

SEPTEMBER 28, 2017
LANDSCAPE ONTARIO
MILTON, ON



SNOWPOSIUM.CA



LANDSCAPE ONTARIO
SNOWPOSIUM

SNOW AND ICE MANAGEMENT CONFERENCE AND EXPO

Brought to you by
HORTICULTURAL TRADES ASSOCIATION
landscape ontario.com



SNOW & ICE GROUP

**Landscape
Trades**
Canada's Premier
Horticultural
Trade Publication

HORTICULTURAL TRADES ASSOCIATION
landscape ontario.com



Green for Life!



Why Sponsor or Exhibit at the 2017 Landscape Ontario's Snowposium?

Showcase your company as an industry leader!

Sponsoring or exhibiting at the 2017 Snowposium is a prime opportunity to introduce key industry stakeholders and decision makers to your snow and ice products and services. This intensive one day event is a cost-effective way to build brand recognition, strengthen relationships and demonstrate your company's commitment to the professionals responsible for executing snow and ice management operations throughout the province.

Market driven exposure.

Receive powerful onsite exposure of your products and services, as well as brand recognition via digital and print promotions leading up to the event. Landscape Ontario's extensive communications network drives your brand to hundreds of snow and ice management professionals, as well as on-site attendees.

Strengthen key relationships.

Meet face-to-face with the key industry decision makers who drive the market and make the purchasing decisions that impact your company, technology, products and services. The session schedule allows ample time for peer-to-peer networking and the sharing of expertise surrounding crucial issues that affect snow and ice management professionals.

About the Event

Hosted by the Snow and Ice Sector Group of Landscape Ontario and Landscape Trades Magazine, Snowposium includes a comprehensive professional development conference that fills the void for in-class, high-quality educational programming covering practical snow and ice management issues. The trade show and outdoor demo areas create a superior networking and brandscaping opportunity that leads to increased sales potential in this growing market.



Who will attend

With conference programming focused on the real-world business issues crucial to running a successful snow and ice management operation — managing risk, product innovations, insurance, cost control, slip-and-fall claims and a focused tradeshow showcasing the new equipment and technology — the 2017 Snowposium is anticipated to draw an audience of industry leaders including private, commercial and municipal snow and ice professionals, property managers, equipment and operations managers, key personnel, industry suppliers and more.

**Outdoor demos
are open
to all visitors!**

Snowposium Schedule at a Glance

(Subject to change)

EXHIBIT SET UP

Wednesday September 27 8am - 3pm

EXHIBIT HOURS

Thursday September 28 8am - 3pm

EDUCATION SESSIONS

Thursday September 28 8am - 3pm





Sponsorship packages

Snowposium offers several cost effective sponsorship opportunities giving your company options for additional signage, brand recognition and special mention. Your sponsorship sends a strong signal of your commitment to the industry that customers will recognize.

We can also offer a customized program tailored to your specific needs.

**Presenting
Sponsor**
\$3,000

BENEFITS

Sponsor of the 2017 Snowposium,
Exclusivity for the event

ON-SITE EXPOSURE

- Logo on event banner and/or signage
- Logo on-screen at opening of conference
- Recognition on signage with logo at entrance to the conference and to luncheon area

HOSPITALITY

- 1 full conference pass and 4 additional luncheon tickets

ADVERTISING AND PROMOTION

- Logo and weblink on Snowposium.ca
- Logo used in advertising campaign materials
- Mention in two digital communications
- Mention in *Landscape Ontario* magazine and/or *Landscape Trades Magazine*

**Refreshment
Sponsor**
\$1,000

BENEFITS

Exclusivity for the event

- Coffee Break Sponsor, Exclusivity for the sponsored refreshment break time periods

ON-SITE EXPOSURE

- Recognition on signage with company logo at coffee & refreshment area during conference

HOSPITALITY

- Option to serve coffee and/ or provide branded cups or napkins

ADVERTISING AND PROMOTION

- Company name listed on event signage
- Logo and weblink on Snowposium.ca
- Mention in one digital communication

For more information how to get involved as Snowposium Sponsor please contact

Kristen McIntyre, CLT, CEM

1-800-265-5656 ext. 321 or Direct 416-848-4144 Kristen@landscapeontario.com

**Conference
Session
Sponsor**
\$350

BENEFITS

- Sponsor of an educational session,
- Non-exclusive, maximum of 5

ON-SITE EXPOSURE

- Company logo on all material for the sessions
- Company logo on signage at the entrance to the class room
- Opportunity to introduce a presenter and address the audience (max. 3 minutes)

ADVERTISING AND PROMOTION

- Logo on Snowposium.ca
- Logo used in advertising campaign materials
- Mention in one digital communication

Exhibit space & rates

Indoor Displays

(Maximum 2 per company)

10' x 10' \$200.00
includes 1 complimentary lunch ticket

10' x 20' \$400.00
includes 2 complimentary lunch tickets

Outdoor Displays

30' x 20' \$600.00
includes 2 complimentary lunch tickets

PLEASE NOTE:

Additional staff lunch tickets
can be purchased by exhibitors
for \$15.00 each



Advertising opportunities

Connect with Canada's busy snow management industry — in *Landscape Trades*!

