

## INDIANA GREEN EXPO 2008

November 10, 2007

Dear Indiana Green Expo 2008 Exhibitor,

***This is the final IGE mailing and includes some items sent to you in August.*** Again, we thank you for participating in the upcoming annual education and trade show program, Indiana Green Expo January 14-15, 2008 to be held at the Indiana Convention Center in Indianapolis, Indiana.

Enclosed are the following items:

- Move In/Out – NEW MOVE IN information
- Booth Personnel Badge Requests – Due December 1st
- Decorator and Utility Information – visit [www.inla1.org](http://www.inla1.org) – Discount dates are December 28th
- Hotel Information – make them early as the COLTS may be playing on January 13th – cut off dates are December 21st and 24th
- Mid Am – if you are exhibiting, please let us know
- Locker Room Facilities – if you need them, please let us know
- Early Bird – this will be included ONLY if you are an Early Bird Exhibitor
- Exhibitor's Contest and Template Invitation
- Parking Options
- Scholarship Auction Information
- Sponsors as of October 2007
- Sponsorship Opportunities
- Show Program Advertising
- Exhibitor Booth Awards
- Program Registration Form – if you are interested in attending educational sessions, complete the enclosed and submit it by December 31st.

We look forward to a successful show! If you have questions regarding any of the enclosed, please call Donna Sheets at 800-443-7336 or email [dsheets@inla1.org](mailto:dsheets@inla1.org)

Thank you.

Sincerely,

Donna Sheets  
INLA Executive Director  
Enclosures

INDIANA GREEN EXPO 2008

# **MOVE IN-MOVE OUT**

As you know, we have limited move-in time this year. We will have additional carts, fork lifts and people to assist with a record breaking move-in! Fortunately, the Archery show will allow us access on Sunday evening, January 13th. Our revised schedule is:

## **Move in time is:**

***NEW: Sunday, January 13, 2008 6 pm – 12 am***

***Large Equipment or anyone needing forklift service***

***\*We will accommodate all others as the schedule allows***

***If you are bringing plants, you may drop them at the convention center for overnight storage***

Monday, January 14, 2008

6 am – 1 pm All exhibitors

## **Show hours:**

Monday, January 14, 2008

2 pm – 6 pm

4 pm – 6 pm Trade Show Attendees

Reception

Tuesday, January 15, 2008

8 am – 2 pm

8 am – 10 am Trade Show Attendees

Continental Breakfast

## **Move out time is:**

Tuesday, January 15, 2008

2 pm – 11 pm

First out will be those exhibitors who must leave right away for Mid Am in Chicago.

After that, move out will go from the back of the hall to the front of the hall. Large or motorized equipment will move out last.

INDIANA GREEN EXPO 2008

## MID AM

If you are exhibiting at Mid Am, we would like to know in advance. Please complete the following information and fax it to 317-889-3935 by December 28th.

\_\_\_ I am exhibiting at Mid Am and will need to be first out

\_\_\_ I will need assistance with breaking down my booth and transporting it to Mid Am plus assistance when I arrive in Chicago at McCormick Place

*(Roadway will ship to Chicago at \$1 per 1 pound or \$125 minimum)*

\_\_\_ I am going to Chicago, but will need assistance to ship my booth home/office.

Name \_\_\_\_\_

Company \_\_\_\_\_

IGE Booth No. \_\_\_\_\_ Mid Am Booth No. \_\_\_\_\_

Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

Additional Contact: \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**Fax to 317-889-3935 by December 28th**

## **Locker Room Facilities**

If you are a local exhibitor and will not have time to go home and freshen up **or** you are not staying in a downtown hotel, we will make every effort to provide you with a place to freshen up and change your clothes.

\_\_\_ I will need to freshen up on Monday prior to the opening of the trade show at 2 pm.

Company \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_ Cell \_\_\_\_\_

**IF YOU ARE AN  
EARLY BIRD  
EXHIBITOR** (contracted by  
April 30th, 2007), **YOU  
QUALIFY FOR THE  
FOLLOWING:**

- Complimentary post-registration list will be available after January 25th – please call 800.433.7336 or [dsheets@inla1.org](mailto:dsheets@inla1.org) to request an electronic copy
- One **undraped** 6' table with two samsonite folding chairs and waste basket
- Two General Session admissions – does not include special workshops (please complete attached registration form and note in payment box – Early Bird)

INDIANA GREEN EXPO 2008

# EXHIBITOR'S CONTEST

Back by popular demand, the exhibiting company who generates the greatest number of Trade Show attendees will win a free 10 x 10 booth in 2009!

