

2010

Feb. 25-27, 2010

**Hyatt Regency
Orlando, Florida**

Presented by



26th Pest & Production Management Conference **DISPLAY SPACE & SPONSOR PROSPECTUS**

Why Buy Display Space At The 2010 Pest & Production Management Conference?

The 2010 Pest & Production Management Conference is the event for greenhouse growers looking to learn the latest trends and information for pest, disease and production management strategies. It is the ideal venue for your company to grow and deepen relationships with qualified buyers and market influencers.

Attendees are looking for products and services to combat their operations' pest and disease management problems and are ready to do business with companies offering quality solutions. Be part of the solution and purchase your display space or sponsorship today.

Four Reasons to be an Exhibitor or Sponsor

- 1 Access to Top Decision Makers
- 2 Increased Brand Awareness
- 3 Return on Investment
- 4 Strengthen Key Relationships

Display Benefits

- The opportunity to meet face-to-face with leading growers.
- A program with plenty of time to visit displays.
- Post-show list of attendees for follow up marketing.
- One full conference registration with each display space purchased.
- Premium Display Packages available to maximize your investment.

Premium Display Packages

We are pleased to introduce our Premium Display Packages featuring an attractive list of benefits to extend your company's impact before, during and after the conference.

The PREMIUM packages include:

- One display space (10' across with 6' table and chairs) located immediately inside the main entrance to the display area.
- Your company logo/name on signage at the conference.
- Your display location will be highlighted on the display layout in the Program Notebook that is distributed to all attendees. A 50-word company description and logo will also be included in the notebook.
- A full page color ad in the Program Notebook.
- Preferred position on the Exhibitor Listing page of the 2010 Pest & Production Management Conference web site. Premium displays will be highlighted and a logo included in the listing.

Price: \$1,395 per package

Standard Display Packages

The STANDARD packages include:

- 10' wide display space
- One (1) 6' draped table
- Two (2) chairs

Price: \$795 per package

Display Hours:

(times subject to change)

Thursday, February 25, 2010

6:00 p.m. – 7:30 p.m.

Friday, February 26, 2010

7:00 a.m. – 8:00 a.m.

10:00 a.m. – 10:30 a.m.

2:50 p.m. – 3:20 p.m.

Saturday, February 27, 2010

7:30 a.m. – 8:10 a.m.

10:00 a.m. – 10:30 a.m.

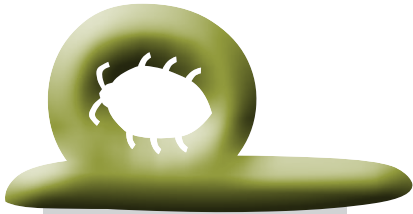
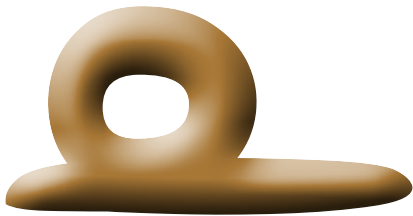
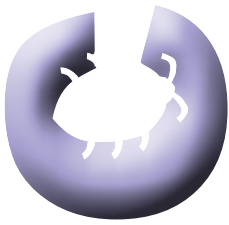
12:00 p.m. – 1:00 p.m.

Display Set Up:
Thursday, Feb. 25: 12:00 p.m. – 5:00 p.m.

Display Tear Down:
Saturday, Feb. 27: 1:00 p.m.

BETTER INFORMATION. BETTER IDEAS. BETTER RESULTS.

www.PestandProductionManagement.com



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Sponsorship Opportunities

Partner Level

■ **Conference eNewsletter Sponsorship** (\$3,000)

Have your display ad and a link to your company's web site on the pre-conference and "Live from the Show" special edition eNewsletters that will be distributed to more than 12,000 greenhouse industry professionals.

■ **Saturday Lunch** (\$3,000)

■ **Conference Proceedings** (\$3,000)

Have your logo appear on the cover of the official proceedings and a presentation embedded on the CD of speaker presentations that is distributed to all attendees.

■ **Program Notebook** (\$3,000)

Have your company logo appear on the cover and receive a full page color ad in the official Program Notebook. This spiral bound notebook will feature a complete agenda, exhibitor list and other important conference information.

■ **Name Badge Lanyards & Logo** (\$3,000)

Have your company name on the official lanyard and your logo on each attendee's name badge.

■ **Welcome Reception** (\$2,500)

Patron Level

■ **Friday or Saturday Continental Breakfasts**

(\$1,500 per)

■ **Friday or Saturday Refreshment Breaks**

(\$1,000 per break, two available each day)

■ **Attendee Pens** (\$1,000)

Have your company name, logo or web site address placed on the official pen that is distributed to all attendees.

Sponsors Benefits

Sponsors will receive an array of valuable promotional and other benefits including...

- A logo in print ads appearing in *Greenhouse Grower* magazine and in promotional eNewsletters.
 - A logo and web link on the official show web site - www.PestandProductionManagement.com
 - Complimentary display space with the purchase of Partner Level sponsorships.
 - Attendee registration list for follow-up marketing efforts.
 - Logo on professional signage and recognition from the podium at the event.
 - Recognition in sponsor appreciation advertisement.
 - Recognition in SAF's Floral Management magazine, SAF's E-Brief Newsletter and SAF Week in Review.
- (*based on commitment date/printing deadlines).

Don't See The Sponsorship You Want?

Talk with us about a custom sponsorship package today. Contact your Greenhouse Grower sales representative today.

How to Reserve Your Display Space or Sponsorship?

Complete and return the exhibit application/payment forms. Sponsorships will not be held without payment. The conference will return a copy of the contract and receipt of payment.

Exhibitor/Sponsor Registration

Each exhibitor and sponsor receives one (1) complimentary full conference registration with each display space or sponsorship purchased. Contact SAF's Laura Weaver at 703.836.8700 ext. 221, e-mail: lweaver@safnow.org for registration information.

Electrical/Internet Services

Electrical and internet access services are available for exhibitors. Please contact SAF's Laura Weaver at 703.836.8700 ext. 221, e-mail: lweaver@safnow.org for more information. Exhibitors are responsible for securing and payment for these services directly with the hotel.

Display/Sponsor Sales Contacts:

- Bob West** • Greenhouse Grower • Phone: 440.602.9129 • E-mail: bwwest@meistermedia.com
- Gregg Langermeier** • Greenhouse Grower • Phone: 440.602.9222 • E-mail: glangemeier@meistermedia.com
- Ann Tavender Reiss** • Greenhouse Grower • Phone: 440.602.9219 • E-mail: atreiss@meistermedia.com
- Rick Welder** • Greenhouse Grower • Phone: 440.602.9191 • E-mail: rwelder@meistermedia.com

Send completed applications and payment forms to:

Christina Sandoval • Greenhouse Grower • 37733 Euclid Ave. • Willoughby, OH 44094
Phone: 440.602.9178 • Fax: 440.942.0662 • E-Mail: csandoval@meistermedia.com