



THE 15TH ANNUAL CONFERENCE & ECO-MARKETPLACE

Digging In:

The Theory & Practice of Ecological Landscaping

February 27–28, 2009 at the MassMutual Center in Springfield, MA

Exhibitor Registration Packet

Join us as an exhibitor at the region's oldest showcase for ecological, sustainable and organic (ESO) landscaping products and services.

Visit ecolandscaping.org or call
978.874.1373 or 617.436.5838.



Ecological Landscaping Association
1257 Worcester Road #262
Framingham, MA 01701



THE 15TH ANNUAL CONFERENCE & ECO-MARKETPLACE • February 27–28, 2009 at the MassMutual Center in Springfield, MA

Reserve your space today!

Friday, February 27th—Saturday, February 28th

ECOLOGICAL LANDSCAPING ASSOCIATION'S

15th Annual Conference & Eco-Marketplace at the MassMutual Center, Springfield, MA

We live in interesting times!

Ecologically responsible landscape practices are going mainstream and have never been more needed for the health of our communities and the planet.

The American and world economies are facing unprecedented challenges.

Now is the time to get your products and services out in front of the motivated, educated, enthusiastic and excited green industry professionals and concerned community members that attend ELA's Conference. Did you know that over 85% of our attendees are buyers or strongly influence purchasing decisions?

NATIONAL SPEAKERS

Our 2009 conference program offers well known speakers JEFF LOWENFELS, C.L. FORNARI, PAUL SACHS, DAVID YARROW and 16 other Eco-Landscape Experts and Professionals. They will be covering topics such as managing soil compaction, compost tea, climate change, invasive plant management, tree survival strategies, river and watershed restoration, pond design and constructions, and much more!

ECO-MARKETPLACE SCHEDULE

The Eco-Marketplace is open Friday, February 27th from 8:00AM–6:00PM, and Saturday, February 28th from 8:00AM–1:00PM. Conference scheduling allows many opportunities for participants to visit and chat with exhibitors. Several program breaks, continental breakfast in the hall on Friday and Saturday, lunch in the hall on Friday, expanded on-floor programming, and a cocktail hour on Friday all offer opportunities for interaction. The Eco-Marketplace is the best place to meet and sell to people actively looking for a healthy and ecological approach to the landscape.

Support the oldest Northeast conference that highlights all aspects of ecological, sustainable and organic landscaping practices.

Join us as an Exhibitor today!

Contact **M.L. Altobelli** at **978.874.1373** or **altobelli260@verizon.net** or **ELA** at **ela.info1@comcast.net**



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Sponsorship Opportunities

ELA has once again put together a roster of some of the top professionals in the field of ecological landscape practices. We invite you to sponsor this year's event!

Thanks in advance, The ELA Conference Committee

Check off box on registration form!

For further information about available corporate and non-profit sponsorship opportunities contact Kathy Sargent-O'Neill at 508-561-7341 or email ELA at ela.info1@comcast.net

	Gold Oak	Silver Oak	Bronze Oak
Program & Website Listing	•	•	•
Verbal Recognition*	Full Page	1/2 Page	1/4 Page
Session Recognition*	•		
Logo on Promotions	•		
Marketplace Booth	•	•	25% Discount
Complimentary Registrations	2	1	
Listing on Event Brochure	•	•	•
Keynote Dinner (Fri) & Luncheon (Sat.)	Both Events, 2 Tickets	Both Events, 1 Ticket	One Event, 1 Ticket**
Fee (Payment is in US Dollars)	\$2,500	\$1,000	\$500

Responsibilities: Sponsors at all levels will agree to the following: share mailing list for one time event promotion use; post and distribute conference information in print & electronic media and on your organization's calendar of events; place a hyperlink to the conference web page on your organization's website.

*Verbal & Session Recognition at the discretion of ELA, time and space permitting etc.

**Bronze Oak allows admittance to either the Friday keynote dinner or the Saturday luncheon. ELA reserves the right to change selected meal.

Advertise in the 2009 ELA Conference Program Guide

Expand your contact with ELA's conference attendees. Each attendee receives a Conference Program Guide at registration. Advertisement submission **DEADLINE: JANUARY 28, 2009**

Ad Types & Sizes	Rates for Speakers & Exhibitors	Rates for Others
Full-page (7 1/2" x 10")	\$200	\$225
Half-page (7 1/2" x 4 5/8")	\$150	\$175
Quarter-page (3 5/8" x 4 7/8")	\$75	\$100
Business Card (2" x 3 1/2")	\$50	\$75

Ads may be oriented horizontally or vertically. Payment is in US Dollars



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Booth Floor Plan

Booth price is based on location; check floor plan carefully to determine your preference and price.

