

# Location! Location! Location!

Space is limited; 72.4% of past exhibitors are planning to return.

Don't delay – Reserve today at [locongress.com](http://locongress.com)

## Exhibit Rate Card

**\$15.80 per square foot**

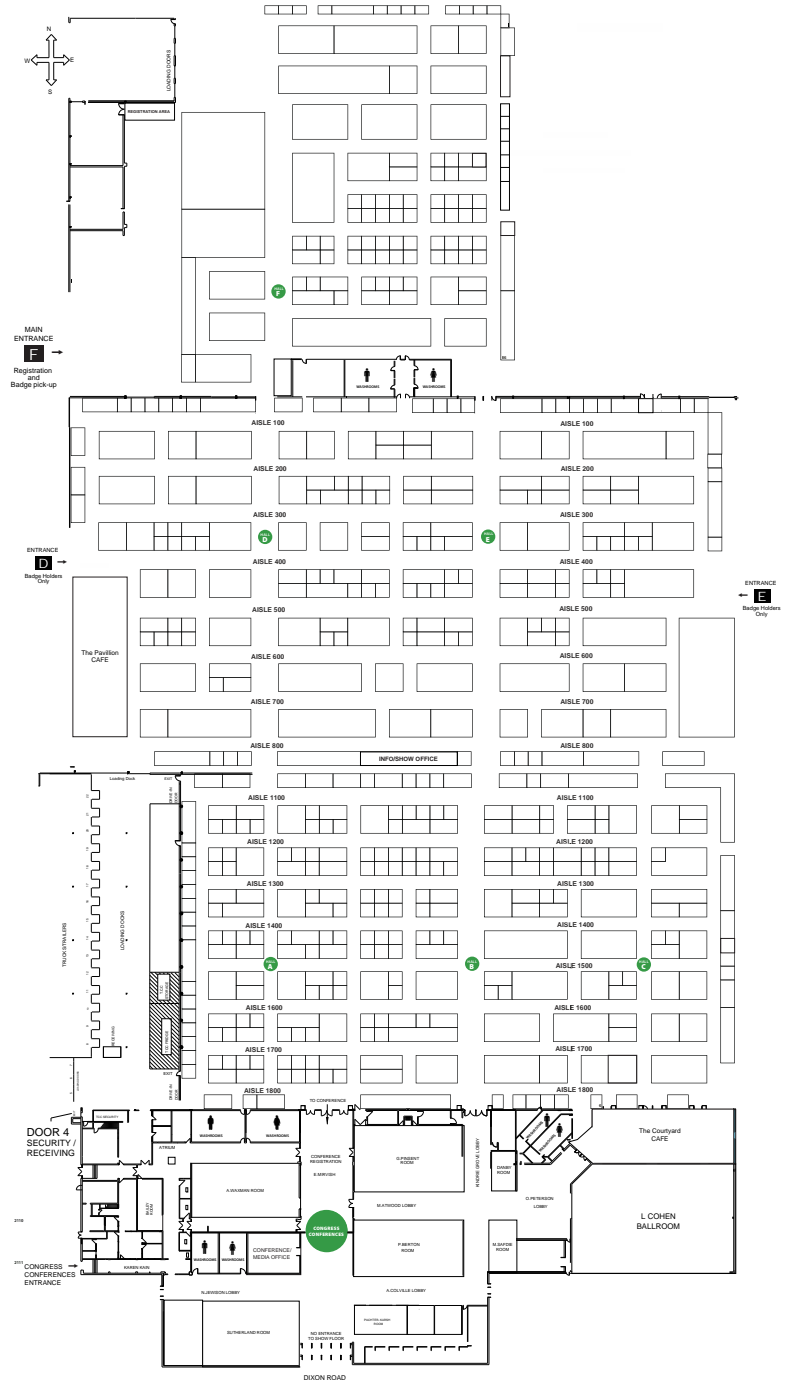
Plus 13% HST (reg. #R119005049)

### Join our Community and Save

\$2/sq. ft. discount applies for members of Landscape Ontario and the Canadian Fence Industry Association

#### Exhibit package includes:

- 15 VIP Passes
- 1 Full Conference Registration Pass
- Admission to Tailgate Party XVII
- On-line profile
- Conference Guide listing
- Show Preview listing
- Show Guide listing
- Cross-Product listing
- Press release distribution
- Sponsorship opportunities
- Promotional signage
- Exclusive advertising opportunity
- Materials handling (to exhibit)
- Crate storage
- Aisle carpeting
- Parking
- Pipe and drape booth upon request
- 24-hour security



Send a 20% deposit to secure your exhibit space today!  
The balance is due September 24, 2012.

