



LANDSCAPE NEW JERSEY
TRADE SHOW AND CONFERENCE

2023 Sponsorship and Advertising Guide



LANDSCAPE NEW JERSEY 2023
LIVE LONG AND LANDSCAPE

Advertising

Get a jump on the competition at the New Jersey Landscape Contractors Association's 45th Annual Trade Show & Conference—Landscape New Jersey 2023! Increase your visibility with a sponsorship, then join us for the best show ever!

The New Jersey Landscape Contractor Magazine



The official publication of the NJLCA, *The New Jersey Landscape Contractor* magazine, is distributed to over 4,500 green industry professionals, three times per year. Reach your target audience with an advertisement announcing your participation in Landscape New Jersey 2023. The official trade show issue is sent out in January.

Ad Type (w" x h")	Member Pricing		Non-Member Pricing	
	Show Issue / Entire Year (3 iss.)		Show Issue / Entire Year (3 iss.)	
Center Spread (17x11)	\$975	\$2625	\$1275	\$3600
Outside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Front (8.5x11)	\$850	\$2325	\$1050	\$2925
Full Page (8.5x11)	\$600	\$1650	\$800	\$2250
1/2 Page (8.5x5.5)	\$325	\$825	\$525	\$1425
1/4 Page (4.25x5.5)	\$175	\$450	\$375	\$1050
Business Card (3x2)	\$150	\$375	\$350	\$975

Trade Show Buyer's Guide



The definitive on-site guide used by attendees to navigate the trade show floor. Complete with the final show floor map, attendees can quickly locate you in the alphabetic company listing. Distinguish your company from the competition with a strategically placed, full-color advertisement at a great price.

Ad Type (w" x h")	Member Pricing/Non-Member Pricing	
Center Spread (11x8.5)	\$595	\$695
Outside Back Cover (5.5x8.5)	\$445	\$545
Inside Back Cover (5.5x8.5)	\$395	\$495
Inside Front Cover (5.5x8.5)	\$395	\$495
Full Page (5.5x8.5)	\$225	\$275
1/2 Page (5.5x4.25)	\$145	\$170
Business Card (3x2)	\$105	\$145

Opportunities

Specials Flyer

Are you offering a special that will only be available at this year's trade show? Let us know the item and details and we will include it on our Specials Flyer. Your special deal will reach the maximum number of attendees, since it is included in the show bag handed out at the show. Don't miss this opportunity to help your company stand out, free of cost!

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Specials Flyer	\$0	\$0

Exhibitor Wheel of Fortune



Another FREE marketing opportunity! How does it work? Exhibitors reserve a spot on the wheel. Each attendee gets 1 spin of the wheel. If they land on your logo, they are given a personalized token directing them to your booth. Exhibitors must provide an item of value (minimum \$50 value) to all visitors who present a personalized token. The prize choice is yours and is only limited by your imagination!

Prizes awarded at the Landscape New Jersey 2022 show included:

- A \$250 discount coupon towards equipment rentals
- One branded clothing item
- 10% off material purchase

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Wheel Slot	\$0	\$0

eAdvertisement



Electronic displays are always eye-catching and are sure to get the attention of attendees. Place your electronic advertisement (eAdvertisement) or animation in a slide show that plays continuously throughout the show.

Screens are located in the lobby registration area and above the concession stand on the trade show floor.

<u>Ad Type</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
One (1) Slide	\$55	\$85
Two (2) Slides	\$95	\$125
Three (3) Slides	\$125	\$155

Sponsorship

Floor Clings



Attract attention, increase your brand exposure and promote your product line with a high-visibility floor graphic.

Sponsored Item
Floor Cling

Member Pricing
\$250

Non-Member Pricing
\$300

Official Pens



On Trade Show day we provide pens for registration and for attendees to use throughout the day. Why not have your advertising on everyone's mind when you put your logo and info on the pen in their hands?

Sponsored Item
Official Pen (you provide)
Official Pen (we provide)

Member Pricing
\$200
\$500

Non-Member Pricing
\$300
\$600

Aisle Banner



Rise above the crowd! Place your company artwork and booth number on a 4' x 6' banner prominently displayed above your aisle. Attendees will instantly know where you are located.

