



July 20, 2010

Dear Potential Exhibitor

This year Landscape Ontario (LO) in partnership with Municipal Equipment and Operations Association (MEOA) and Ontario Parks Association (OPA) is please present:

**FALL TRADE SHOW 2010 & THE SNOW & ICE SYMPOSIUM
KITCHENER MEMORIAL AUDITORIUM COMPLEX
SEPTEMBER 1, 2010 – BUILD-A-BID PROGRAMME
SEPTEMBER 2, 2010 – TRADE SHOW & SYMPOSIUM**

At last year's Snow & Ice Symposium we had some great conversations with the exhibitors at the trade show and **we listened to what you asked for!** All of you saw the great potential of a Snow & Ice Symposium and having the ability to reach out to those members that are involved with the industry and all the related issues that surround it.

Partnering with an established event like the Fall Trade Show, produced by the MEOA was what we needed to elevate both events to the next level of success. Vendors from both events will see even more potential customers from a broader market base. The event is being aggressively promoted as a must attend show for the members of MEOA, LO & OPA.

Exhibiting Facts:

- 2 low-cost options for exhibiting indoors or outdoors
- Centrally located facility in the heart of South Western Ontario
- Set up on Wednesday, September 1, 2010
- Expected attendance of more than 200 for education programs and 300 for exhibits only
- Audience includes commercial, municipal and provincial snow and ice professionals, property managers, parks and recreation professionals, municipal equipment and operations personnel, industry suppliers and distributors.
- Indoor displays areas are 10'x10' & 20' x 30' and multiples thereof
- Outdoor display areas are 20' x 30' and multiples thereof
- Exhibit rates - please see the attached space contract

Sponsorship packages are available on all levels and can be customized to suit. Some of the traditional options are:

Sponsorship Packages

- Presenting Sponsor of Build-a-Bid \$ 2000
- Presenting Sponsor of Symposium \$ 2000
 - Speaker Sponsor \$ 1000
 - Coffee Break Sponsor \$ 1000
 - Associate Sponsor \$ 300

Website

Visit www.horttrades.com/snowsymposium

For More Information on Exhibit Sales

Contact Gilles Bouchard – 800-265-5656 ext.2323 gbouchard@landscapeontario.com
Paul Day – 800-265-5656 ext.2339 pday@landscapeontario.com