

No matter who you root for, we are all on the same team

Oklahoma Nursery and Landscape Association 2014 CONVENTION & TRADESHOW



September 25-26, 2014 Cox Business Center, Tulsa

Exhibitor Packet

Please return to the ONLA Office no later than August 1st.



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 Oklahoma Nursery and Landscape Association
2014 CONVENTION & TRADESHOW

September 25-26, 2014 at the Cox Business Center in Downtown Tulsa
Welcoming Keynote Speaker Charlie Hall, Texas A&M

Exhibitor Packet 2014

Please complete in full and return to the ONLA office no later than August 1, 2014.

Company Contact Information

This information will be shared in the Trade Show Special Edition E-Newsletter and in the membership directory.

Company Name _____

Main Contact Person _____

Address _____

City / State / Zip _____

Telephone _____ Email _____

Website Address _____

Company and/or Product Description _____

Do you wish to have a Show-Only Special listed? _____ Yes _____ No

If yes, please list: _____

Please note: Event 1 is handling several services during this event. They will send you a vendor packet via email. Please refer to their vendor packet for information regarding:

- | | |
|--------------------------------------|-------------------------------------|
| Additional Exhibit Space Furnishings | Electrical Services |
| Audio/Visual Services | Internet/WiFi Services |
| Carpet / Booth Cleaning Services | Plumbing Services |
| Forklift / Pallet Jack Services | Material Freight Handling / Drayage |

**Please complete and return pages one and two via email, fax or mail no later than August 1st.
 Payments can be made via check or by calling the ONLA office to pay via credit card.**

ONLA Office 400 N. Portland Avenue, Oklahoma City, OK 73107 info@oknla.org
 405.945.6737 (office) 405.945.3382 (fax) 405.323.3164 (cell / text) www.oknla.org

Please list your exhibit space personnel below.

_____	_____
_____	_____
_____	_____

Will you and your listed personnel be attending the exhibitor's breakfast on Friday, September 26th at 8:00 a.m. on the trade show floor? _____ Yes _____ No

Will the contents of your exhibit space be sold during the show? _____ Yes _____ No

Will you be supporting ONLA through a sponsorship?
See page 3 for more information _____ Yes _____ No

Will you be advertising in the member directory, convention guide or e-newsletter?
See page 6 for more information _____ Yes _____ No

Will you be donating items to help support ONLA Scholarships, door prizes or golf bags?
See page 7 for more information _____ Yes _____ No

Will you be donating plant material and/or trees from your exhibit space to FFA students and/or non-profit organizations? See page 7 for more info. _____ Yes _____ No

Will you be donating items for the First Annual ONLA Landscaper Games?
See page 8 for more information _____ Yes _____ No

Will you be participating in the Press Pass? Each attendee will have a Press Pass. Each participating exhibitor will have a product or service highlighted on the Press Pass. You will sign the attendee's Press Pass once they have seen or heard about your featured product or service. They will turn in their completed Press Pass to be placed in a prize drawing. This is a terrific way to set yourself apart and drive traffic to your exhibit space. **Extra cost: \$25.00.** _____ Yes _____ No
If yes, what product or service will you highlight? _____

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Sponsorships

Entertainment! We plan to have several areas right on the trade show floor with sports-themed activities for our attendees. Put your brand on one of them and be a big part of the team! From \$250 to \$1000, there is a game that is the perfect size for your company to be part of the lineup! A 24" x 36" banner bearing your company name and logo will be included.

Education! With numerous educational sessions catering to our attendees' interests, your support underwrites our speaker's fees, audio and visual equipment and other necessary costs. \$125 and \$250 sponsorships are available.

Hospitality! It takes a lot to feed this team! Your \$125, \$250 or \$500 sponsorship will help defer the costs of coffee, tea and water on the trade show floor, box lunches for exhibitors and attendees for the "Keeping Our Eye On The Ball" Lunch and Learn Session, and the All-Star Tailgate Party on Thursday night.

Rumble In The House! We are hoping to be able to have a special guest at the ONLA All-Star Tailgate Party on Thursday night - **Rumble the Bison from the Oklahoma City Thunder**. Would you like to be the star sponsor who hosts Rumble? For \$1000 you alone can have this incredible opportunity. Your company name will be listed as Rumble's host for the Tailgate Party with a table set aside for you in the center of the trade show floor.



Golf Sponsors! Have a golf hole or contest named for your company. A golf sponsorship from \$125 to \$250 will make that happen! Our annual scramble golf tournament is a highlight of the week and a great way to be a part of the fun and games!

Ice Sponsor! Your \$300 sponsorship provides for the ice that exhibitors use to keep their trees and plant material hydrated and looking its best throughout the show.