Many of you have informed me you are personally inviting your customers. If you do not have a template invitation, see the enclosed example. If you would like this template electronically, please e-mail [dsheets@inla1.org](mailto:dsheets@inla1.org) or call 800-443-7336.

Also, if you need extra copies of the Indiana Green Expo registration brochure to include with your invitation, we will be happy to send you a bunch!

**2007 Winner is Greendell Mulch & Mix – they will receive one free booth at the IGE 2008**

# INDIANA GREEN EXPO 2008

Your Letterhead

INDIANA GREEN EXPO  
Educational Program and Trade Show  
January 14-15, 2008  
Indiana Convention Center  
Hall D&E

Sponsored by  
Indiana Nursery and Landscape Association  
Midwest Regional Turf Foundation and the  
Indiana Park and Recreation Association

Dear Friends and Associates:

January 14th, 2008 marks the opening day of the Indiana Green Expo's annual educational program and trade show.

We would like to offer our customers, suppliers and vendors the opportunity to attend the trade show as our guest, a savings of up to \$35. This special offer can be obtained by simply presenting this ***original letter*** at the registration desk outside Halls D/E of the Indiana Convention Center. (Letter may not be photocopied, but is transferable and eligible for on-site registration only)

If you are interested in membership in one of these fine organizations or would like to attend the educational portion of the Expo on Jan 14-15, please visit any of the following websites at:  
Indiana Nursery and Landscape Association [www.inla1.org](http://www.inla1.org)  
Midwest Regional Turf Foundation [www.mrtf.org](http://www.mrtf.org)  
Indiana Park and Recreation Association [www.inpra.org](http://www.inpra.org)

We look forward to seeing you at the Indiana Green Expo!

Your Name  
Your Company

INDIANA GREEN EXPO 2008

# PARKING FOR INDIANA GREEN EXPO EXHIBITORS

- Victory Field has limited daytime parking available for meeting/trade show attendees. It is based on a first-come, first-serve basis and will cost approximately \$10 per day, available from 7 am to 6 pm daily. Located at West and Maryland across from the Convention Center (west side of Victory Field). ***NO OVERNIGHT PARKING***
- Additional parking is available at street meters – up to 2 hours for \$2 and free after 6 pm weekdays.
- Visit the following websites for downtown parking maps. Prices vary from \$10 to \$25 per day  
[www.indy.org/files/map/DowntownParkingMap1005\\_c.pdf](http://www.indy.org/files/map/DowntownParkingMap1005_c.pdf)  
[www.indydt.com/parkingdatabase.html](http://www.indydt.com/parkingdatabase.html)
- **Oversized vehicle parking options**

Due to the construction of the new Indiana Stadium, the parking at South and West Streets is no longer available.

If you require parking for oversized vehicles, you may refer to the enclosed list or the closest and most convenient option is:

Geo Fern Co. Marshalling Yard – tow behind trailers only at No Charge. Contact the INLA office at [dsheets@inla1.org](mailto:dsheets@inla1.org) or 800.443.7336 to make these arrangements.

Express Parking (no sign posted)

449 S. Pennsylvania (located on the SE corner of Pennsylvania and South Streets, approximately 4 blocks from the Convention Center)

Note: Pennsylvania St. runs one-way south and South St. runs East and West)

Paved and gravel lots are available – you will be directed to the paved lot

If you are interested in reserving a spot, please contact Barry by **December 15th:**

Barry Widdick

317-639-9825 Phone

317-639-3313 Fax

[expressparking@sbcglobal.net](mailto:expressparking@sbcglobal.net)

Prices range from \$20 - \$40 per day and is available on a first-come first-serve basis.

***Special Note: If you use this lot, please make arrangements for transportation from the lot to your hotel/convention center.***

# **IGE 2008 DECORATOR'S KIT & UTILITY ORDER FORMS**

**WERE MADE** available after  
November 1st by visiting  
[www.inla1.org](http://www.inla1.org) Download only what  
you need. Hard copies will be  
mailed upon request. The deadline  
will be **December 28th**.....

INDIANA GREEN EXPO 2008  
**INDIANA NURSERY AND LANDSCAPE ASSOCIATION  
SCHOLARSHIP PROGRAM**

Dear IGE Exhibitor,

This past year, donations from exhibitors helped the Indiana Nursery Scholarship Fund (INEF) grant one scholarship to a very distinguished high school senior enrolling in the Horticulture program at Purdue University. Alicia Aldridge of Huntington High School, Huntington, Indiana, was the recipient of this scholarship.

