



**American
Public Gardens
Association**

**FORT WORTH, TEXAS
JUNE 5 – 8, 2023**

More than 700 garden professionals, representing all sectors of the public horticulture industry, are expected to attend the American Public Gardens Association’s Annual Conference in Fort Worth, Texas, at the Omni Fort Worth Hotel.

And good news – **the Exhibit Hall will be at the CENTER of it all!** Spanning the entire Fort Worth Ballroom and the conference floor foyer, we have reimagined the Omni Conference Level to provide places for attendees to meet with you, recharge, grab refreshment, and listen to important content from our exhibitors via special **Industry Insights Sessions**, during the Exhibit Hall’s multi-day run. With the theme “New Horizons: Rising from Roots”, we will be celebrating our industry partners and vendors by putting them at the center of our Conference and promoting their presence to attendees.

We will be advertising this multi-use area via various communication channels including the Conference website and email communications to our members in the months preceding Conference.

Please read all materials carefully to ensure you and your exhibit materials can be accommodated. We look forward to connecting you and your garden colleagues and clients – both current and prospective – this coming June!

2023 Annual Conference

Booth/Industry Insights Reservations

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EXHIBIT HALL SCHEDULE: Exhibitors must check-in at registration before loading in. Please note, all times are tentative and subject to change.

<p><u>Monday, June 5</u></p> <p>Expo Company Load-In: 7:00 AM – 12:00 PM</p> <p><i>The Exhibitor Contractor will be setting up all exhibit area booths as per the BOOTH PARTICULARS section in this contract.</i></p> <p>Exhibitors Load-In: 12:30 PM – 4:30 PM</p> <p><i>Exhibitors must comply with the hotel’s rules and regulations. Expo Company representatives will have additional representatives to provide assistance.</i></p> <p>Monday Welcome Reception/ Exhibit Hall Open: 5:30 PM – 7:00 PM</p> <p><i>Registration desk hours 7:00 AM to 6:00 PM</i></p>	<p><u>Tuesday, June 6</u></p> <p>Exhibit Hall Hours: 8:30 AM – 12:00 PM and 1:30 PM - 4:00 PM</p> <p>Morning Coffee Break</p> <p><i>Registration desk hours 7:00 AM to 6:00 PM</i></p>
<p><u>Wednesday, June 7</u></p> <p>Exhibit Hall Hours: 8:30 AM – 12:00 PM and 1:30 PM - 3:00 PM</p> <p>Morning Coffee Break</p> <p>Exhibit Hall Dessert Bites: 1:30 PM – 3:00 PM</p> <p>Exhibitors Load-Out (Phase I): 3:00 PM – 5:00 PM for Optional Load-Out</p> <p><i>Exhibitors may choose to break down on Wednesday, June 7 from 3:00 PM up until 5:00 PM. For those interested in attending evening festivities at the Dallas Arboretum, they may leave their booths up until Thursday, June 8. All booths must be broken down by Thursday, June 8 at 12:00 PM.</i></p> <p><i>Registration desk hours 7:00 AM to 6:00 PM</i></p>	<p><u>Thursday, June 8</u></p> <p>Exhibitors Load-Out (Phase II): 7:00 AM – 12:00 PM for Mandatory Load-Out</p> <p>Expo Company Load-Out: 7:00 AM – 12:00 PM</p>

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EXHIBITORS RECEIVE:

- A promo code good for a complimentary two-day registration for 1 worker (no cash value). Up to 1 additional worker is eligible to receive an added 50% two-day registration discount promo code (no cash value).
 - Booth worker(s) must register for the Conference using the promo code provided and pay separately for any additional ticketed events they wish to attend (member rates apply).
 - Breakfast and lunch for both booth worker(s) on both days, plus the Monday Welcome Reception, will be included.
 - Company recognition on the 2023 Annual Conference website - includes company name, logo, description, and web address.
 - Conference attendee list with emails.
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BOOTH PARTICULARS:

- Freeman Expositions, LLC, based in Dallas, Texas will function as the Official Services Provider for this Conference and provide the following:
 - Both 8' x 10' or 10' x 10' pipe and drape for booths consisting of: 8' high back wall; 3' high side drape; (1) 6' x 30" H draped table; (2) Limerick side chairs; (1) wastebasket; and (1) 7" x 44" one-line booth company identification sign.
 - Additional booth amenities, utilities, or services may be ordered online directly from Freeman Expositions LLC. Freeman representatives will be in contact with you to provide their catalog of offerings along with URL and log in information for purchase orders.
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TERMS & CONDITIONS:

