

Garden & Floral EXPO

Landscape Ontario

www.loexpo.ca



Inspire New Retail

Canada's fall show for the garden and floral industry

Produced by
HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com
Green for Life!

In partnership with



Wednesday, October 23 and
Thursday, October 24, 2013
Toronto Congress Centre, North Building,
Toronto, Ont., Canada



Inspire New Retail

Change in the retail world happens at extreme velocity. Designers, retailers, vendors and consultants are challenged daily to meet the demands of increasingly fickle customers. How do you command customers' attention when they are being bombarded with instant global messaging?

To grow and prosper in the horticultural industry, vendors and retailers are working together to remain relevant and top-of-mind with the gardening public.

Garden & Floral Expo is Canada's preeminent event bringing thought leaders, multinational vendors and progressive retailers together to tackle issues, explore ideas and purchase products. Here is where the business partners and practices, creativity and inspiration needed to survive and thrive are sourced.

Do you have tomorrow's solution for today's retail challenges?

If you offer unrivalled solutions, ideas and inspiration that will strengthen relationships with top-notch green industry professionals, then you'll want to exhibit at Garden & Floral Expo 2013.

Two days: Intense customer engagement!

Unparalleled opportunities to increase brand awareness and sales for your company



Include dynamic signage with product SKUs



Strike up conversation with new customers



Thrive in tomorrow's retail environment

The Canadian horticulture industry, with an economic impact of \$14.49 billion, is viable and competitive. Nearly 90% of ornamental sales are distributed among three Canadian provinces, of which Ontario represents 50%.
COHA-ACHO The Impact of Ornamental Horticulture on Canada's Economy Study, January 2009.

You are a solution provider. Connect with retail decision-makers interested in the effective solutions, tools and technologies provided by your company. Exhibit at Garden & Floral Expo – it's your most effective marketing strategy. Reserve your booth today!
Call 1-800-265-5656 ext. 366 or visit www.loexpo.ca

What will you get?

Exhibitors reported great results:

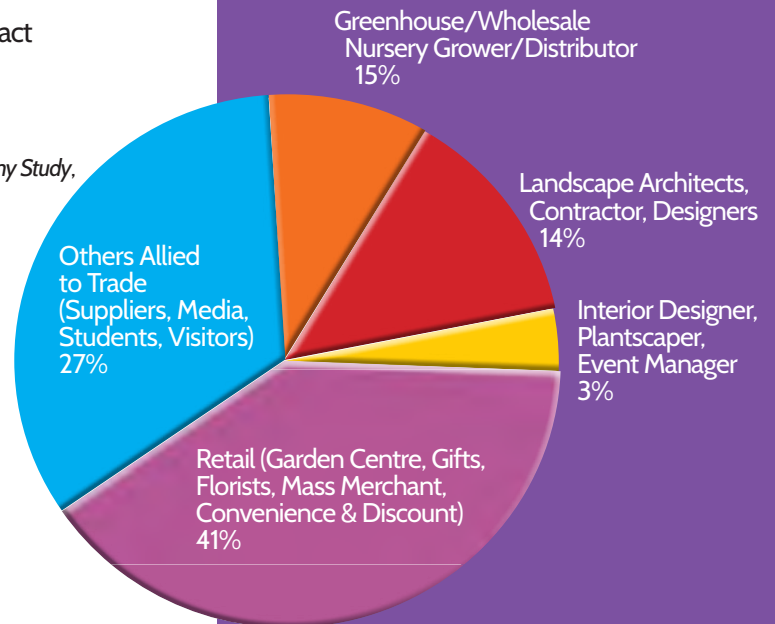


*Expo 2011, Garden & Floral Exhibitor Survey, January 2012

Why you need to exhibit at Expo 2013

- The show consistently attracts 2,000 green industry leaders
 - It offers a high concentration of prospects in one place
 - Optimism persists for the spring 2013 season
 - 8% expect to see sales increase above 20%;
 - 31% anticipate that their operations will post gains in the 10% - 20% range
 - 15% believe sales will hold steady
 - Less than 1% expect sales to decrease
 - Green industry professionals ready to do business with your company
- (2012 Canadian Garden Centre & Nursery Survey Reader Survey, March, 2012)*

Attendance Profile Expo 2012



NEW!
Demonstration platform to introduce new products, hosted by Denis Flanagan



Marketing support: Get your share of a quality audience

Garden & Floral Expo uses a range of compelling marketing tools to connect you to qualified, decision-makers – your target audience.

- **Direct Mail:**



- **Media Buys:** Print and electronic campaigns in North America.
- **Association Advantage:** Produced by Landscape Ontario Horticultural Trades Association, Garden & Floral Expo is promoted through all of LO's communications channels: print, electronic, web, video, facebook and twitter.
- **Public Relations:** Your news and the latest show news is distributed to North American associations, consumer and trade media. Garden writers and bloggers visit the show for an annual Connect Meeting and walk the show as official Trend Spotters.
- **Social Media:** Like us and tell your 'friends' about your involvement with Garden & Floral Expo. Visit www.youtube.com/landscapeontario to view our videos.



- **Sponsorship:** Collaborating with the show to create a lasting impression of your brand is the ideal way to engage attendees.
- **Advertising:** We get delegates to the show; your job is to get them into your booth. Let Steve Moyer, 1-800-265-5656 ext 316, develop marketing and advertising campaigns to boost traffic. Remember *Landscape Trades* publishes the official show preview and show guide. Exhibitors have exclusive advertising opportunities.