**Reserve your exhibit space today!**

Call 1-800-265-5656 x339 or  
Email: [showinfo@locongress.com](mailto:showinfo@locongress.com)

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



# CONGRESS 2013 REQUEST FOR EXHIBIT SPACE

JANUARY 8-10, 2013  
 TORONTO CONGRESS CENTRE, 650 DIXON ROAD, TORONTO, ON CANADA M9W 1J1

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV./STATE: \_\_\_\_\_ POSTAL/ZIP: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ CELL: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

**BOOTH NUMBER PREFERENCE:** 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

**BOOTH DIMENSIONS:** \_\_\_\_\_ feet x \_\_\_\_\_ feet = \_\_\_\_\_ sq.ft.\*

**FOR THE CONGRESS 2013 SHOWGUIDE:** List our company name under the letter “\_\_\_”

- PRODUCT CATEGORIES:**  
 We will have the following products/services on display:
- Aggregates & Natural Stone
  - Apparel
  - Associations (Trades)
  - Bulbs
  - Chemicals - Commercial
  - Christmas Trees
  - Christmas Supplies
  - Computer Soft/Hardware
  - Education
  - Equipment Accessories
  - Equipment-Large
  - Equipment-Small
  - Equipment-Snow
  - Fencing of all types
  - Furniture & Accessories
  - Garden Centre Supplies
  - Greenhouse Equipment
  - Greenhouse Supplies
  - Hardware/Tools
  - Interlock & Precast
  - Irrigation
  - Landscape Supplies
  - Lighting
  - Nursery Growing Supplies
  - Nursery Stock
  - Organic Products
  - Ornamental Concrete
  - Playground Equipment
  - Pottery
  - Seeds
  - Services
  - Street Furniture/Lights
  - Swimming Pool and Hot tub supplies
  - Vehicles
  - Waste Management
  - Water Gardens & Supplies
  - OTHER: \_\_\_\_\_

**BOOTH PAYMENT CALCULATIONS:**  
 Up to 400 square feet..... \$15.80/sq.ft.  
 Between 401-999 square feet ..... \$15.55/sq.ft.  
 Over 1,000 square feet..... \$15.40/sq.ft.

Booth Cost: \_\_\_\_\_ square feet\* x \$ \_\_\_\_\_ (Price per sq.ft.) = \$ \_\_\_\_\_

**LESS:** Landscape Ontario (associate/active)  
 CFIA member discount of \$2.00 per sq. ft. — \$ \_\_\_\_\_

**SUB-TOTAL** \$ \_\_\_\_\_

13% HST (reg. #R119005049) \$ \_\_\_\_\_

**TOTAL BOOTH COST** (in Canadian dollars) \$ \_\_\_\_\_

**PAYMENT TERMS: A 20% deposit must accompany this form.**  
 The balance is **due** and **payable in full** to Landscape Ontario by **September 24, 2012**

THE ABOVE PAYMENT IS BASED UPON ACCEPTANCE OF LANDSCAPE ONTARIO. THIS APPLICATION BECOMES A CONTRACT AND IS NOT SUBJECT TO CANCELLATION EXCEPT BY THE CONSENT OF BOTH PARTIES. ON BEHALF OF THE ABOVE COMPANY, I AGREE TO ABIDE BY THE RULES AND REGULATIONS SET OUT IN THIS CONTRACT AND CONDUCT ALL BUSINESS AT THE SHOW IN ACCORDANCE TO THE OCCUPATIONAL HEALTH & SAFETY ACT AS OUTLINED BY THE MINISTRY OF LABOUR. AS AN EXHIBITOR, OUR COMPANY WILL HAVE PROPER INSURANCE FOR THE EVENT INCLUDING A \$2,000,000 COMPREHENSIVE GENERAL LIABILITY LISTING LANDSCAPE ONTARIO, THE CANADIAN FENCE INDUSTRY ASSOCIATION, THE TORONTO CONGRESS CENTRE AND RELATED COMPANIES AS ADDITIONAL NAMED INSURED.

