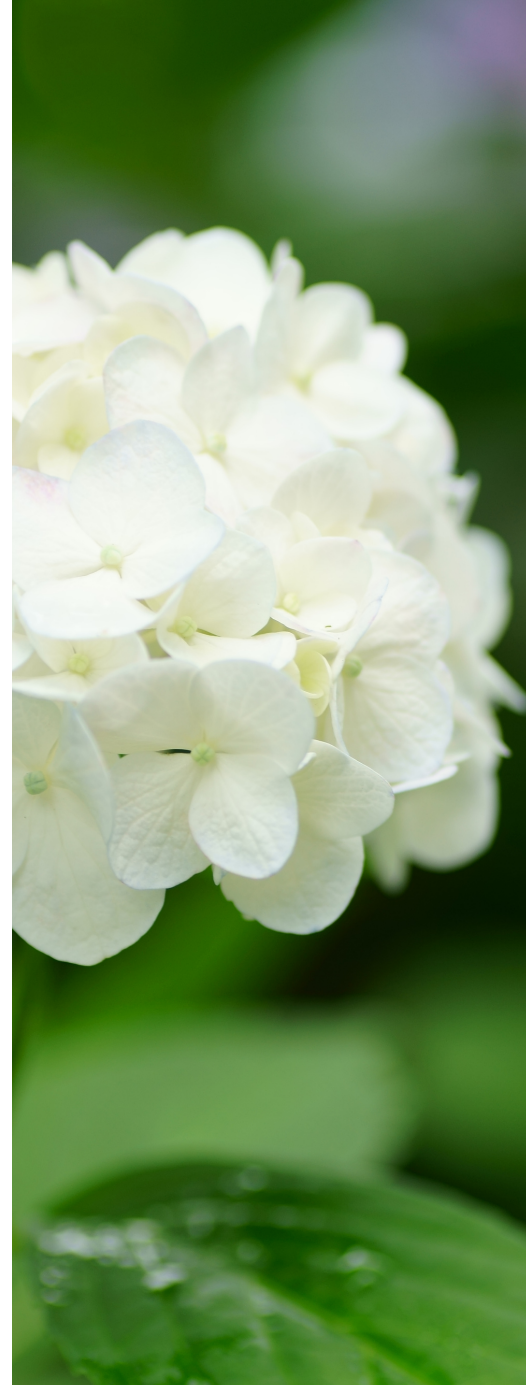


TABLE OF CONTENTS

Come Grow With Us - An Invitation	2
A Note from our Executive Director	3
Exhibit at Southeast Green	4
Sponsor Southeast Green	8
Join GGIA (Steep Member Discounts Apply)	12



GGIA
GEORGIA GREEN INDUSTRY ASSOCIATION

Life is funny! Sometimes when it seems things are falling all to pieces; the pieces are actually falling into place. It's no secret that GGIA has been in a season of drastic change, along with the rest of the world. Between changes in leadership, the pandemic, staff turnover, and upheaving the 31-year-old WINTERGREEN Conference and Trade Show and moving it to June, our organization and members have been through a lot since 2020. Yet, here we are – stronger, more efficient, and growing!

At GGIA, we have long known that we need to modernize and streamline our organization. This past year, we have worked diligently to do just that. We rebuilt our website so that information is easier to find. We moved our trade show registration to a separate dedicated website with online purchasing. We moved to a new member management platform that allows members to auto-renew their membership and donations. We also increased membership by over 10%, hosted an outstanding after-hours event during the trade show, and increased our sponsorships by over 20%.

This past year's success did not come without struggle. The summer backup dates ended up being a blessing, and after listening to the feedback from exhibitors and attendees, the GGIA Board of Directors opted to keep our annual conference and trade show in June for at least another year and rebrand it as Southeast Green.

I hope you will accept our invitation to "Come Grow with Us" at Southeast Green 2023!

Lanie A Riner

LANIE RINER

Executive Director | Georgia Green Industry Association

COME GROW WITH US!