Front booths: 101 and 501, are reserved for SPONSORS (see Sponsorship Opportunities).

Corner booths: \$495*

In-Line booths: \$475*

All booths (other than sponsor booths) are available on a first-come, first-served basis. ELA reserves the right to alter space assignments to create the best overall event.

Enterprise Exhibitor Space – New this year! Limited space is available in the Eco-Marketplace for first time exhibitors who are startups or are new to the ecological end of the green industry. If interested – please contact M.L. at altobelli260@verizon.net or 978-874-1373.

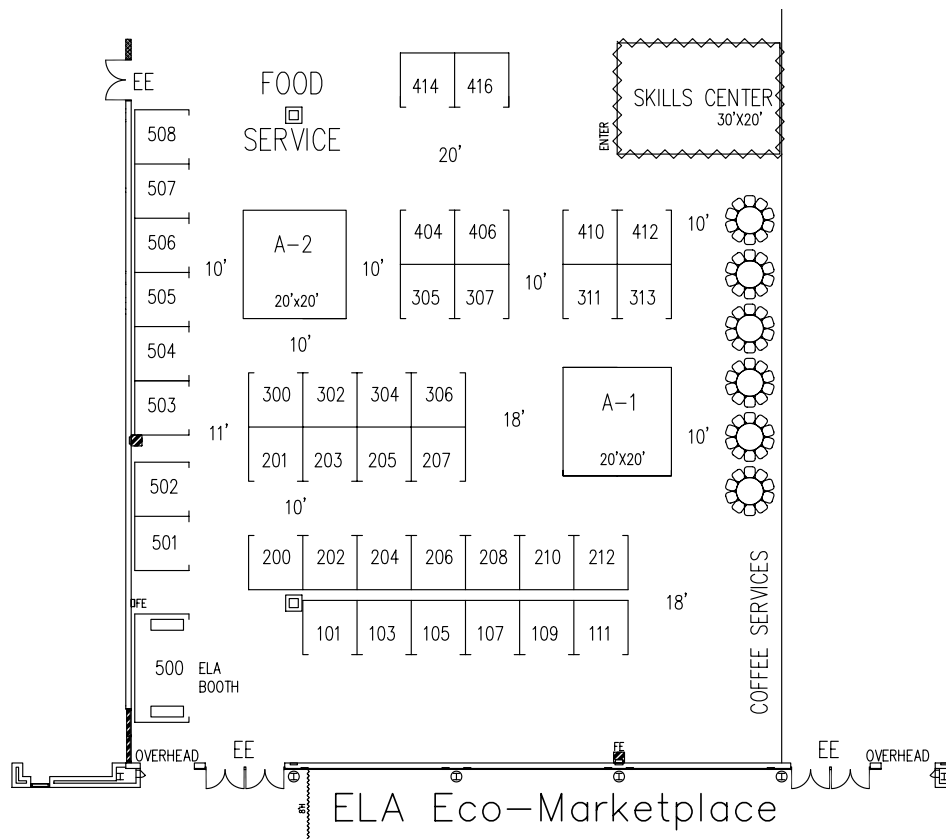
Payment: 50% of payment is due with application. Balance must be paid by January 15, 2009.

If paid in full before December 24, 2008 business name will be listed in ELA's newsletter, The Ecological Landscaper (January issue). *Payment is in US Dollars.

Cancellation Policy: In the event that an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must do so in writing and will be obligated to pay ELA fees based on the following cancellation schedule: prior to December 31, 2008 50% of registration due; January 1, 2009 or after, 100% of registration due.

If you sell or market any of the following products and services, you should consider exhibiting:

- fertilizers
- minerals
- irrigation supplies
- rain barrels and water collection systems
- plants
- native groundcovers
- xeriscaping supplies
- seeds
- lawn equipment for aeration
- compost tea
- gloves
- tools
- bio-assay equipment
- IPM and pest control products and services
- remediation/restoration consultation and materials
- erosion control
- landscape/horticultural books and magazines
- certification and training programs for professionals
- hardscaping for water penetration and ground water cycling
- green roof plants
- membranes and materials
- mulch
- compost
- bagged and bulk soils
- soil and compost testing labs
- drought resistant turf
- alternatives to turf and artificial turf





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Exhibitor Rules & Regulations

ELA is using these guidelines in order to produce a top quality event. Our attendees are highly motivated and are actively looking for accurate information on the products and services that will be available at this show. Please take a few minutes to review the following procedures.