Our annual special focus issue on SNOW and ICE MANAGEMENT will grab the attention of Canada's progressive snow-and-ice contractors.

Focused coverage addresses the challenges these operators face. Ensure your product is positioned exactly where the snow market is looking for solutions!

Let our experienced team help you with your marketing needs.

Steve Moyer
416-848-0708
stevemoyer@landscapeontario.com

Greg Sumsion
1-800-265-5656 ext. 377
or direct 647-722-6977
gsumsion@landscapeontario.com

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Canada's Premier Horticultural Trade Publication

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Take part in Snowposium 2017!

Early bird Conference Pass

Register before September 11th:
\$75 for members, \$100 for non-member
including complimentary lunch

Register after September 11th:
\$125 for members, \$150 for non-member
including complimentary lunch

To exhibit or secure your sponsorship, please contact:

EXHIBIT SPACE

Darryl Bond

dbond@landscapeontario.com
905-875-1805 ext. 366

SPONSORSHIP

Kristen McIntyre

kristenm@landscapeontario.com
905-875-1805 ext. 321

LANDSCAPE TRADES PRINT ADVERTISING

Greg Sumsion

gsumsion@landscapeontario.com
905-875-1805 ext. 377

CONFERENCE

Amy Buchanan

amy@landscapeontario.com
905-875-1805 ext. 329



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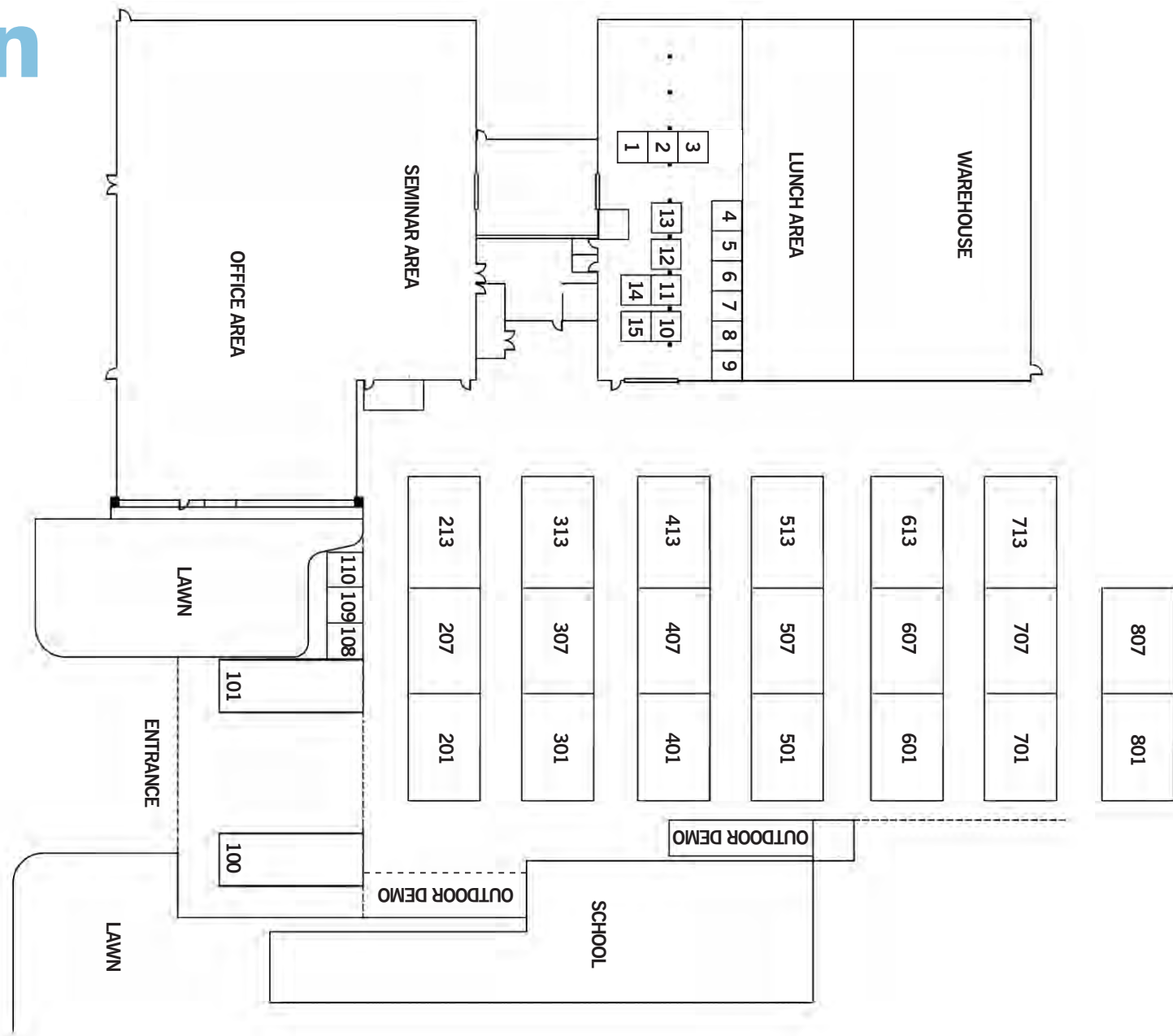
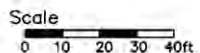