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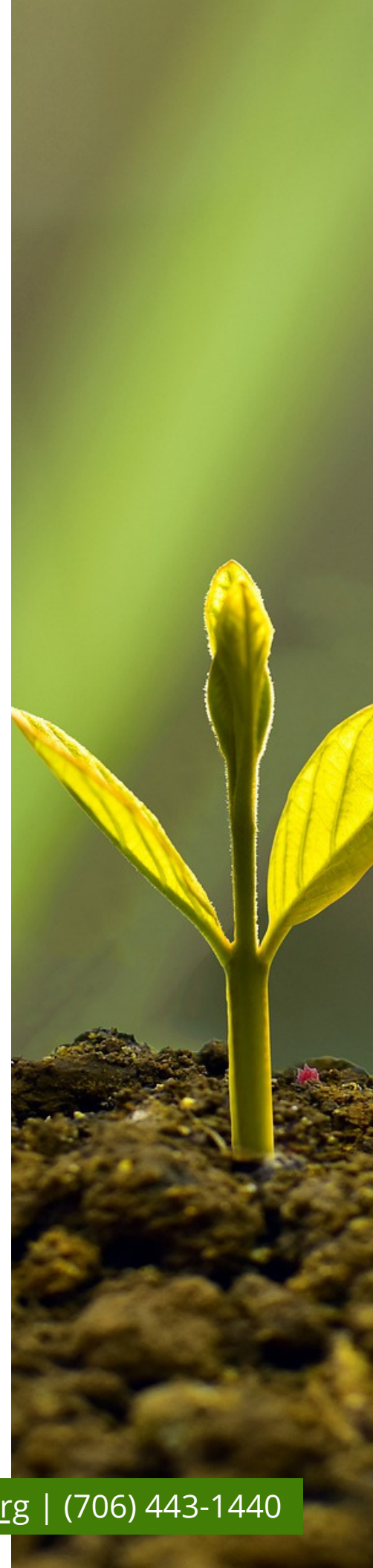


Why Exhibit?

GGIA is excited to host our annual conference and trade show in June again! Southeast Green (formerly WINTERGREEN) is Georgia's only trade show for the green industry. It's ***your chance*** to market to one of the largest concentrations of landscape contractors, garden centers, and other growers in the southeast. We are continually working to build on the successes of previous years and bring more value to your exhibiting dollar.

This year, we will be in the newly renovated exhibit halls A, B, & C. Our floor plan is slightly modified from last year and **jam-packed with our most popular 10'X10' booths**. We are also adding **bulk space** for our exhibitors that need to spread out a little. As we have done each time there is a floor plan change, seniority will determine the order in which booths are selected. The details about booth placement can be found **[HERE](#)**.

We also have an excellent interactive **[Exhibitor Map](#)** that can help you choose your booth. It will also serve as a tool for attendees to find your business and contact information.



Floor Plan

[Explore Full Interactive Floorplan Online](#)



COME GROW WITH US!



EXHIBITOR BOOTH INFORMATION

Now it is your chance to exhibit at
Georgia's Premier Green Industry Trade Show!

Our Mission For Southeast Green
Come Grow With Us

Who Attends Southeast Green?

- Landscape Contractors
- Irrigation Professionals
- Retail & Online Garden Centers
- Greenhouse and Nursery Growers
- Public Garden Professionals
- Landscape Architects
- Turf Install & Maintenance Pros
- Horticulture Researchers and Educators
- Students Pursuing a Career in Horticulture

Reasons to Exhibit

- Georgia's premier multi-day conference for the green industry
- Thousands of Attendees
- 200+ Exhibits
- 70+ Hours of Education Sessions & Workshops
- 30+ Hours of CEU Opportunities
- Afterhour Networking Events



**Register
Now**

(706) 443-1440
southeastgreen.org



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Exhibit

What's Included In A Booth?