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

If you wish to pay by American Express, Mastercard or Visa, please provide the following information:  
 Deposit Only  Deposit and balance when due

VISA/MC/AMEX#: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_

◆◆ PLEASE TAKE A PHOTOCOPY OF THIS CONTRACT FOR YOUR RECORDS ◆◆

**OFFICE USE ONLY:** Assigned Booth # \_\_\_\_\_ Date Manual Sent: \_\_\_\_\_

Deposit Received: \_\_\_\_\_  CDN  US Cheque # \_\_\_\_\_ Date: \_\_\_\_\_

Balance Received: \_\_\_\_\_  CDN  US Cheque # \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

**SEND TO:** Landscape Ontario - 7856 Fifth Line South RR4, Milton, Ontario, L9T 2X8  
 tel: 1-800-265-5656 ext 2339 or (905) 875-1805 • fax: (905) 875-3942 • e-mail: showinfo@locongress.com

# EXHIBIT RULES AND REGULATIONS

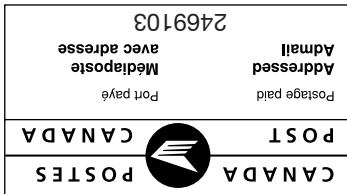
- 1. SHOW MANAGEMENT:** The words "Show Management as used herein refers to the Landscape Ontario Horticultural Trades Association, its employees and agents. The enforcement and interpretation of the following rules and regulations is the responsibility of Show Management.
- 2. SPACE RENTAL:** The application for exhibit space, when duly signed by the exhibiting firm and Show Management, shall constitute a valid contract between the parties. If payment is not received within the prescribed time limit, the contract is considered null and void and the space will be re-assigned to another applicant. Should any rented space remain unoccupied on the opening day, Show Management reserves the right to rent such space to any other applicant or use it for any other purpose without refund to the original applicant. Each space comes with backdrop and siderail drapery.  
**NO CARPET OR ELECTRICITY IS SUPPLIED.**
- 3. CANCELLATION OF DISPLAY SPACE:** Display space may be cancelled up to 90 days prior to the opening dates of the exposition without penalty; except for \$150.00 per 10' x 10' booth administration charge; however, a cancellation charge equal to one-third the cost of the space will be made by Show Management for space cancelled from 90 days to 60 days prior to the opening date of the exposition; one-half the cost of the space if cancelled from 60 days to 30 days of the opening date; and the full cost of the space if cancelled within 30 days of the opening date of the exposition.
- 4. USE OF SPACE & RESTRICTIONS:** The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited and will result in ejection from the exhibition without refund or other appeal. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in the Exhibitor's Manual, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas or other designated common area of the facility.
- 5. INSTALLATION, EXHIBIT HOURS AND DISMANTLING:** Dates and hours for installation, exhibiting and dismantling will be as specified by Show Management. Goods received after the opening of the exposition must be delivered to the booth and arranged at a time other than official exhibit hours. Exhibits shall be staffed at all times when the exhibition is officially open. No exhibitor will be permitted to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons, or to abandon their display prior to the official closing. **Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions conducted by Show Management. All exhibits must be removed by 2 p.m., Friday, January 11, 2013, and all storage and handling charges for failure to remove exhibit and/or materials by that time shall be the responsibility of the exhibitor. Show Management reserves the right to remove any exhibit, any excess garbage, materials, packaging, sand, stone, etc., which is not removed by the conclusion of the exhibition and charge the expense to the exhibitor.**
- 6. MATERIALS HANDLING:** Dollies will be provided free of charge during official move-in and move-out hours. Exhibitors should have their representatives on hand to supervise unloading and placing of exhibit material. **MANNED FORKLIFTS MAY BE RENTED FOR SPOTTING PURPOSES.**
- 7. FIRE REGULATIONS:** All exhibitors must comply with local fire regulations. Only fireproof materials may be used in displays and wiring must conform to C.S.A. or UL specifications. Fire exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.
- 8. ELECTRICAL SAFETY CODE REQUIREMENTS:** All exhibitors must comply with the Ontario Electrical Safety Code Requirements. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.
- 9. DAMAGE TO PROPERTY:** Exhibitors are liable for all damage caused by them to the exhibit facility, booth equipment or to other exhibitors' property and shall indemnify the Facility Management, Show Management, and/or the Official Services Contractor against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitors use of exhibit space.
- 10. CARE OF BUILDINGS:** Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to ceilings, walls, pipes or electrical fixtures.
- 11. SECURITY:** Show Management will employ reputable guards on a 24 hour basis for the duration of the exhibition and will take reasonable precautions to safeguard exhibitors' property. However, Show Management assumes no liability for loss or damaged, howsoever caused, of goods, exhibits, or other materials owned, rented or leased by the exhibitor.
- 12. EXHIBITOR BADGES:** Exhibitor badges will be supplied by Show Management for exhibit personnel. These must be worn at all times while in the show building and exhibit area and are required for entry to the show. Exhibitor badges are to be worn by only those company representatives who will staff the booth.
- 13. FOOD AND/OR ALCOHOLIC BEVERAGES:** The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and the facility is prohibited. Serving of alcoholic beverages on the exhibit floor is prohibited.
- 14. LIABILITY AND INSURANCE:** Neither the Landscape Ontario Horticultural Trades Association, the Canadian Fence Industry Association, Ontario Parks Association, Toronto Congress Centre, and related companies, the Canadian Fence Industry Association nor any of their officers, directors, employees or agents, nor the owners, employees, or representatives of the exhibit facility will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing Association, individuals and firms from, and agrees to indemnify same against, any or all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense.
- 15. EXCLUSIVE RIGHTS:** Participating exhibitors have the exclusive right to promote or sell goods or services in the show. All other parties who attempt to make any sales solicitations without the expressed written consent of Show Management will be permanently removed from the show area. Exhibitors are asked to report any infractions to the Show Office so that immediate remedial action can be taken.
- 16. ENTRY TO SHOW:** Show Management reserves the rights to refuse admission to any visitor, exhibitor, or exhibitor's employee who, in the opinion of Show Management is unfit, intoxicated, or in any way creating a disruption of the Show.
- 17. BOOTH ASSIGNMENT:** Landscape Ontario, and the Canadian Fence Industry Association and the Ontario Parks Association reserve the right to assign any and all booth space as it best determines. **As an exhibitor of the 2012 show, you have first right of refusal for exhibit space in Congress 2013 as long as you have completed and returned your contract with a 20% deposit of your total booth space by April 30, 2012.**