Sponsored Item
Aisle Banner

Member Pricing
\$350

Non-Member Pricing
\$400

Bathroom Stall and Urinal Clings



Where is the one place that everyone is going to go at some point during the day? You got it, the bathrooms! Feature your brand and booth number on all of the bathroom stall doors and/or above the men's urinals.

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
6 Clings	\$350	\$400
12 Clings	\$450	\$550

Opportunities

Educational Session



Your signage will stand outside one of the classrooms used throughout the day for pesticide recertification and business education. Your company and booth number will be mentioned during introductions in the room where your signage is displayed.

Sponsored Item

Educational Session

Member Pricing

\$250

Non-Member Pricing

\$350

Window Clings



Greet attendees as they enter the trade show by placing your company logo and booth number on window clings. Highly visible, a cling is placed on each of the doors leading to the trade show lobby.

Sponsored Item

6 Window Clings

12 Window Clings

Member Pricing

\$350

\$450

Non-Member Pricing

\$450

\$550

Recycling Receptacles



This year the NJLCA will be providing recycling at the trade show, because we are in fact, the Green Industry! Support these efforts by sponsoring our recycling bin receptacles, custom printed with your logo, throughout the venue.

Sponsored Item

12 Recycling Receptacles

Member Pricing

\$650

Non-Member Pricing

\$750

Notepad



Market your business effectively with these 25-sheet notepads! Each will be customized with any artwork, text, or logo of your choice. Will be inserted in every "swag bag" given to all attendees.

Sponsored Item

Notepads

Member Pricing

\$950

Non-Member Pricing

\$1100

Pre-Show Attendee Postcard Mailing



Supply the NJLCA with your artwork for an oversized postcard, and we will mail it to 10,000 prospects in the landscape industry.

Sponsored Item

Postcard

Member Pricing

\$1150 plus postage
each mailing

Non-Member Pricing

\$1500 plus postage
each mailing

Sponsorship

Lanyards



Lanyards are a memorable and timeless way to advertise your company or product. Worn by every attendee and exhibitor, lanyards will continue to be used after the show as a convenient holder for keys, eyeglasses, tools and much more. Sponsorship also includes a *Buyer's Guide* enhanced listing and an eAdvertisement. (\$210 value)

Sponsored Item

Lanyards

Member Pricing

\$1750

Non-Member Pricing

\$2050

Swag Bag



Every attendee will want this eco-friendly grocery tote bag emblazoned with your company logo. After the show, your company will continue to get exposure as this sturdy tote is used again and again. Sponsorship also includes a *Buyer's Guide* enhanced listing, eAdvertisement and a complimentary bag insert. (\$560 value).

Alternatively, purchase an insert in the swag bag, which can be any flat, printed item, such as a brochure or flyer.

Finally, we are offering one sponsor the opportunity to place a special item, a hat, shirt or other bulky item in the show bag.

Sponsored Item

Swag Bag

Insert (flat, printed material)

Special Insert (bulky item)

(One available - you provide item)

Member Pricing

\$1750

\$250

\$350

Non-Member Pricing

\$2050

\$350

\$450

Coffee Break Sponsor



Everyone needs some coffee to get them going in the morning. This is your opportunity to put your brand in attendees hands. Coffee will be provided for attendees at no charge (up to 100 cups, but you may purchase more). Sponsorship also includes a *Buyer's Guide* enhanced listing and an eAdvertisement. (\$210 value)

Sponsored Item

Coffee with logo cups

Additional 100 cups

Member Pricing

\$500

\$250 each add'l 100

Non-Member Pricing

\$750

\$350 each add'l 100

Opportunities

Special Sponsorship Package

It takes seven touches to nurture prospects into customers. That's why we offer a discount for multi-touch advertising campaigns. Trade shows are fantastic opportunities to have face-to-face contact with potential customers, so make sure they know where you are and what you are offering.

