

2011 EXHIBITOR PROSPECTUS

Mid Am
TRADE SHOW
JANUARY 19-21, 2011
Navy Pier • Chicago, Illinois

*Welcome
Back*

*Mid-Am returns to the
popular Navy Pier!*

Save \$200!

Reserve space by 7/1/10
Details inside

Mid-America Horticultural Trade Show

January 19-21, 2011 • Navy Pier, Chicago, Illinois

www.midam.org



Photo © Chicago Convention & Tourism Bureau

Welcome Back to Navy Pier

The Mid-America Horticultural Trade Show is returning to the Midwest's number one tourist and leisure destination—Navy Pier.

Save \$200
on your
exhibit space!

Reserve your booth
by July 1, 2010. See
exhibitmidam.org
for details!

The initial announcement of the move to Navy Pier during the 2010 trade show generated a great deal of excitement among attendees and exhibitors alike. Navy Pier offers a fantastic meeting venue, along with dining, shopping and entertainment all under one roof, to provide Mid-Am exhibitors with abundant opportunities to increase sales and grow their business. The highly functional state-of-the-art exhibit and meeting space is perfectly suited for a trade show the size of Mid-Am.

Navy Pier, the previous home for Mid-Am from 1996 to 2003, is a favored location of many show participants. Navy Pier features advantages for exhibitors and attendees alike:

- ✿ Convenient location closer to the action in downtown Chicago and the “Magnificent Mile”
- ✿ Closer to Mid-Am’s Headquarters Hotel, Hyatt Regency Chicago
- ✿ More and varied dining and entertainment choices
- ✿ Comfortable, functional exhibit and meeting space
- ✿ Abundant, convenient parking just below the exhibit hall

Festival Hall, the main exhibition space at Navy Pier, provides more than 170,000 square feet of functional exhibition space. In addition, there are 36 meeting rooms with a combined 44,000 square feet of flexible space overlooking the exhibit hall.

Get More Done at Mid-Am

Diverse dining choices at Navy Pier offer something for everyone, providing an excellent opportunity to entertain and conduct business with clients and associates. From fast food to elegant dining, the choices are numerous.

Plus, in Chicago you are in the business heartland. Why travel all over to chase a sale when they will come to you at Mid-Am? Chicago is:

- ✿ Easy and convenient to reach from anywhere in the U.S.
- ✿ Known as the place for business...more travelers come to Chicago than anywhere else in the country
- ✿ The country’s transportation hub...all roads lead to Chicago.

Photo © Chicago Convention & Tourism Bureau



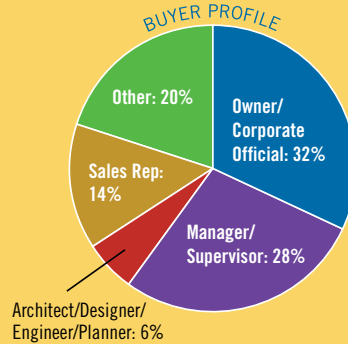
Why Exhibit at Mid-Am?

Mid-America Horticultural Trade Show
January 19-21, 2011 • Navy Pier, Chicago, IL

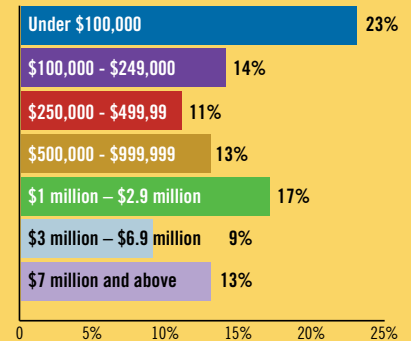
Direct Access to Decision Makers

Mid-Am delivers:

- ✓ QUALIFIED buyers—industry decision makers ready to evaluate and purchase what you have to offer.
- ✓ Thousands of knowledgeable, motivated buyers in one convenient place over a concentrated three-day period
- ✓ More buyers than you'd see in several sales trips over an entire year!



ANNUAL SALES VOLUME OR BUDGET



Build and Strengthen Relationships

You can't accomplish this level of business efficiency any other way than at Mid-Am. Nothing is better than face-to-face interaction with your customers, and Mid-Am provides a fantastic way to:

- ✓ Promote your brand
- ✓ Educate buyers about your products/services
- ✓ Initiate new business relationships
- ✓ Build and strengthen existing relationships
- ✓ Conduct meetings in person with key decision makers from all over the country.

Convenient, Central Location

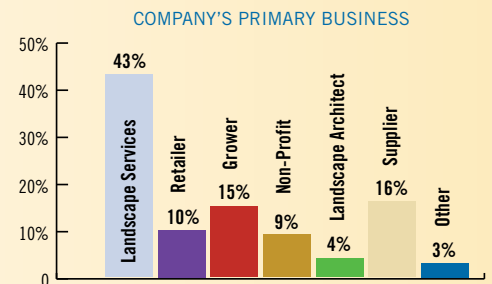
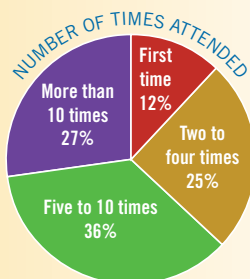
Chicago is:

- ✓ Easy and convenient to reach from anywhere in the U.S.
- ✓ Known as the place for business...more travelers come to Chicago than anywhere else in the country.
- ✓ The country's transportation hub...all roads lead to Chicago.
- ✓ Where exhibitors want to be. In fact, a recent survey of Mid-Am exhibitors cited Mid-Am's Midwest location as the show-related characteristic they liked most.

