



NURSERY/LANDSCAPE

# EXPO

2024

AIM HIGH

DREAM, BELIEVE, ACHIEVE

AUG. 15-16

EXHIBITORS • HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX

## ABOUT EXPO

# REDEFINING YOUR UNIVERSE

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. Over 80% of those registered do not attend any other shows!

The combined sales of the Green Industry in Texas surpass \$30 billion, making it one of the top Green Industry Markets in the country. It stands as an unmissable event for companies seeking 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 can see, touch, and feel what the industry offers.



# A BRAVA NEW WORLD

## DISCOVERY

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
- Find new plant varieties and remarkable innovations
- 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!



# WHAT YOU'LL UNCOVER

- 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.
- Total Green Industry sales in Texas is at an all-time high of \$30 billion, making it one of the top Green Industry Markets in the country.
- EXPO has brought buyers and sellers together for over 68 years. It is the trusted and reliable forum to help you do business better in Texas.
- When surveyed, over 60% of Attendees say they will make purchases within 3 months of the EXPO.
- Your competition is here.



# YOUR LAUNCH PAD

## 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 "EXPO Gardens" 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.

**37%**  
**LANDSCAPE**

*(Design/Build, Maintenance, Architects, Irrigators, Arborists, Building Contractors)*

**34%**  
**GROWER**

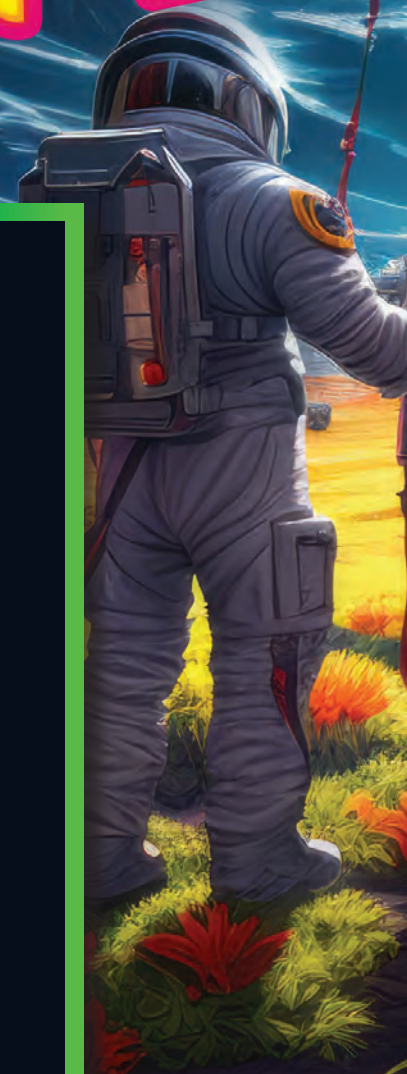
*(Greenhouses, Trees, Shrubs, Grasses, Tropicals, etc.)*

**22%**  
**RETAIL**

*(Merchandisers/Buyers, Lawn & Garden Centers, Dealers)*

**7%**  
**OTHER**

*(Educators, Media, Students, Legislative/Regulatory)*



## 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.

# VITTE VIGAGE



## ATTENDEES

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

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

## EXHIBITORS

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 landscaping, 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.



# 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.

**These are sample opportunities available to Exhibitors.**

### 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 are 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

Tues., August 13 | 8 am - 5 pm

Wed., August 14 | 8 am - 5 pm

### Education Conference

Wed., August 14 | 8 am - 5 pm

### Tradeshow Hours

*(Times are Tentative)*

Thurs., August 15 | 9 am - 4 pm

Fri., August 16 | 9 am - 3 pm

### Exhibit Move-Out

Fri., August 16 | 3 pm - 10 pm

Sat., August 17 | 8 am - 12 Noon



# EXHIBIT RATES

## Space

Standard 10'x10'

Corner 10'x10'

Endcap 10'x20'

Island

*(Aisles on 4 sides) (per 100 sf)*

## Member

\$1,433.50

\$1,864.00

\$3,440.73

\$1,577.00

*(Aisles on 4 sides) (per 100 sf)*

## Non-Member

\$1,785.00

\$2,320.50

\$4,284.00

\$1,963.50

## 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 Manual available in April 2024.

# WHAT'S INCLUDED

## Signs

Each exhibitor is furnished with a 7"x44" identification sign (AT NO CHARGE) showing the firm's 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. Look for the Exhibitor Service Kit available online at [NurseryLandscapeExpo.org](http://NurseryLandscapeExpo.org) in April 2024.*



# 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**
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.

FOR THE MOST UP-TO-DATE INFORMATION

**NurseryLandscapeEXPO.org**  
**#TNLAEXPO2024**

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

715 Discovery Blvd., Suite 109  
Cedar Park, TX 78613 512-579-3858  
EXPO@NurseryLandscapeEXPO.org