The "Star Wars" Sponsorship Package (Over \$675 Value)

Receive one half-page advertisement in the trade show *Buyer's Guide*, an Aisle Sign, an insert in the swag bag and an eAdvertisement.

The "Star Trek" Sponsorship Package (Over \$750 Value)

Receive one full-page advertisement in the trade show *Buyer's Guide*, an Aisle Sign, an insert in the swag bag and an eAdvertisement.

Sponsored Item

"Star Wars" Sponsorship
"Star Trek" Sponsorship

Member Pricing Non-Member Pricing

\$450	\$550
\$500	\$600

Your Idea!



The sky is the limit on the different sponsorships that we can offer. Do you have a unique sponsor idea? Give us a call and we can work with you to create an exclusive opportunity tailored to your brand.

Sponsor and Exhibit at:

Landscape New Jersey 2023

45th Annual Trade Show and Conference

Wednesday, March 1, 2023

Meadowlands Exposition Center

355 Plaza Drive, Secaucus, NJ 07094

ADVERTISING/SPONSORSHIP FORM

Please fill in your contact and payment information below. You must identify which item you wish to sponsor or which publication you wish to advertise in.

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please make all checks payable to NJLCA. Fax or mail this form with your payment to:

Raspberry Communications	For credit card orders:
8 Hemlock Road	Email: shows@njlca.org
Andover, NJ 07821	Fax: 973-440-1534

Visa Mastercard AMEX Discover

Card Number: _____ Expiration Date: _____

Signature: _____ CCV: _____

If you have any questions about advertising or sponsorships, please call Judy at (201) 321-5111.

Sponsorship/Advertising Opportunities

Please check the item(s) you want and enter the total to be charged.

The New Jersey Landscape Contractor Magazine Advertising

Ad size: _____ # of Issues: _____ Amount: \$ _____

Trade Show Buyer's Guide Advertising

Ad size: _____ Amount: \$ _____

	<u>Member</u>	<u>Non-Member</u>	<u>Amount</u>
<input type="checkbox"/> Specials Flyer/Wheel of Fortune	\$0	\$0	\$ 0
<input type="checkbox"/> eAdvertisement (1/2/3 slides)	\$55/\$95/\$125	\$85/\$125/\$155	\$ _____
<input type="checkbox"/> Floor Cling	\$250	\$300	\$ _____
<input type="checkbox"/> Pens (you supply/we supply)	\$200/\$500	\$300/\$600	\$ _____
<input type="checkbox"/> Aisle Banner	\$350	\$400	\$ _____
<input type="checkbox"/> 6 Bathroom Clings	\$350	\$400	\$ _____
<input type="checkbox"/> 12 Bathroom Clings	\$450	\$550	\$ _____
<input type="checkbox"/> Education Session	\$250	\$350	\$ _____
<input type="checkbox"/> 6 Window Clings	\$350	\$450	\$ _____
<input type="checkbox"/> 12 Window Clings	\$450	\$550	\$ _____
<input type="checkbox"/> Recycling Receptacles	\$650	\$750	\$ _____
<input type="checkbox"/> Notepads	\$950	\$1100	\$ _____
<input type="checkbox"/> Pre-Show Postcard Mailing	\$1150 plus postage	\$1500 plus postage	\$ _____
<input type="checkbox"/> Lanyards	\$1750	\$2050	\$ _____
<input type="checkbox"/> Swag Bag	\$1750	\$2050	\$ _____
<input type="checkbox"/> Swag Bag Insert	\$250	\$350	\$ _____
<input type="checkbox"/> Special Swag Bag Insert	\$350	\$450	\$ _____
<input type="checkbox"/> Coffee Break - 100 cups with logo	\$500	\$750	\$ _____
<input type="checkbox"/> Coffee Break - Add'l 100 cups	\$250	\$350	\$ _____
<input type="checkbox"/> "Star Wars" Sponsor Pkg.	\$450	\$550	\$ _____
<input type="checkbox"/> "Star Trek" Sponsor Pkg.	\$500	\$600	\$ _____
	Grand Total		\$ _____