Again this year we would encourage you to donate an item or your entire booth to the INEF auction in an effort to generate proceeds for the scholarship fund. This past year we benefited from the generous donations of the following companies:

A.M. Leonard	Forrest Keeling Nursery	Lesco Inc.
Agro-Chem	Great Western Bag Co.	Lincoln Nurseries
Ameri-Turf	Greencycle of Indiana	Midwest Groundcovers/Midwest Trading
B & J Plastic Pipe Co.	Greendell Mulch & Mix	Monrovia Growers
Bigwood Trees LLC	Greenleaf Nursery Co.	National Nursery Products
Blue Thumb Distributing	Heartland Growers	New Frontiers - Channel Guard
Bobcat of Indy	Hoffle Nurseries	Northland Farms
Bradfield Organics	Hortech, Inc.	Outdoor Creative Concepts
Brehob Nursery	Hortech, Inc.	Perennials Plus
Brehob Nursery	Indiana Flower & Patio Show	Plant Health Care
Brehob Nursery	Indiana Irrigation Co.	Ponds, Rocks & Patios
C.M. Hobbs	Jackson's Nursery	Ponds, Rocks & Patios
Carlin Sales Corp	JF New	Price Nurseries
Carlton Tree Farm	John Deere Landscapes	Prince Corp.
Cisco	Kenney Outdoor Solutions / Earth Products	Scarf's Nursery
Cottage Gardens	Kidz Zone	Schuster's Building Products
Cunningham Gardens	Klyn Nursery	Se Pro Corp.
D2 Land & Water Resource	Lakeland Nursery	Seed Solutions
Dow AgroSciences	Landscape Group	Shade Trees Unlimited
Drainage Solutions	Laporte Co. Nursery	
FMC		

Sign up now and you will be listed in the 2008 IGE Show Program on our Preliminary Auction list. Just call the INLA office at 800.443.7336. Tickets will be sold and your booth will receive a "hot pink" flag and sign up sheet, attracting attendees to your booth to see what you have to auction! We look forward to your participation! See you at the Indiana Green Expo!

Sincerely,

Jim Kenny, Price Nurseries  
President INEF  
7880 King Road  
Plymouth, IN 46563-9575  
Phone: 574.936.4459  
Fax: 574.936.3026

INDIANA GREEN EXPO 2008

**INDIANA GREEN EXPO 2008 SPONSORS as of October 19, 2007**

***Corporate Sponsor***

Blue Grass Farms

***Signage Sponsor***

Tiffany Lawn & Garden Supply

***Pre-Show Reminder Sponsor***

Belgard Pavers & Walls

***Trade Show Reception Sponsor***

Midwest Groundcovers, LLC

Twixwood Nursery

**INDIANA GREEN EXPO 2007 SPONSORS**

Blue Grass Farms

Brehob Nursery

Dixie Chopper

LaPorte County Nursery

Schuster's/Belgard

Carlin Sales

Cleary Chemical

Cunningham Gardens

Curley Brothers

Edgewood Landscape Supply

MacAllister Machinery

Sod Rite Turf Farms

Stone Center

The Tree Connection

INDIANA GREEN EXPO 2008

# IGE Exhibitor Booth Awards

We will once again sponsor the following  
awards:

Equipment

Green Goods

Hardscape

Most Interactive

Judges will determine the winners by 1 pm  
Tuesday, January 15th

INDIANA GREEN EXPO 2008

## **Hotel Reservations Cut Off Date – See Below**

The Hyatt and Westin hotels are connected via a skywalk to the convention center

Hyatt Regency Hotel – 800-232-1234 or 317-632-1234

Group Code Indiana Green Expo

**Cut off date: December 24th**

Rate: \$109 single/double occupancy plus tax

Westin Hotel – 800-228-3000 or 317-262-8100

Group Code Indiana Green Expo

**Cut off date: December 21st**

Rate: \$119 single/double occupancy plus tax –

Cancellation policies may vary

**Special Note: The Archery Show will hold their annual meeting/trade show prior to our show. They will be checking out on Sunday, January 13th and Monday, January 14th.**

**In addition, the Colts will probably have a game on Sunday, January 13th. If you are planning to check in on Sunday, please call as soon as possible.**