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Floorplan



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COMPANY NAME: _____ CELL: _____
 CONTACT PERSON: _____ CITY: _____
 ADDRESS: _____ POSTAL/ZIP: _____ COUNTRY: _____
 PROV./STATE: _____ BUSINESS FAX: _____
 BUSINESS PHONE: _____ WEBSITE: _____
 E-MAIL: _____
 BOOTH DIMENSIONS: _____ feet x _____ feet = _____ sq.ft.*

EXHIBIT RATES

Indoor Booths (maximum 2 per company)
 10' x 10': \$200

Additional indoor booth space: \$200 _____ x Qty. + \$ _____
 Includes 1 lunch per 10' x 10' space

Outdoor Booths (no maximum):
 20' x 30': \$600 _____ x Qty. + \$ _____

Additional outdoor booth space: \$600 _____ x Qty. + \$ _____
 Includes 2 lunches per 20' x 30' space

Extra lunch tickets @ \$15 each _____ x Qty. \$ _____

SUB TOTAL = \$ _____

13% HST + \$ _____

TOTAL BOOTH COST (in Canadian dollars) = \$ _____

THIS APPLICATION BECOMES A CONTRACT AND IS NOT SUBJECT TO CANCELLATION EXCEPT BY THE CONSENT OF BOTH PARTIES. ON BEHALF OF THE ABOVE COMPANY, I AGREE TO ABIDE BY THE RULES AND REGULATIONS SET OUT IN THIS CONTRACT AND CONDUCT ALL BUSINESS AT THE SHOW IN ACCORDANCE TO THE OCCUPATIONAL HEALTH & SAFETY ACT AS OUTLINED BY THE MINISTRY OF LABOUR. AS AN EXHIBITOR, OUR COMPANY WILL HAVE PROPER INSURANCE FOR THE EVENT INCLUDING A \$2,000,000 COMPREHENSIVE GENERAL LIABILITY LISTING LANDSCAPE ONTARIO AND THE RELATED COMPANIES AS ADDITIONAL NAMED INSURED.

SIGNATURE _____ DATE _____

If you wish to pay by American Express, Visa or Mastercard, please provide the following information:
 Full payment upon receipt