Meals: Continental breakfast on Friday and Saturday and Friday's lunch will be available in the exhibit hall for everyone (EXHIBITORS and attendees). Saturday's keynote lunch is not included. One general conference attendance badge is available per booth. No keynote dinners are included. Booth must be staffed when attendees are in the hall.

Exhibit set-up & take down: Thursday, February 26, 2009 from 3:00–9:00p.m. and Friday, February 27, 2009 from 7:00–8:00a.m. Set-up times will be assigned based on size of booth and distance from door. The marketplace floor will be open to conference attendees from 8:00a.m.–6:00p.m. on Friday and 8:00a.m.–1:00p.m. on Saturday. Take down of any exhibit will begin only after the show closes at 1:00p.m. on Saturday, February 28, and permission is given by show management.

Marketplace Schedule: Booth representatives will be permitted to enter the Marketplace one hour before the scheduled opening time each day of the show and will be permitted to remain in the exhibit hall up to 30 minutes after the closing hour Friday night to prepare their booth. EXHIBITORS having special problems that require additional time should contact ELA's show management.

This is a selling show. Cash and carry sales are permitted but not required. See details under #3, Use of Exhibit Space.

I. CONTRACT FOR SPACE:

By submitting an application for exhibit space, the applicant releases ELA and the Mass Mutual Center (MMC) from any and all liabilities to applicant, its agents, licensees or employees that may arise or be asserted as a result of submission of an application or of participation in this exhibit. Acceptance of an application does not imply endorsement by ELA of the EXHIBITOR'S products, nor does rejection imply lack of merit of product or manufacturer. ELA has sole right to determine eligibility of any company or product for inclusion in the marketplace and retains the right to rescind the contract at any time if the exhibit is deemed to be contrary to the best interests of the show. If such a determination is made before the marketplace final registration deadline all monies received from said EXHIBITOR will be refunded in full. If such a determination is made during the set up of the marketplace no monies will be refunded. Any questions about the EXHIBITOR'S product line should be discussed with show management (ELA) before the contract is signed. ELA has the right to move any EXHIBITOR'S location in the exhibit hall for any reason. This application for space constitutes a contract for the right to use the space assigned.

2. EXHIBIT BOOTHS:

Booths are 10'x10' and include 8' high back wall and 3' high

side drape, one 8' skirted table (uniform in color), two folding chairs, one wastebasket with liner and one ID sign (one line) with booth number. Additional accessories will be available directly from the show management company (SER Exposition Services). Information for ordering will be included in the EXHIBITOR'S manual sent upon receipt of the contract. **IMPORTANT** - No exhibit structure, material or sign may extend more than 8' in height on BACK line, nor exceed an 8' height from BACK line to 1/2 depth of booth. No exhibit structure, material, or sign may exceed 36" in height from aisle line to 1/2 depth of booth. No exhibit may obstruct the clear view of neighboring exhibits. All other furnishings, equipment, facilities, etc., will be provided by EXHIBITOR at its own expense and responsibility. Display exhibits exceeding table areas must be submitted to ELA for prior approval. Exhibits not conforming to these specifications or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited.

A. EXHIBITOR understands and agrees that the space being rented by the EXHIBITOR is considered "AS IS, WHERE IS, WITH ALL FAULTS". The EXHIBITOR may make or undertake, at its sole cost and expense, only those changes, alterations, installations and

decoration which are previously agreed to in writing by ELA and the MMC. If any such changes are permitted, EXHIBITOR agrees to return and restore the rented space, at its sole cost and expense, to the same condition in which it existed prior to the EXHIBITOR'S occupancy thereof. If EXHIBITOR fails to return or restore said space or any other portion of the MMC space, ELA or MMC, at their discretion, may do any and all things necessary in a timely manner to return or restore the rented space to its original condition. EXHIBITOR agrees to pay in a timely manner, any and all costs, fees, expenses and charges for such work, or to promptly reimburse ELA or the MMC upon receipt of an invoice therefore.

B. EXHIBITOR shall not injure, mar or in any manner deface or damage the MMC or any portion thereof and/or any of its contents, or cause or permit the same to be done. EXHIBITOR shall not drive or permit to be driven any nails, hooks, tacks, screws or other devices into any portion of the MMC. EXHIBITOR will not utilize or permit to be utilized any tape, glue, cement or any other compound to fasten signs, banners or any other form of display or advertisement to any portion of the MMC.