Who Attends?

Mid-Am attracts key green industry decision makers who specify, approve, and buy equipment, plants, products, and services for their businesses. Buyers come from virtually every specialty area within the horticulture industry, including:

- ✓ Landscape Contractors & Maintenance
- ✓ Landscape Architects
- ✓ Growers/Greenhouses
- ✓ Garden Centers and Retailers
- ✓ Arborists
- ✓ Florists
- ✓ Golf Courses
- ✓ Green Roof/Green Retail
- ✓ Hardware Stores/Equipment Rental Outlets
- ✓ Interiorscape Professionals
- ✓ Irrigation Specialists
- ✓ Parks/Municipalities/Public Land Managers
- ✓ Sod/Turf Suppliers



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Exhibiting at the 2011 Mid-Am Trade Show

Mid-Am 2011 • January 19-21
Navy Pier • Chicago, Illinois

Exhibit Hall Hours:

WEDNESDAY, January 19: 9:00 a.m. – 5:00 p.m.

THURSDAY, January 20: 9:00 a.m. – 5:00 p.m.

FRIDAY, January 21: 9:00 a.m. – 3:00 p.m.

Invest in Your Business at Mid-Am

Exhibiting at Mid-Am is an **investment** in your company's future and offers real value for your trade show dollars.

Mid-Am includes many valuable services as part of the exhibiting fee—some other shows charge extra for these benefits. For a complete list of included extras, visit www.exhibitmidam.org.

- ✓ Marshalling Yard access during move-in and move-out (includes 24 hour parking for the day at the yard)
- ✓ 2 complimentary registrations for each 100 square feet of exhibit space
- ✓ FREE Drayage: Loading/unloading and delivery of exhibit materials to and from your assigned booth
- ✓ Assistance in assembling and dismantling exhibits*
- ✓ Loading of exhibit materials on your truck at close of show
- ✓ 8-foot-high back drapery and 3-foot-high side dividers
- ✓ Union plumber service to fill and drain ponds and fountains
- ✓ Wreath, roping and bough flame proofing service
- ✓ Company listing and website link online in multiple locations
- ✓ Electronic mailing list of Mid-Am attendees delivered after the show

**Based on current labor agreements, union labor will be provided free of charge for one hour per 100 square feet of exhibit space to any exhibitor requiring it (for larger displays and for some tasks in smaller displays). Exhibit set-up is the responsibility of each exhibitor. However, smaller exhibitors (300 square feet or less) can perform much of their own set up and dismantlement.*

Booth Sharing

Booth space may be occupied only by a contracted exhibitor and may not be shared.

Deposits and Payments

Payments for exhibit space rental are to be made according to the following schedule:

- 30% due and payable with application
- 30% due and payable July 30, 2010
- 40% due and payable September 30, 2010

Confirmation of your booth space will be sent to you via email upon receipt of your deposit payment.

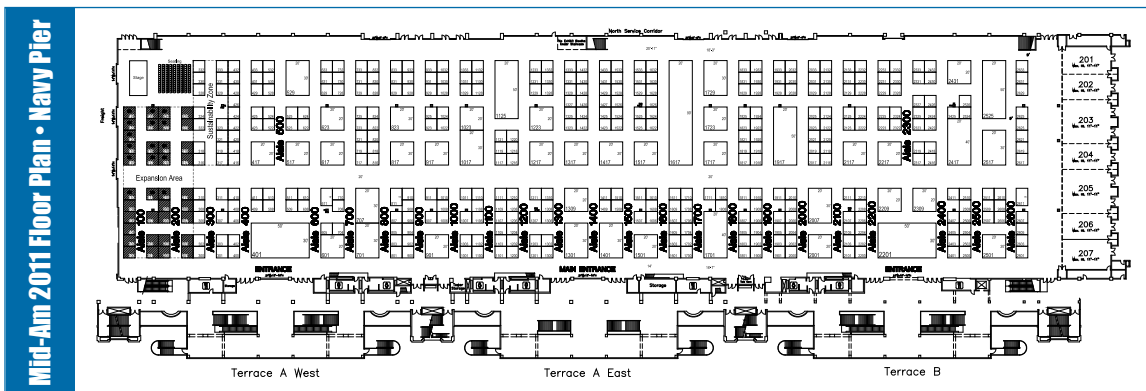
Exhibit Space Assignment Procedure

Exhibit space is assigned on a first-paid first-served basis. Interested companies are encouraged to review the current 2011 interactive floor plan on the Mid-Am website at www.midam.org to determine exhibit spaces that are available.

Space can be reserved online or by contacting Show Manager Suzanne Spohr at sspohr@tso.net or 800.223.8761.

Priority Points

Exhibitors receive Priority Points for Mid-Am participation, earning points for each year for each booth. These points are used to determine priority for space assignments. Points increase cumulatively, but are forfeited if an exhibitor fails to participate in any Mid-Am Trade Show.



Visit
www.exhibitmidam.org
to view the interactive
floor plan.