- **Exhibitors must commit to stay open *during the entire time the hall is open*. Booths CANNOT BE BROKEN DOWN until 3:00 PM on Wednesday, June 7. Exhibitors interested in attending festivities at the Dallas Arboretum on Wednesday, June 7, may leave their booths up until Thursday, June 8. All booths must be broken down by Thursday, June 8 at 12:00 PM.**
 - Booths will be assigned priority after full payment has been received.
 - Must submit full payment and completed agreement by **January 31, 2023**, in order to receive the Early Bird Discount.
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CODE OF CONDUCT:

- Exhibitors are expected to comply with Association health and safety protocols consistent with the State of Texas and the City of Fort Worth. [Please visit our website for updates to our Health & Safety Statement.](#)
- All Exhibitors are expected to have their booth staffed during all hours the Exhibit Hall is open through the close of the Exhibit Hall on **Wednesday, June 7**. Arriving to the Conference late or leaving early may impact an Exhibitor's participation in future Conferences.
- All Exhibitors must wear their Conference lanyard with badge at all times while participating either on-site or off-site at Conference events.
- There is no solicitation of business in the Exhibit Hall area by anyone other than confirmed Exhibitors.

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Industry Insights: Before You Reserve Your Booth – READ THIS!

Got something to say or show off and a booth isn't enough? Then consider doing an Industry Insight Session! Reserve either a 60-minute or 90-minute timeslot in a designated session room to share what you do, or the latest trends or innovations in your sector. Your sponsorship builds in added benefits and elevates your voice AND your brand!

Industry Insights Sponsor - 60 min \$5,000 or 90 min \$6,000

These sessions build business by providing ample time to show off what you do and what you know. Conference attendees really appreciate these sessions when they are less of an infomercial or product demo and more about sharing trends, providing toolkits or checklists, or imparting best practices. This type of sponsorship is an excellent value as it builds in booth space AND full conference registration – both of which are important benefits you can use to cultivate new client relationships throughout the week.

Benefits for Industry Insights Sponsorship Include:

Standard conference A/V package
Name of session and sponsorship recognition on:
• Conference website
• Onsite signage
• Conference master schedule
• Daily printout of schedule (on day of presentation)
• Website link to your company information
2 full (three day; add-ons available at an additional cost) Conference registrations (promotional value \$1,675)
1 Exhibit Hall Booth with preferred placement (8' X 10' or 10' X 10') (promotional value \$1,500)
Repeated visibility from email blasts (distribution 10,000+), before and after the Conference
Conference attendee list with emails – both before and after Conference

To reserve an Industry Insight, please complete the reservation form at the end of this Kit. You must still complete and submit the Exhibit Hall reservation form and contract as part of a sponsorship.

2023 Annual Conference Booth/Industry Insights Reservations

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PLEASE COMPLETE AND RETURN THE FOLLOWING PAGES (as applicable) TO: EXHIBITS@PUBLICGARDENS.ORG

Company Name:

Primary Contact Name:

Title:

Address:

City/State/Zip:

E-mail:

Phone:

BOOTH PLACEMENT: Booth placement by priority – Presenting Partner, Sponsor, Corporate Gold member, Corporate Associate member – after full payment received. Location is at the discretion of the Association staff working with your special needs and accommodation for ceiling height, size booth desired, etc.

BOOTH PRICING: Booth prices are the same whether they are 8' X 10' or 10' X 10', but you must indicate booth size preference – all reservations are first-come, first-served.

I wish to reserve:

- 8' X 10' booth – see “Exhibitors Receive...” section for details on what is included How many? ____
- 10' X 10' booth– see “Exhibitors Receive...” section for details on what is included How many? ____

If you have any ceiling height restrictions for your exhibit, please reach out to the Association directly at: exhibits@publicgardens.org

Exhibitor Types - check one & circle rate	Early Bird Rate Deadline 1/31/23	Regular Rate 2/1/23 – 3/31/23	Late Rate After 4/1/23
Non-Member or Other	\$2,000	\$2,250	\$2,400
Corporate Associate Member*	\$1,750	\$2,000	\$2,150
Corporate Gold Member*	\$1,500	\$1,750	\$1,900
Non-profit or garden: non-members must email exhibits@publicgardens.org to receive this pricing!	\$1,250	\$1,400	\$1,500
Sponsorship at \$5,000+	Table/Booth Included*	Table/Booth Included*	Table/Booth Included* (limited availability)

*** To qualify for member rates, the applicant must be a member in good standing upon receipt of application.**

***SPONSOR TABLE - NEW FOR 2023:** 6' x 30" table located in prime hallway adjacent to the Texas Ballroom on the main conference floor.