3. USE OF EXHIBIT SPACE:

No EXHIBITOR may sublet, assign, or apportion any part

of the space allotted, or represent, advertise, or distribute literature for the products or services of any other firm or individual except as approved in writing by ELA. The purposes of the exhibit are to inform and educate conference attendees about the ecological and sustainable characteristics and uses of the products and services the EXHIBITOR represents. Cash and carry sales are permitted, but not required. If products are for sale, it is mandatory that the EXHIBITOR have a sales tax number from the Department of Revenue, Commonwealth of Massachusetts. If already registered in the state, no further action is necessary. All exhibitors selling products are required to collect the sales tax and send it in to the state. Exhibitors who have questions regarding sales tax issues should contact: Mass. Dept. of Revenue @ 617-887-MDOR, 800-3926089 or www.massdor.com.

4. DISMANTLING:

Exhibits may not be dismantled before ELA's show management officially closes the show floor. Exhibits must be removed by the EXHIBITOR from the premises at the adjournment of the ELA conference. The premises must be left broom clean by the EXHIBITOR. EXHIBITOR shall be liable for all storage and handling and cleaning charges resulting from the failure to remove exhibit material from the exhibit hall prior to the conclusion of the

dismantling period as specified by ELA.

5. BOOTH REPRESENTATIVES:

EXHIBITOR'S booth representatives shall be restricted to employees of the exhibiting companies who are actually working in the EXHIBITOR'S booth. ELA expects the conference attendees to have technical as well as general questions on products and services. All booth representatives shall be registered with ELA and wear "EXHIBITOR" badge identification furnished by ELA at all times. Registration information will be included in the EXHIBITOR'S manual sent upon receipt of the contract. ELA may limit the number of booth representatives at any time.

6. PROPER CONDUCT:

EXHIBITORS will employ no voice amplifiers of any kind. Sound level from any equipment of any kind must be kept within the confines of the booth and not add unduly to general acoustic inconvenience. No EXHIBITOR may use or demonstrate any equipment that is illuminated or noisy in any way as to be objectionable to surrounding exhibitors. Should the wording on any sign or area in EXHIBITOR'S booth be deemed by ELA to be contrary in any way to the best interests of the marketplace, EXHIBITOR shall make such changes as are requested by ELA.

Continued on next page.

7. MUSIC LICENSING:

EXHIBITORS using music in their booth, either live or mechanical must provide ELA with a copy of the EXHIBITOR'S Licensing Agreement with licensing organizations. Further, should EXHIBITOR play music, EXHIBITOR agrees to indemnify and hold ELA harmless from any action brought against ELA by licensing organizations for the playing of such music.

8. REJECTED DISPLAYS:

EXHIBITOR agrees that its exhibit shall be admitted and remain in strict compliance with the rules herein laid down. ELA reserves the right to reject, eject, or prohibit any exhibit in whole or part, or EXHIBITOR or its representative, with or without giving cause. If an exhibit or EXHIBITOR is ejected for violation of these rules or for other stated reasons, no refund shall be made.

9. DAMAGE TO PROPERTY:

EXHIBITOR is liable for any damage caused by EXHIBITOR or its representatives to building floors, walls, or columns, or to the property of other EXHIBITOR. EXHIBITOR may not apply paint, lacquer, adhesive or other coating to building columns or floors or to standard booth equipment.

10. FIRE AND SAFETY REGULATIONS:

EXHIBITOR agrees to comply with and accept full responsibility for compliance with federal, state, and municipal regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment. If any equipment or machinery is to be installed, or if fire or safety codes might in other ways be involved, contact Show Management.

11. ALCOHOLIC BEVERAGES:

The use of alcoholic beverages in the Marketplace area by the EXHIBITOR is prohibited except by permission of ELA.

12. ATTENDANCE:

ELA shall have sole control over admission policies at all times.

13. FAILURE TO HOLD THE MARKETPLACE:

Should any contingency prevent holding of the Marketplace, this lease shall terminate. In such a case, ELA will limit the refund to be returned to the EXHIBITOR to the prorated amount paid for facility use and the EXHIBITOR waives any claim for damages or compensation

beyond such and neither party shall have any lull her obligation against the other.