**PLEASE MAKE A PHOTOCOPY OF THIS INFORMATION FOR YOUR RECORDS**

*celebrating* 40 *years*

Landscape Ontario  
7856 Fifth Line South  
Milton, Ontario Canada  
L9T 2X8

January 8-10, 2013



Exhibitors and Visitors call 1-800-265-5656 x353 or visit [www.locongress.com](http://www.locongress.com)

1973-2013



An initiative of [landscapeontario.com](http://landscapeontario.com)



**January 8-10, 2013**

**Canada's 40th International Horticultural  
Lawn and Garden Trade Show and Conference**

Toronto Congress Centre South Building, Toronto, ON Canada

Featuring **Fencecraft** and **Green Infrastructure**



*celebrating* 40 *years*

celebrating **40** years



# Congress 2013

## International Horticultural Lawn and Garden Trade Show and Conference

### Vendors: We value your business

For 40 years, you have chosen Congress as the best event to meet close to 13,000 industry professionals, ready to do business and lay the foundation for future prosperity. Thank you for considering the business opportunities to be achieved by exhibiting at Landscape Ontario's Congress, one of North America's largest horticultural, lawn and garden trade show and conference events.

We appreciate your commitment by participating in the show, manufacturing products to improve operational efficiency and to the professional development of business owners and employees.

### Boundless Business Opportunities

What makes Congress a must-attend event? Industry professionals!