Merchandise to grab attention and silent sales



Offer exclusive distribution



- **Education, Events & Features:** Garden & Floral Expo, produced by Landscape Ontario, offers novice and veteran retailers, designers, and florists the professional development needed to operate their businesses profitably. Landscape Ontario is celebrating 40 years of horticultural leadership and doing the groundwork to ensure future prosperity. You'll meet today's top executives and future leaders.
- **New! Lunch Event:** Wednesday, October 23, 2013
Sponsored by Landscape Ontario's Garden Sector Group
- **Destination Inspiration Theatre:** If you have an idea for a powerful presentation on merchandising, store design, technology or consumer trends call Kristen McIntyre, Conference & Event Coordinator, 1-800-265-5656 ext 321
- **New! Demonstration Platform:** Exhibiting companies with new, complex or intriguing products can do a five-minute infomercial for the product. Hosted by Landscape Ontario's Director of Public Relations and popular media personality, Denis Flanagan, this is your opportunity to show and tell how your products will differentiate purchasers from the competition.
- **New! Top Executives Forum – Business Strategies For Growth:** Adapting quickly to change is the key to business success. In today's economy, business owners need to adapt even faster. This is a must-attend event to hear what the future holds.
- **New! Lunch Event:** Thursday, October 24, 2013
Sponsored by Landscape Ontario's Interior Plantscape Group
- **New Product Showcase:** There's nothing like innovative products or recent introductions to create an exciting exhibit and a major incentive to attract media and customers to your booth. Innovation defines those companies and products that stand out and create buying interest and purchases.
- **Trend Spotters:** Watch for popular garden writers, wearing their Trend Spotting buttons. Eye-catching displays and cool product will garner free media exposure and third-party endorsements from the experts consumer look to for knowledgeable gardening advice.
- **Plant ID Challenge:** 'Iron' horticulturalists are challenged to provide names of popular and peculiar plants. Got a plant that will get them thinking, call us 1-800-265-5656 ext 353



NEW!
Theatre presentations
to boost creativity

Launch a new retail service
or technology



Step up your game with show specials



Benefit from Cost-Saving Exhibit Strategies

Getting involved with Garden & Floral Expo puts you face-to-face with green industry professionals. The show provides one of the highest concentrations of qualified decision-makers, ready to purchase product.

If your marketing budget is tight, consider the following:

- Reuse the same exhibit display. Refurbish, if necessary, but minimize changes
- Limit the number of staff working in the booth
- Minimize travel expenses by scheduling local staff to work your booth
- Display only your innovative and best selling products to minimize booth size
- Continuous and consistent participation in Garden & Floral Expo lets your customers know you're ready to do business
- Take advantage of the Specialty Drapery Booth Package from Stronco Group of Companies. Includes draped booth, carpet, skirted table, and chair for only \$289 Cdn.

Inclusive Exhibit Package and Rates

All booths are 10 feet by 10 feet or multiples thereof.

Your exhibitor package includes:

- (1) 500 watt quartz light
- (1) 800 watt duplex outlet per company
- Free black booth drapery upon request
- Free black aisle carpeting
- Complimentary materials handling during move-in
- Free crate storage
- Free parking
- 24-hour security
- Free specialty signage
- All exhibitors are required to pre-pay for electrical/lighting package included with rate
- All exhibitors are required to provide exhibit space floor covering by bringing to the show or renting from show decorator

Show Information

Move-in:

Monday, October 21, 2013 8 a.m. – 5 p.m.

Tuesday, October 22, 2013 7 a.m. – 7 p.m.

Show Hours:

Wednesday, October 23, 2013 9 a.m. – 5 p.m.

Thursday, October 24, 2013 9 a.m. – 4 p.m.

Move-out:

Thursday, October 24, 2013 4 p.m. – midnight



Location:

Toronto Congress Centre, North Building
 650 Dixon Road, Toronto, Ont.,
 Canada M9W 1J1



Contact/Mailing address:

Landscape Ontario Events
 and Trade Show Department
 7856 Fifth Line S, Milton, Ont., Canada L9T 2X8
 Tel: 905-875-1805 or 1-800-265-5656
 Fax: 905-875-3942

Email: showinfo@loexpo.ca

www.loexpo.ca



In the Limelight

Select Your Exhibit Location Today.
Visit www.loexpo.ca for best available location



| | NON-MEMBER | LOMEMBER | Add HST (13%) | TOTAL COST (in Canadian dollars) |
|------------|------------|------------|---------------|----------------------------------|
| 100 SQ FT: | \$1598.00 | \$1,473.00 | x | = |
| 200 SQ FT: | \$3,110.00 | \$2,860.00 | x | = |
| 300 SQ FT: | \$4,621.00 | \$4,246.00 | x | = |
| 400 SQ FT: | \$6,133.00 | \$5,633.00 | x | = |

HST #R119005049

Landscape Ontario member rate includes a discount of \$1.25 per sq. foot.

A 20% deposit is required to secure your exhibit space along with your Request for Exhibit Space contract. The balance is due July 20, 2012.

Adapt to Change: Create New Possibilities

Seize the opportunity to be a forward thinking company. Today's green industry professionals and consumers have become very sophisticated. They are using more technology tools for sales and purchases. At Garden & Floral Expo, you have the opportunity to explain how flexibility in the face of change can create success and prosperity for your customers.

Why don't you set trends that your competitors and customers follow? Engage your customers at our trade shows, conferences and events. Exhibit at Garden & Floral Expo, Canada's largest fall trade show in the garden and floral industry!

We work with you

Our trade show team will work to strengthen your position as a green industry leader.

Heather MacRae

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