

# 2023 EXHIBITOR INFORMATION

NURSERY/LANDSCAPE

2023  
**EXPO**

SAN ANTONIO, TEXAS

**FORGED TOUGH**

**AUGUST 10-11, 2023**

**HENRY B. GONZALEZ CONVENTION CENTER  
SAN ANTONIO, TEXAS**





## EXPAND YOUR WORLD AT EXPO 2023

### Demonstration Opportunities

Book your exciting Demonstration and be seen by attendees at EXPO outside of your booth in demo areas on the trade show floor.

### Display Products

Display your products in the "Parks & Patio" areas in a 'live' setting located inside the main entrance to the exhibit hall.

### Promote Your Brand

EXPO provides the forum to directly promote your brand to proven industry leaders across multiple platforms.

### Exposure

Year-round exposure on the official EXPO Mobile App.

### Products Searchable

Attendees have 24/7 access to the live floor plan including exhibitor/product searches and website link.

### Exhibitor Get Together

Complimentary exhibitor-only breakfast on the final day of EXPO.

### Increased Visibility

Multiple opportunities to increase your visibility including the Product Showcase Area, Sponsorship Opportunities, Advertising, Digital, and more.

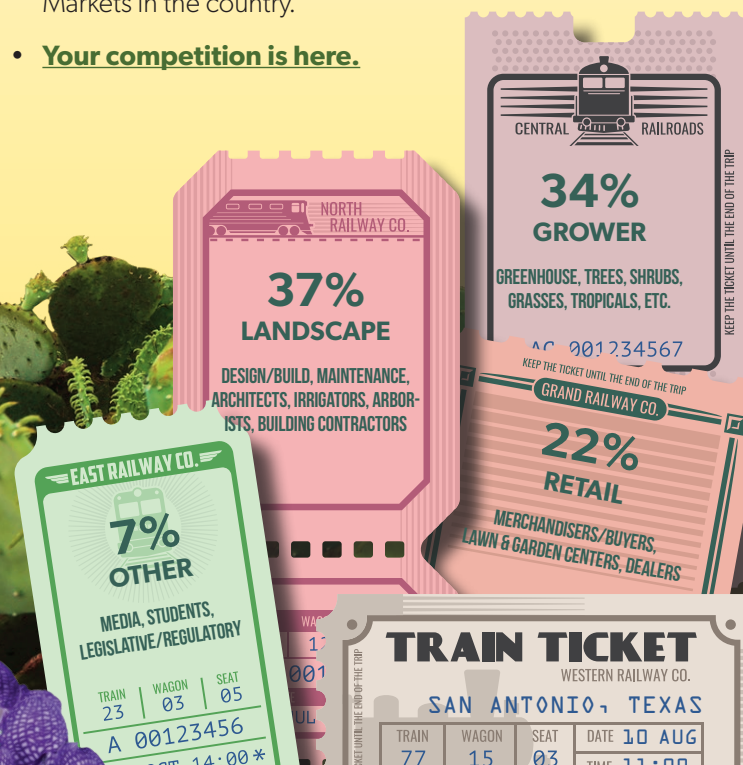
### Build Relationships

Build on existing relationships and create new ones with more than 5,000 professionals.



## STAND OUT AT EXPO!

- Gain access to the TEXAS marketplace. **More than 80%** of registrants do not attend any other show!
- EXPO is a **must-attend event** for those interested in doing business in Texas.
- When surveyed, over **60% of Attendees say they will make purchases** within 3 months of the EXPO.
- EXPO has brought buyers and sellers together for over 65 years. **It is the trusted and reliable forum** to help you do business better in TEXAS.
- Total Green Industry sales in Texas is at an all-time high**, making it one of the top Green Industry Markets in the country.
- Your competition is here.**



REGISTER NOW!

[NurseryLandscapeEXPO.org](https://NurseryLandscapeEXPO.org)



## WHEN POLLED,

attendees said what they liked most about EXPO was the exceptional opportunity to:

- **See, touch, and feel what's new**
- Seek out current **industry trends and technology**
- **Interact face-to-face** with other industry pros
- Create strong, **lasting connections** to peers, information, resources, inspiration, and innovations.
- Connect with peers, **receive special show pricing**, and meet with extraordinary exhibitors about their needs!
- **Find new plant varieties** and remarkable innovations



## WHY EXHIBIT AT EXPO?

Nursery/Landscape EXPO is the **premier horticulture show for profitable sales and face-to-face interaction**. EXPO creates a sales-conducive environment in a high-energy atmosphere with gorgeous surroundings ... **the perfect platform to jump-start your sales process!**

Gain access to the TEXAS marketplace. **More than 80% of registrants attend no other show!**

**Total Green Industry sales in TEXAS are over \$24 billion**, making it one of the top Green Industry Markets in the country and **a can't-miss show** for those companies who want to do business in Texas.