Connect with dynamic individuals who:

- Own and operate successful businesses
- Make purchase decisions
- Look for your advice and solutions to their business challenges
- Like your products and are ready to buy
- Have made previous purchases they are happy with
- Seek new suppliers to increase their profitability
- Loyal support your company brand and products
- Could become a new customer because they are seeing you for the first time

### Results That Drive Your Success

Exhibitors at last year's show reported great results:

- 78.0%** attracted new buyers for their companies
- 54.2%** believe their branding initiatives were helped by Congress
- 47.5%** sold products or took orders

*\*Congress 2012 Exhibitor Survey, March, 2012*



# Builders of a Better Future

Passion, experience and volunteer commitment keeps Congress relevant for the industry and for future generations. Let our volunteers know how to help you have the best experience possible.

## Show Committee

**Beth Edney**, CLD, Chair  
Designs By The Yard, Toronto, Ont.

**Brian Cocks**, CLT, Vice Chair, Congress  
Brian Cocks Nursery, Winona, Ont.

**Terry Childs**, Vice Chair, Expo Nature's Way  
Landscaping, Gananoque, Ont.

**Brian Lofgren**, Past Committee Chair  
Horta-Craft Limited, Strathroy, Ont.

**Scott Beaudoin**  
Manchester Products, Cambridge Ont.

**David Braun**, LO Board Liaison  
Braun Nursery Limited, Mount Hope, Ont.

**Doug Coote**  
D.G. Coote Enterprises, Niagara-on-the-Lake, Ont.

**Paul DeGroot**  
Cannon Nurseries/NVK Holdings Inc, Millgrove, Ont.

**Barry Dickson**  
B.R. Dickson Equipment, Burlington, Ont.

**Nathan Helder**  
Gelderman Landscaping Ltd, Waterdown, Ont.

**Michael Laporte**, CHT  
Clearview Nursery Ltd, Wasaga Beach, Ont.

**Bob McCannell**,  
Georgina Garden Centre, Oakville, Ont.

**Klaas Sikkema**  
Alumni, Fergus, Ont.

**Nick Soltz**  
Soltz & Sons Ltd, Cookstown, Ont.

**Jack Vanderee**, CLT  
Boot's Landscaping & Maintenance Ltd,  
Richmond Hill, Ont.

**Monica van Maris**  
Van Maris Holdings, Stouffville, Ont.

**Evie Isenberg**  
Canadian Fence Industry Association, Toronto, Ont.



## Your marketing team – Reliable and Resourceful

Your success makes our day. Rely on us to do whatever it takes to help you achieve your desired results. Draw on our trade show, marketing and publishing experience to make your investment pay big dividends.

### Heather MacRae

Director of Events and Trade Shows, ext. 323  
Email: heather@landscapeontario.com

### Darryl Bond

Exhibit Sales Associate, ext. 366  
Email: darryl@landscapeontario.com

### Linda Nodello

Customer Care Manager, ext. 353  
Email: linda@landscapeontario.com

### Paul Day, C.D.E.

Exhibit Sales Associate, ext. 339  
Email: paul@pdaymgmt.com

## Integrate Your Marketing: Cross-promote in Industry Publications

Build momentum, before, during and after Congress with print and electronic advertising. Take advantage of an exclusive opportunity to advertise in the official Show Guide.

Build your brand annually through print advertising in *Landscape Trades*; Canada's most respected, read, and effective green industry publication.



### Steve Moyer

Sales Manager, Publications, ext. 316  
stevemoyer@landscapeontario.com





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

## Get Your Share of Success

"My booth was so busy I literally ran out of everything – even my business cards. I was thrilled to be part of Congress and can't wait to sign up again for the next show!"

Ernie Drougas, Unique Lighting, Massachusetts

"Congress was by far the best ever! I particularly enjoyed having lunch provided. The food provided was excellent and most of all I enjoyed meeting so many wonderful people in our landscape community. This has added a great deal of value to the whole experience."

Mark Moniz, Cultivate Design, Toronto, Ont.

"We enjoyed what we feel is the best show for us yet. Thanks again for an excellent show!"