- Steep Discounts for GGIA Members
- 8' high back drape and 3' high side drape
- One table
- Two chairs
- Two lunch tickets / booth
(One for each day of trade show)
- Company identification sign
- Wastebasket
- Up to Four complimentary show badges per booth (badges for exhibitor staff only)



BOOTH PRICING

Member Pricing:

10 x 10 - \$775

10 x 10 Corner - \$925

10 x 20 Booth - \$1550

10 x 20 End Cap - \$1850

Bulk Space - \$7.75 / SF

(minimum 400 SF - \$3100)

Non-Member Pricing:

10 x 10 - \$1275

10 x 10 Corner - \$1425

10 x 20 Booth - \$2550

10 x 20 End Cap - \$2850

Bulk Space - \$12.75 / SF

(minimum 400 SF - \$5100)

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SPONSOR

You already know that the Southeast Green Conference and Trade Show is full of outstanding exhibitors and attendees that are decision-makers within their companies.

So, don't get lost in the crowd of the exhibit hall! ***Expand your footprint*** at the show, and maximize your investment at the 2023 Southeast Green Conference and Trade Show by working with our team to showcase your business through one of our many sponsorships or advertising opportunities.

Visit southeastgreen.org/sponsor.



BENEFITS SUMMARY

Every sponsorship comes with a plethora of printed and digital recognition in the months leading up to the Southeast Green Conference and Trade Show. It also includes printed and digital recognition throughout the event. (Details on pg. 11.) Each sponsor receives access to the attendee list following Southeast Green.

Individual sponsorship benefits are listed in the sponsorship descriptions.





SPONSORSHIP OPPORTUNITIES

EDUCATION CONFERENCE | 2 AVAILABLE

We're excited to bring back our Education Conference sponsorship at Southeast Green. This sponsorship is prestigious and comes with many great opportunities for exposure. You will receive exclusive sponsor signage for every class with the opportunity for you to provide material to be given out during sessions. This sponsorship also includes top placement on our Sponsors web page.

LANYARDS | 1 AVAILABLE

Here's your chance to have your logo around every exhibitor's and attendee's neck at Southeast Green. Probably our most-seen sponsorship offer, you get exclusive logo placement on lanyards for badges. This sponsorship includes individual placement on our Southeast Green Sponsors web page.

WI-FI SPONSOR | 1 AVAILABLE

Get credit for keeping everyone online and connected during the Southeast Green Conference and Trade Show. Sponsor recognition will be featured with the Wi-Fi password throughout the conference and trade show. This sponsorship includes individual placement on our Southeast Green Sponsors web page.

COFFEE & WATER | 2 AVAILABLE

Make your company the hot topic at the morning coffee bars and the cool drink at the afternoon water bars. Everyone taking a class will remember your name after having it prominently displayed in the break areas. This sponsorship includes individual placement on our Southeast Green Sponsors web page.



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SPONSORSHIP OPPORTUNITIES

FOOD COURT | 2 AVAILABLE

Did you know Gas South District was adding a food court on-site to keep everyone full and happy? Get the name recognition you need while folks are chowing down throughout the day. Have your logo and marketing displayed on a one-pager at every table in the food court. This sponsorship includes individual placement on our Southeast Green Sponsors web page.

ATTENDEE BAGS | 1 AVAILABLE

Everyone needs a bag (or two) to collect all the exhibitor information and get it back to their office. By sponsoring the trade show bags, you can get your information back to the office of every single attendee.

EDUCATION SESSION | MULTIPLE AVAILABLE

Sponsor any one of our educational sessions or tracks to get some recognition for your company. Class sponsorships must be educational in nature and not an infomercial. If you'd like to sponsor an educational session, you must reach out to make arrangements.

rfreeman@asginfo.net

CUSTOM SPONSOR PACKAGE | MULTIPLE

Don't see what you're looking for, or have a sponsorship idea you'd like to try? Give us a call or send us an email. We'll be glad to customize a sponsorship package to meet your need, and help you achieve sales goals.

Want Year-Round Recognition?

Contact lanie@ggia.org to discuss becoming a Partner in Sustainability.



