



2017 EXHIBITOR OPPORTUNITIES

Conference: August 4-7 | Expo: August 4-5
Buffalo Niagara Convention Center | Buffalo, NY

Each year, hundreds of professional garden communicators from across the world attend the largest gathering of garden communication experts in the country, the GWA Annual Conference & Expo. Attendees are seeking new products and tools, fresh ideas and key resources for their businesses. By becoming an exhibitor, you and your organization get the essential brand exposure and direct access to these key current and future thought-leaders impacting the industry.

Beyond the tradeshow floor, each exhibit space includes a full meeting registration, allowing you to build personal relationships with attendees and participate in the daily activities and tours. When it comes to networking and building valuable relationships, no other meeting offers as great an opportunity as the GWA Annual Conference & Expo.

Exhibitor's products and services include:

- Nurseries
- Publishers
- Lawn & Garden Tools Producers
- Plant Food & Fertilizers
- Sustainability Resources
- PR & Communications Firms
- Education & Information
- Pesticides
- Plant Seeds & Green Goods
- Plus much more!

EXHIBITOR INFORMATION & RULES



ATTENDEES INCLUDE:

Writers & Authors

Bloggers

Speakers

Educators

Photographers

Radio, TV & Podcast Hosts

Horticulturists

Master Gardeners

Landscape Architects & Designers

*ALL of them are looking
for services like yours.*

DON'T MISS YOUR CHANCE TO

...CONNECT with the community
you serve

...LEARN how GWA members
can help you

...GROW your brand

BECOME A GWA EXHIBITOR TODAY!

OFFICIAL EXPO HOURS *(Subject to change)*

Friday, August 4 4:00PM - 8:00PM

Saturday, August 5 4:00PM - 8:00PM

EXHIBIT SPACE

Booth sizes at 10'x10'. No exhibit display should exceed 8' in height. No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted unless prior approval is granted by GWA.

EXHIBIT SPACE ASSIGNMENT

No space will be committed without a signed exhibit contract and full payment. Sponsors will receive priority in space assignments followed by prior exhibitors and members. Preference is given in order of contract submission. When the floorplan becomes available, contracted exhibitors will be contacted for booth preferences. After previously contracted exhibitors have had spaces assigned, all spaces will be assigned on a first-come, first-served basis. GWA reserves the right to refuse space to any potential exhibitor and/or shift space assignment after the contract has been signed, if it is necessary to do so in his/her judgment.

Space is leased with the understanding that no exhibitor will hold the GWA, the Buffalo Niagara Convention Center or their owners, agents or employees responsible for any or all liability which may result from any cause whatsoever.

EXHIBIT FURNISHINGS & ARRANGEMENTS

Color background, side rails, flameproof drapes and a one-line sign are included in the basic booth space fee. All booth backgrounds are 8' high with 36" side rails. Exhibitor may occupy the entire cubic content of their booth(s).

All furnishings, except background and side rails will be provided by the exhibitor at his/her own expense and responsibility. Additional details about the Exhibitor Service Kit coming soon.

EXHIBIT FURNITURE & ELECTRICAL

All decorating (including exhibit furniture) will be handled on requisition through the official exhibit contractor. A schedule of prices for furniture and electrical will be included in the Exhibitor Service Kit that will be made available shortly.

WANT TO MAKE A BIG IMPACT?

Become an official 2017 Annual Conference & Expo Sponsor!

Benefits include:

Priority for booth selection

Advertising & promotion on all marketing materials

Special signage and recognition opportunities

Literature included in attendee registration packets

And more!

Contact GWA at 212.297.2198 or visit gardenwriters.org for more information.

EXHIBIT INSTALLATION & DISMANTLING

Subject to change

Except where noted, exhibitors may have access to booths from 2:00PM - 8:00PM on Thursday, August 3 and 8:00AM - 2:00PM on Friday, August 4. Installation of exhibits MUST be completed by 2:00PM on Friday, August 4. No display may be dismantled nor packing started until 7:30PM on Saturday, August 5. Exhibitors must be out of the expo hall no later than 10:00PM on Saturday, August 5. Exhibit material should not be left unattended between 8:00PM and 10:00PM on Saturday, August 5.

EXHIBIT COST	PRE 3/1/17	POST 3/1/17
GWA Member	\$1,500 USD	\$1,750 USD
Non-Member	\$1,750 USD	\$2,000 USD

*Note: Add 10% for designated premium booths.
Reserve a second booth and receive a \$300 discount.*

Space is committed only upon receipt of full payment. Each exhibit fee includes one full meeting registration and one exhibit only registration. Additional booth personnel must register at the lowest member rate.