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BOOTH PAYMENT INFORMATION:

Total Number of Booth Spaces:

Subtotal of Booth Spaces:

Total payment due with signed agreement:

___ Check made payable to the American Public Gardens Association

___ Credit card payments can be made online here: portal.publicgardens.org/EXHAC23 (for 1-booth registration only)

___ If wire transfer, please contact Chelsea Schmidt for details at cschmidt@publicgardens.org

COMPANY DESCRIPTION: *Please provide a 50-word description of your company and its products or services for publication with payment. Please e-mail company description & logo to exhibits@publicgardens.org or include as part of the online booth registration form.*

BOOTH STAFFING: *Please provide the names and contact information for the person(s) staffing your booth. The first person on this list will receive information from the exhibitor contractor concerning the ordering of additional items or services for the booth.*

Exhibit Booth Staffer #1:

Name:

Title:

E-mail:

Cell Phone:

Exhibit Booth Staffer #2 (if applicable):

Name:

Title:

E-mail:

Cell Phone:

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EXHIBIT HALL CONTRACTUAL AGREEMENT AND SIGNATURE:

By completing this Exhibit Hall Booth Agreement and Terms, (company name) agrees to abide by the rules and regulations of the American Public Gardens Association 2023 Conference Exhibit Hall Agreement and Terms. These shall be interpreted by the American Public Gardens Association and all parties shall be bound by such interpretation. Upon acceptance by American Public Gardens Association, this form will serve as an official contract for booth space and services.

Cancellation of an exhibit booth on or before March 31, 2023, receives full refund minus 10% processing fee. Cancellation of an exhibit booth between April 1 – April 21, 2023, receives a 50% penalty fee. Cancellation after April 21, 2023, receives no refund.

In the event of cancellation of the conference due to global pandemic as recognized by the WHO impacting ability for indoor gatherings above 10 people, fire, government regulations, strikes or any other cause beyond the American Public Gardens Association's control, the Association shall not be held liable for failure to hold the conference as scheduled and shall determine the amount of fees to be refunded. The exhibitor assumes responsibility and liability for claims, damages, and losses that arise from the exhibitor activities at the conference venue; and will indemnify, defend, and hold harmless American Public Gardens Association and the Conference venue as well as their agents and employees from all such claims, damages, and losses.

To the fullest extent permitted by law, the person/legal entity described as "Exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend, and hold harmless the Omni Forth Worth Hotel, and each of their respective owners, managers, subsidiaries, affiliates, employees, and agents (collectively "Hotel Parties"), as well as Omni Management ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability insurance, including contractual liability, covering the Exhibitor's indemnity in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insured on such policy, and the Exhibitor shall supply the Hotel with a Certificate at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Name (print): _____

Signature: _____ Date: _____

Conference Registration opens March 2023. All exhibitors are required to register online for the conference via the website. This online registration **MUST** be done in addition to completion of the exhibit hall contract. Registration promo code will be sent out when registration opens.

Send completed pages (as applicable) and direct questions to: exhibits@publicgardens.org

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INDUSTRY INSIGHTS SPONSORSHIP AGREEMENT AND SIGNATURE

I wish to reserve/sponsor a:

<input type="checkbox"/> 60-minute Industry Insight Presentation	\$5,000
<input type="checkbox"/> 90-minute Industry Insight Presentation	\$6,000

TOTAL: _____

I will provide a session title and presentation description with the return of this agreement. Submit to exhibits@publicgardens.org

Industry Insights Benefit Confirmation (\$5,000+ only) – Please Refer to Page 4 Above!

I will be using the Sponsor Table/Booth benefit and will complete and submit the exhibit hall contract indicating my needs as part of this agreement. I agree to have Association staff place my Sponsor Table/Booth with preferred status.

I will be using the full (3-day) registrations benefit as outlined and understand this replaces the 2-day registrations accorded to me as part of the booth package.

I will provide a 50-word description of my business plus my logo upon submitting my intent to sponsor, for promotional use. Include in the online registration form or email to exhibits@publicgardens.org

Company Name:

Primary Contact Name:

Title:

Address:

City/State/Zip:

Website:

E-mail:

Phone:

I accept the terms of the sponsorship as outlined along with the Code of Conduct.

Signature: _____ Date: _____

PAYMENT INFORMATION:

Invoice me ATTN:

Check made payable to the American Public Gardens Association

If wire transfer, please contact Chelsea Schmidt for details at cschmidt@publicgardens.org