14. EXHIBITOR REPRESENTATIVE'S RESPONSIBILITY:

EXHIBITOR agrees to indemnify ELA. The MassMutual Center (MMC), members, officers, directors, agents, and employees of each of these entities and official show contractors against and hold them harmless for any claims arising out of the acts or negligence of the EXHIBITOR, his agents, or employees, or out of labor disputes.

15. INSURANCE, LIABILITY AND INDEMNITY:

A. EXHIBITOR agrees to indemnify, defend and hold harmless ELA, the Mass Mutual Center (MMC) and the Mass Convention Center Authority (MCCA) and each of their officials, officers, agents, employees, successors and assigns, collectively (here-in after, the indemnified Parties") from and against any and all claims, demands, defense costs, liability, expense, or damages (direct or indirect) of any kind or nature arising out of or in connection with EXHIBITOR'S use and/or occupancy of the MMC, or arising out of any act or omission of EXHIBITOR, or any of EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

B. EXHIBITOR further agrees to assume all risk, and to indemnify, defend and hold harmless the Indemnified Parties from and against any and all claims, demands, defense costs, liability, expense or damages (direct and indirect) of any kind or nature arising out of or in connection with damage to or loss of any property belonging to EXHIBITOR or EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

C. EXHIBITOR further agrees to indemnify the Indemnified Parties for damage to or loss of their property arising out of or in connection with EXHIBITOR'S use and/or occupancy of the MMC, or arising out of any act or omission of EXHIBITOR or any of EXHIBITOR'S employees, agents, contractors, representatives, patrons, guest or invitees.

D. Notwithstanding the foregoing, EXHIBITOR shall have no indemnity obligation with respect to any claim to the extent such claim arises out of the gross negligence or intentional conduct of the MMC, MCCA

or ELA, or either of their employees. General liability and fire insurance is the responsibility of the EXHIBITOR. ELA assumes no risk, and by acceptance of this agreement the EXHIBITOR expressly releases ELA. The MassMutual Center (MMC), members, officers, directors, agents, and employees of each of these entities, and official show contractors of and from any injury to itself or employees while in the trade show quarters. EXHIBITOR agrees to hold ELA, The MMC and official show contractors harmless for damage to the EXHIBITOR from any cause whatsoever or from any action of any nature by ELA including damage to his business by reason of failure to provide space for his exhibit, or failure to hold the trade show as scheduled, except as provided herein. EXHIBITOR must obtain insurance coverage at their own expense for property loss or damage up to \$1,000,000.00, liability for personal injury and workers compensation. Show management requires a certificate of insurance demonstrating same no later than January 1, 2009.

16. AMERICANS WITH DISABILITIES ACT:

EXHIBITOR acknowledges its responsibilities under the Americans with Disabilities Act (ADA) to make its booth accessible to handicapped persons. EXHIBITORS shall also indemnify and hold ELA, the MMC, members, officers, directors, agents and employees of each of these entities harmless against cost, expense, liability or damage which may be incident to, arise out of, or be caused by EXHIBITORS failure to have its booth comply with the requirements of this Act.

17. LOTTERIES, CONTESTS:

The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on the prior written approval from ELA.

18. RESTRICTIONS:

ELA reserves the right to restrict exhibits which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the Marketplace as a whole. It may forbid installation or request removal or discontinuation of any exhibit or promotion which, if continued, departs substantially from the description given advance approval. In the event of such

restrictions or evictions, ELA is not liable for any refund of rental or other expenses. Advertising, displays, demonstrations, conferences, entertainment, convention registration, and hospitality rooms in the interest of business are not permitted except by firms that have rented space to exhibit.

19. OBSTRUCTION OF AISLES OR BOOTHS:

Any demonstration or activity that results in the obstruction of aisles or prevents ready access to nearby EXHIBITOR'S booths shall be suspended for any periods specified by ELA.

20. INTERPRETATION AND ENFORCEMENT:

These regulations become a part of the contract between the EXHIBITOR and ELA. All matters in question not covered by these regulations are subject to the decision of ELA and all decisions so made shall be binding on all parties affected by them as by the original regulations. The ELA event handbook also becomes part of the contract between the EXHIBITOR and ELA. All matters not covered by these Rules and Regulations, which are addressed in the ELA event handbook are incorporated into these Rules and Regulations as if set forth in full. The ELA event handbook is available on request.

21. UNION RESTRICTIONS:

EXHIBITORS are required to observe all union contracts in effect between ELA, its official contractors, all venues and facilities, and various other organizations. ELA cannot take the responsibility for interference with the show caused by disputes involving union personnel and individual exhibitors.