CARD NUMBER#: _____ EXP. DATE: _____

CARDHOLDER NAME: _____

AUTHORIZED BY: _____

◆◆ **PLEASE TAKE A PHOTOCOPY OF THIS CONTRACT FOR YOUR RECORDS** ◆◆

OFFICE USE ONLY

Assigned Booth#: _____ Date Manual Sent: _____

Payment Terms: **Payment in full must accompany all orders.**

Payment Received: US CDN Cheque #: _____ Date: _____

Accepted by: _____ Date: _____

EXHIBIT RULES AND REGULATIONS

- 1. Show Management:** The words "Show Management" as used herein refers to Landscape Ontario's Snowposium and its employees and agents. The enforcement and interpretation of the following rules and regulations is the responsibility of Show Management.
- 2. Space Rental:** The application for exhibit space, when duly signed by the exhibiting firm and Show Management, shall constitute a valid contract between the parties. If payment is not received within the prescribed time limit, the contract is considered null and void and the space will be re-assigned to another applicant. Should any rented space remain unoccupied on the opening day, Show Management reserves the right to rent such space to any other applicant or use it for any other purpose without refund to the original applicant.
- 3. Cancellation of Display Space:** Cancellations will be dealt with on an individual basis.
- 4. Use of Space & Restrictions:** The space contracted for is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties, and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited and will result in ejection from the exhibition without refund or other appeal. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated, and where an exhibitor's display is built beyond limitations set forth in the Exhibitor's Manual, Show Management reserves the right to correct such violations by having the exhibitor alter, remove or rearrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighbouring exhibits. No representation of the exhibitor, his products or services may be carried on in the aisles, corridors, feature areas or other designated common area of the facility.
- 5. Installation, Exhibit Hours and Dismantling:** Dates and hours for installation, exhibiting and dismantling will be as specified by Show Management. Goods received after the opening of the exposition must be delivered to the booth and arranged at a time other than official exhibit hours. Exhibits shall be staffed at all times when the exhibition is officially open. No exhibitor will be permitted to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons, or to abandon their display prior to the official closing. **Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions conducted by Show Management. All exhibits must be removed by 8 p.m., Thursday, September 28, 2017.**
- All storage and handling charges for failure to remove exhibit and/or materials by that time shall be the responsibility of the exhibitor. Show Management reserves the right to remove any exhibit, any excess garbage, materials, packaging, sand, stone, etc., which is not removed by the conclusion of the exhibition and charge the expense to the exhibitor.**
- 6. Materials Handling:** We have limited access to a fork lift. Please call 800-265-5656 x366 for further details.
- 7. Fire Regulations:** All exhibitors must comply with local fire regulations. Only fireproof materials may be used in displays and wiring must conform to C.S.A. or UL specifications. Fire exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.
- 8. Electrical Safety Code Requirements:** All exhibitors must comply with the Ontario Electrical Safety Code Requirements. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.
- 9. Damage to Property:** Exhibitors are liable for all damage caused by them to the exhibit facility, booth equipment or to other exhibitors' property and shall indemnify the Facility Management, Show Management, and/or the Official Services Contractor against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitors use of exhibit space.
- 10. Care of Buildings:** Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to ceilings, walls, pipes or electrical fixtures.
- 11. Security:** Show Management assumes no liability for loss or damaged, howsoever caused, of goods, exhibits, or other materials owned, rented or leased by the exhibitor.
- 12. Exhibitor Badges:** Exhibitor badges will be supplied by Show Management for exhibit personnel. These must be worn at all times while in the show building and exhibit area and are required for entry to the show. Exhibitor badges are to be worn by only those company representatives who will staff the booth.
- 13. Food and/or Alcoholic Beverages:** The preparation and/or serving of food or beverages of any kind without the written permission of Show Management and the facility is prohibited. Serving of alcoholic beverages on the exhibit floor is prohibited.
- 14. LIABILITY AND INSURANCE:** Neither Landscape Ontario and related companies, nor any of its officers, directors, employees or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing Association, individuals and firms from, and agrees to indemnify same against, any and all claims for such loss, damage, or injury. Exhibitors must carry insurance on their exhibits at their own expense.
- 15. The licensee must provide adequate insurance coverage to cover the license period. All exhibitors must supply proof of insurance. Exhibitors are fully responsible for all activity that occurs as a result of their operations at the Snowposium. Exhibitors must have the minimum insurance coverage as follows:**
 - \$2,000,000 Commercial General Liability
 - Non-owned Automobile Liability
 - Products and Completed Operations
 - Cross Liability clause
 - Severability of Interest Clause
 - Tenants Legal Liability
 - Additional Insured as requiredOnce you confirm coverage with your insurance representative, request a certificate of insurance to be issued to Landscape Ontario listing Landscape Ontario as an additional insured. If the exhibitor does not have their own insurance coverage as specified above then: Landscape Ontario has made available an Insurance Program that follows all Liability requirements, including Exhibitor's property up to \$50,000 while at show and in transit to and from the show. Information is provided in the Exhibitors information package. The insurance policy will also include Landscape Ontario as additional insureds on all policies with respect to liability arising from the operations of the named insured.
- 16. Exclusive Rights:** Participating exhibitors have the exclusive right to promote or sell goods or services in the show. **All other parties who attempt to make any sales solicitations without the expressed written consent of Show Management will be permanently removed from the show area. Exhibitors are asked to report any infractions to the Show Office so that immediate remedial action can be taken.**
- 17. Entry to Show:** Show Management reserves the right to refuse admission to any visitor, exhibitor, or exhibitor's employee who, in the opinion of Show Management is unfit, intoxicated, or in any way creating a disruption at the Show.
- 18. Booth Assignment:** Landscape Ontario reserves the right to assign any and all booth space as they best determine.

◆◆ PLEASE TAKE A PHOTOCOPY OF THIS CONTRACT FOR YOUR RECORDS ◆◆