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SPONSOR

In addition to the individual benefits of each sponsorship, sponsors receive the following:

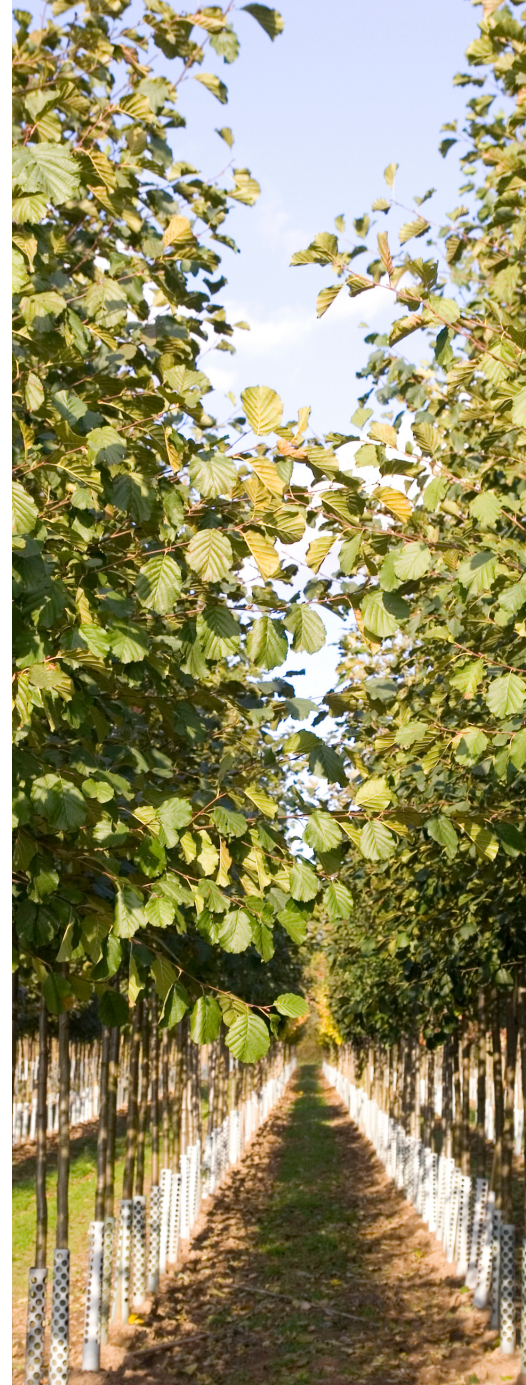
1. Access to the attendee list after the show.

2. Digital Recognition.

- Recognition on the Sponsors page of the website. (Jan. '23)
- Recognition in the digital attendee brochure. (Jan. '23.)
- Recognition in e-blasts promoting Southeast Green (Jan. - Jun. '23)
- Recognition in the digital slideshow on monitors. (on-site)
- Recognition in other appropriate digital outlets as opportunities arise.

3. Sponsors will receive the following printed recognition.

- Recognition in the printed Attendee Brochure. (on-site)
- Recognition on printed signage throughout the Southeast Green Conference. (on-site)
- Recognition in other appropriate printed outlets as opportunities arise. (Jan. - Jun. '23)



SPONSORSHIP SUMMARY

Education Conference Sponsor - 2	\$3500	\$4000
Lanyard Sponsor - 1	\$2500	\$3000
Wi-Fi Sponsor - 1	\$2500	\$3000
Coffee and Water Sponsor - 2	\$1500	\$2000
Food Court Sponsor - 2	\$1500	\$2000
Attendee Bag Sponsor - 1	\$500	\$1000
Education Session Sponsor - multiple	\$400+	\$900+
Custom Sponsorships - multiple	TBD	TBD



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MEMBERSHIP OVERVIEW

Membership to GGIA grants you access to a network with a greater range of people who share similar challenges and opportunities as you and your business. We provide legislative support at the state level for hot-button industry-related issues, access to timely information about industry news and changes, strategic relationships from other agriculture interest groups such as UGA Cooperative Extension, neighboring green industry organizations, and Georgia's Technical Colleges, education opportunities and continuing education seminars, and sponsorship opportunities as well as discounted exhibiting and advertising opportunities during our industry events, including Southeast Green Conference and Trade Show (formerly WINTERGREEN).



GGIA

Hey Friend! You want the Member Discount?

Join GGIA today!