22. SECURITY:

The MassMutual Center (MMC) and its security staff will take reasonable precautions to safeguard EXHIBITOR'S property. The taking of these precautions shall not be construed as an assumption of obligation or duty with respect to the protection of EXHIBITORS properly. EXHIBITOR shall not hold ELA liable for any loss, damage, theft or destruction of EXHIBITOR'S property, and further shall indemnify ELA, the MMC, members, officers, directors, agents and employees of each of these entities and official show contractors against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the

EXHIBITOR in connection with the EXHIBITOR'S use of space.

23. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:

In the interest of the success of the entire conference, the EXHIBITOR agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the conference or exhibit hall during official exhibit or conference hours.

24. RESTRICTIONS OF ACTIVITIES:

All EXHIBITOR'S activities must be confined to the contracted exhibit space. No solicitation or distribution of materials outside of exhibit space will be allowed.

25. FOOD SALES ON THE FLOOR:

EXHIBITORS are prohibited from bringing in any food or beverage for sale at the event.

26. EXHIBITOR CANCELLATION:

If, for any reason, EXHIBITOR is unable to take possession of all or part of the exhibit space contracted for, the EXHIBITOR must notify ELA of this fact in writing and will be obligated to pay ELA fees based on the following cancellation schedule: Prior to December 31, 2008 - 50% of registration due-January 1, 2009 or after - 100% of registration due.

27. REGISTRATION AND CONTRACT OBLIGATIONS:

These Rules and Regulations are incorporated into the Agreement between EXHIBITOR and ELA as if set forth in full. These Rules and Regulations, the Agreement signed between the EXHIBITOR and ELA and the ELA event handbook are all contained within the agreement between ELA and the EXHIBITOR. No waiver, modification or amendment of the agreement, these Rules and Regulations and the ELA event handbook shall be in force or effect unless in writing and executed by both parties.

28. HELIUM BALLOONS:

EXHIBITORS are prohibited from bringing in helium balloons unless a signed waiver is provided to them by ELA or the MassMutual Center (MMC). EXHIBITOR is liable for any and all expenses incurred if this policy is not followed.



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Exhibitor Registration

VENDOR/EXHIBITOR SETUP Thursday, February 26, 3-9 PM & Friday, February 27, 7-8 AM

Please return this registration form along with payment by **December 24, 2008** to:

Ecological Landscaping Association, 260 Davis Road, Westminister, MA 01473

Those registered by the deadline will be listed in ELA's January newsletter.

COMPANY		CONTACT PERSON	
ADDRESS			
CITY	STATE	ZIP	
TELEPHONE	E-MAIL		
PRODUCT TYPE			
DESCRIPTION of COMPANY (or include promotional material):			

Yes, I want to be a sponsor! Yes, I want to advertise in the conference booklet!

Booth Location & Price: Booth price is based on location; check floor plan carefully to determine your preference and price. **Front booths** 101 and 501 are reserved for SPONSORS (see Sponsorship Opportunities). **Corner booths** are \$495, and In-Line booths are \$475. **All booths** (other than sponsor booths) are available on a first-come, first-served basis.

Payment: 50% of payment is due with application. Balance must be paid by January 15, 2009.

If paid in full before December 24, 2008 business name will be listed in ELA's newsletter, The Ecological Landscaper (January issue).
*Payment is in US Dollars.

Location Preference: ELA reserves the right to alter space assignments to create the best overall event.

Cancellation Policy: In the event that an exhibitor cancels all or part of the exhibit space contracted for, the exhibitor must do so in writing and will be obligated to pay ELA fees based on the following cancellation schedule: prior to December 31, 2008 50% of registration due; January 1, 2009 or after, 100% of registration due.

Booth Location	Cost	5% ELA Member A-\$24.75 B-\$23.75	5% Full Payment by 12/24 A-\$24.75 B-\$23.75	5% More than 1 booth A-\$24.75 B-\$23.75	Number of Booths	ELA membership \$75.00	Total
A / Corner	\$495*	—	—	—	X	+	=
B / In Line	\$475*	—	—	—	X	+	=
GRAND TOTAL							

Location Preference (ELA does reserve the right to alter space assignments to create the best overall event)

1 _____

2 _____

SIGNATURE

TITLE

By signing this space application and contract, I/we acknowledge that I/we have fully read and understand and agree to abide by the Rules and Regulations and all materials set forth herein.

50% deposit due by December 31, 2008 with balance paid by January 15, 2009. After January 1, 2009 remit 100% of fee due.