One thing remains constant in the green industry: **People only want to do business with companies they have met face-to-face** where they see, touch, and feel what the industry offers.

## EXHIBITOR PROFILE

Exhibitors at Nursery/Landscape EXPO represent the vast range of businesses in the horticulture industry:

### Greenline

Trees, shrubs, tropical, blooming, greenhouse, turfgrass, and more.

### Hardline/Hardscape Equipment

Growing and landscape, paving, irrigation/water conservation, organics, fountains/statuary, fertilizer, containers, pottery, outdoor living, tools, and more.

### Business Services

Insurance, time tracking, computer software, consultants, freight, etc.



## ATTENDEE PROFILE

EXPO attendees represent a variety of companies with buyers and influencers ranging from large to small, including:

- Design/Build
- Grounds Maintenance
- Arborists
- Landscape Architects
- Manufacturers
- Retail Garden Centers
- Municipalities
- Irrigation Professionals
- Growers
- Parks & Recreation
- Dealers
- And more...





# EXTRAORDINARY UPGRADES

## Branding & Partner Opportunities

Let others take part in your story by increasing your brand presence through EXPO Sponsorships, Digital Promotion Upgrades, and Advertising! Traffic to your booth can double if your company's brand is front and center for all to see. See below for a sampling of opportunities available to you as an Exhibitor.

## Premium Digital Promotion Exhibit Upgrade (Starts at \$500 per Company)

Includes logos, videos, product photos/specials, complete attendee/demographic electronic listing, express access to loading docks, product showcase display area, and much more!

## Product Showcase (\$250 Each)

The launching pad for the industry's hottest products, trends, and services being highlighted in this highly visible area.

## Attendee List Orders (Pricing Varies)

Increase your booth traffic with Pre-EXPO Promotions, Electronic lists, including all demographic information and opt-in email addresses are available for purchase. (TNLA is the sole provider of EXPO Attendee Lists)

## Sponsorship

Sponsorship Opportunities are available for ALL budget levels ranging from \$200 to \$20,000.





# SCHEDULE YOUR JOURNEY

## Exhibit Move-In

Tuesday, August 8 8 am – 5 pm  
Wednesday, August 9 8 am – 5 pm

## Education Conference

Wednesday, August 9 8 am – 5 pm

## Tradeshow Hours

(Times are Tentative)  
Thursday, August 10 9 am – 4 pm  
Friday, August 11 9 am – 3 pm

## Exhibit Move-Out

Friday, August 11 3 pm – 10 pm  
Saturday, August 12 8 am – 12 Noon



## SECURE YOUR POSITION TODAY

**in the ONLY show where TEXAS industry professionals go and discover new products and vendors!**

1. **View the interactive floor plan** for available booths on our website at: [NurseryLandscapeEXPO.org](http://NurseryLandscapeEXPO.org)
2. **Reserve your booth** on-line or complete the Exhibit Space Rental Agreement and Email/Mail agreement with required payment to TNLA.
3. **An EXPO staff member will contact you** by email to confirm your exhibit space.



## EXHIBIT RATES

Space	Member	Non-Member
Standard 10'x10'	\$1,378.50	\$1,716.50
Corner 10'x10'	\$1,792.05	\$2,231.45
Endcap 10'x20'	\$3,308.40	\$4,110.60
Island (Aisles on 4 sides)	\$1,516.35 (per 100 sf)	\$1,888.15 (per 100 sf)

### NOTE ABOUT BOOTHS

Rental price does not include carpeting, tables, chairs, and other equipment. Order forms covering all materials and services are included in the Exhibitor Service Kit available online at [NurseryLandscapeExpo.org](http://NurseryLandscapeExpo.org) in April 2023.

## WHAT'S INCLUDED

**Signs** – Each exhibitor is furnished with a 7"x44" identification sign (AT NO CHARGE) showing the firm name, city, state, and booth number.

**Draping** – All inline booths are draped at the back (8' high) and sides (36" high). Draping is not provided for Island booths open on all 4 sides.

**Badges** – Three complimentary booth personnel per 100 sq. ft of booth space purchased.

**Labor\*** – Available to exhibitors for moving products into and out of the exhibit hall.

*\* See Exhibit Policy Manual for details on chargeable items.*



# ALL ABOARD



Nursery/Landscape EXPO is proudly produced by the Texas Nursery & Landscape Association

[NurseryLandscapeEXPO.org](https://NurseryLandscapeEXPO.org) | [#TNLAEXPO2023](https://twitter.com/TNLAEXPO2023)

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