MEETING REGISTRATION

Exhibitors will be sent a registration form to sign up for activities during the Conference. Once received, please fill out the form so that a space can be reserved for you at meals, on buses and during functions.

GENERAL RESTRICTIONS

1. Exhibitors are prohibited from using amplifying equipment that is objectionable.
2. Exhibitors must confine their activities to the space for which they have contracted.
3. Exhibitors will not be permitted to use strolling entertainment or distribute samples or souvenirs except from their own booths.
4. Exhibitors are prohibited from serving any food or beverages not purchased from convention center catering services.
5. All booths distributing plant material or any kind must provide recipient with phytosanitary proof and certificates.

GWA Reserves the right to cancel contracts of any exhibitor in the event of violation of specific rules and regulations. The exhibit manager reserves the right to add other rules and regulations and publish them at a later date to become part of the contract.

OBJECTIONABLE MATERIAL & ACTIVITY

GWA reserves the right to deny any prospective exhibitor booth space for any reason or to require modification of any questionable exhibit. Flammable substances are subject to Fire Code restrictions.

LIMITATIONS ON LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury to persons or damage to exhibitor's displays, equipment or other property brought upon the premises of the Buffalo Niagara Convention Center and agrees to indemnify, defend and hold harmless GWA, the Buffalo Niagara Convention Center and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Buffalo Niagara Convention Center's premises excluding any liability caused by negligence of GWA or the Buffalo Niagara Convention Center or its owners, servants, agents and employees. The exhibitor understands that neither GWA nor the Buffalo Niagara Convention Center maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance.

GWA, its agents and its staff will not be liable for failure to hold the Expo as scheduled. Payments for booth space will be returned in that event, except that any expenses incurred in connection with the Expo will be deducted if the Expo is cancelled on or after June 30, 2017, because of fire or any act of God, direct or indirect consequence of war or the public enemy, strike, epidemic or any law or regulations of public authority which makes it impossible or impractical to hold the Expo.

PAYMENTS & CANCELLATIONS

In the event of cancellation by the exhibitor, GWA reserves the right to rent canceled space to anyone else without obligation to the canceling exhibitor. The exhibit manager reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not occupied, when the Expo officially opens. Cancellations received before April 1, 2017, will receive a 50 percent refund. After April 1, 2017, no refunds will be issued.

AGREEMENT

By signing the space contract and application found elsewhere in this prospectus, the exhibitor agrees to abide by these rules and regulations and the judgment of GWA.



2017 EXHIBITOR CONTRACT

Conference: August 4-7 | Expo: August 4-5
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EXHIBITOR INFORMATION

Company _____

Primary Contact _____

On-site Representative _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Website _____

Twitter _____

Facebook _____

Instagram _____

EXPO BOOTH RESERVATION

The above-named company hereby authorizes GWA: The Association for Garden Communicators to reserve exhibit space as requested, below, for the its 69th Annual Conference & Expo to be held at the Buffalo Niagara Convention Center, August 4-7, 2017. Booth space will not be assigned until the floor plan is completed, first come first serve.

*Allied members receive the following booth discounts based on their membership level: Level 1 (0%), Level 2 (10%), Level 3 (15%), Level 4 (20%) and Level 5 (free). Please calculate discount when making payment.

Number of booths requested: _____

Premium booths requested Yes No

Total: \$ _____

COMPANY DESCRIPTION

A full exhibitor listing will be included on the Conference website and on-site program. Please provide a 50-word description of your company and its products/services:

PAYMENT

Check for \$ _____ enclosed. Please make check or money order (no cash) payable to Garden Writers Association or GWA

For credit card payments please complete below.

Credit Card Type: AMEX VISA MASTERCARD DISCOVER

Name on Card _____

Credit Card Number _____

CW Code _____

Expiration _____

Signature _____

IN ORDER TO VALIDATE THIS CONTRACT: 1. We agree that the Expo Rules and Regulations are part of this contract. 2. We/I agree to abide by these Expo Rules and Regulations. These shall be interpreted by GWA and the parties hereto shall be bound by such interpretation. 3. We specify that the products listed here are those we propose to exhibit, and we shall advise you in writing of any changes prior to the meeting. Products to be displayed: _____ 4. Full payment must be included with this contract.

Printed Name _____

Signature _____

Date _____