Paul Selby, Quest Automotive Leasing, Toronto, Ont.

## Convenient Location – 3 Shows in 1

Join forces with over 600 leading manufacturers exhibiting on more than eight acres, featuring products and services required for the construction and maintenance of commercial, public and residential landscapes.

### Green Infrastructure

Explore ideas and innovative products that will provide for the green industry's long-term economic and environmental business opportunities and growth.

**If you manufacture or supply the green industry, book your exhibit space today!**

Call: 1-800-265-5656 x339 or

Email: [showinfo@congress.com](mailto:showinfo@congress.com)

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



ONTARIO PARKS ASSOCIATION  
*Protecting Tomorrow Today*

### Fencecraft

Zero in on a fence-focused showcase of manufacturers of the highest quality fences, decks and railings.

### Interested in exhibiting?

Contact Evie Isenberg, President

Canadian Fence Industry Association

Call: 905-832-2922 or

Email: [info@medallionfence.com](mailto:info@medallionfence.com)

[www.cfia.ca](http://www.cfia.ca)



**Exhibit at CONGRESS 2013**

**1-800-265-5656 x339**

An initiative of

[landscapeontario.com](http://landscapeontario.com)



celebrating **40** years

celebrating  
**40**  
years

**SHOW DATES and HOURS:**

Tuesday, January 8, 2013  
9 a.m. – 5 p.m.

Wednesday, January 9, 2013  
9 a.m. – 5 p.m.

Thursday, January 10, 2013  
9 a.m. – 4 p.m.

**MOVE-IN DATES:**

Friday, January 4, 2013  
8 a.m. – 12 noon  
Stone exhibitors only

Saturday, January 5, 2013  
10 a.m. – 5 p.m.

Sunday, January 6, 2013  
9 a.m. – 4 p.m.

Monday, January 7, 2013  
7 a.m. – 7 p.m.

**MOVE-OUT DATE:**

Thursday, January 10, 2013  
4 p.m. – 12 midnight

Friday, January 11, 2013  
7 a.m. – 2 p.m.

**SHOW LOCATION:**

Toronto Congress Centre,  
South Building  
650 Dixon Road,  
Toronto ON, M9W 1J1  
Canada

**Head Office Telephone:**  
905-875-1805 x353

**Toll Free in North America:**  
1-800-265-5656 x339

**Show Office Telephone:**  
416-848-4141  
January 4-11, 2013 only

**Invest in  
Your Success –  
Book an  
Exhibit Today**

## How Congress delivers a quality audience

We use an array of strategies to create excitement and drive attendance for Congress – all targeted to reach qualified, active buyers.

- **Direct mail:** 30,000 copies of the 40-page *Congress Conference Guide* are mailed to targeted prospects in Canada and the U.S., and inserted with November-December *Landscape Trades*. The highly anticipated guide drives excitement for the show's business-building benefits, as well as its professional development offerings.
- **Media buys:** Print and electronic media buys have cemented Congress' reputation as a leading North American show. Our campaigns cover Canada, East to West, in French and English, and appear in leading American media as well.
- **The association advantage:** Congress falls under the umbrella of Landscape Ontario, one of the most active and respected green industry associations in the world. Exposure through LO's many communications media promotes strong show participation among the industry's top prospects. Congress is continually featured in Landscape Ontario's communications: exposure in *Landscape Trades* reaches 8,300 qualified industry participants, and LO's print and electronic media reach 2,500 of the most successful and progressive green industry business owners in Ontario.
- **PR profile:** Our organized, professional promotion campaign earns extensive and positive editorial coverage across the continent.
- **Social media:** Progressive buyers are tuning in with Facebook, Twitter, Pinterest and YouTube. Congress is there to catch the attention.
- **Education:** Throughout its 40-year history, educational components of Congress have enhanced the show's value and attendance numbers.



In short, Congress is constantly using a range of compelling tools to drive attendance, connecting YOU with your target audience.

## Congress Connection: Who Attends

31.6% are from companies with annual sales greater than \$1M

66.2% authorize or approve purchase

96.6% made purchase greater than \$25,000

47.2% of attendees send two – four delegates to show

*Congress 2012 Attendee Survey, March 2012.*