Bag Sponsor! Your \$500 sponsorship provides fabric bags given to every attendee at the show. These bags will be used time and time again long after the show.

Lanyard Sponsor! Your \$750 sponsorship provides lanyards that are given with badge holders that every exhibitor and attendee wears throughout the event.

Don't sit on the bench, be center-court! See details on pages 4-5, complete the section on page two regarding sponsorships and Becky Sellers will contact you to set it up.



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Entertainment Sponsorship Opportunities

We plan to have several areas right on the trade show floor with sports-themed activities for our attendees. Put your brand on one of them and be a big part of the team! These opportunities will go fast - don't delay!



Full Sized Pool Tables
\$800 each



Shuffleboard Tables
\$1000 each



Kan Jam Frisbee Game
\$250 each



Electronic Dart Boards
\$700 each



Basketball Shootout
\$550 each



Corn Hole Toss Game
\$400 each



Full Size Ping Pong Tables
\$350 each



One 24"x36" sign announcing your sponsorship is included in the costs shown.



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Sponsorship Opportunity Details

Which sponsorship will work best for your company?

See how your sponsorship can benefit the convention and trade show and you!

All sponsors will be recognized on the ONLA website and on Facebook and Twitter. All sponsors will be listed by name in the Convention Guide. There are other recognitions that each sponsor will receive that is specific to the type of sponsorship:

	convention guide	signage	advertisements In Special Edition E-Newsletter and Membership Guide
Entertainment (varies) Sponsor a game that will be placed on the trade show floor	logo is shown with name and in space on floor plan	24"x36" sign announcing you as sponsor placed with game	ads in e-newsletter and guide size varies based on game
Education Silver (\$150) Gold (\$250)	name is listed logo is shown with name	name on education schedule logo on education schedule	name in e-newsletter & guide logo in e-newsletter & guide
Hospitality Silver (\$150) Gold (\$250) Platinum (\$500)	name is listed logo is shown with name logo is shown on cover	name on hospitality signs logo on hospitality signs logo placed on box lunches	name in e-newsletter & guide logo in e-newsletter & guide banner ad, half page in guide
Rumble (\$1000) Host The Thunder's Rumble The Bison at The Tailgate Party	logo is shown on cover and in schedule of events	logo is placed on tent cards on tables and sign on stage	highest placed banner ad full-page ad in guide
Golf Sponsors Golf Hole Sponsor (\$125) Closest to Pin Sponsor (\$200) Longest Drive Sponsor (\$250)	name is listed logo is shown with name logo is shown with name	name on sign at tee box your provided company sign will be displayed at tournament	name in e-newsletter & guide logo in e-newsletter & guide logo in e-newsletter & guide
Ice Sponsor (\$300) Sponsor the purchase of the ice used for tree/plant watering	logo is shown on cover	logo on sign on ice containers	Left column ad in e-newsletter, matching ad in guide
Bag Sponsor (\$500) Sponsor the purchase of fabric Bags given to all attendees	logo is shown on cover	logos printed on fabric bags	Left column ad in e-newsletter, half page ad in guide
Lanyard Sponsor (\$750) Sponsor the purchase of name badge lanyards given to all	logo is shown on cover	logo printed on lanyards	banner ad in e-newsletter, full page ad in guide

Complete the section on page two regarding sponsorships and Becky Sellers in the ONLA Office will reserve it for you before it is taken! Or email or call Becky to reserve your preferred sponsorship today!

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Advertising

New this year! There will be two publications handed out to exhibitors and attendees:

- ONLA Membership Directory - everything you ever wanted to know about ONLA and its members:
 - same size as previous convention guidebooks (4" wide x 8.5" tall)
 - member contact information
 - member information of exhibitors highlighted
 - list of past presidents
 - list of past award winners
 - list of Oklahoma Certified Nurserymen
 - board of directors with contact information
 - scholarship recipients
 - member benefits and application
 - advertisements

Full page (3.25" wide x 8" tall)	\$ 100.00
Half page (3.25" wide x 4" tall)	\$ 60.00
- ONLA Annual Convention and Trade Show Guide - all about the show:
 - magazine-sized
 - map of trade show floor
 - schedule of events
 - details about education sessions
 - speaker bios and photos
 - map of downtown Tulsa with restaurants, hotels and areas of interest pointed out
 - Save the Date for 2015 show
 - sponsors recognized
 - donors recognized
 - Press Pass
 - welcome letter from President
 - advertisements

quarter-page advertisement	\$ 75.00
business card-sized advertisement	\$ 50.00
- Trade Show Special Edition E-Newsletter - will be sent on Tuesday August 26th:
 - sent to ONLA's 2900+ mailing list
 - exhibitors will be listed by name only
 - you may purchase a premier listing which adds your contact information and description for \$25
 - Left Column Advertisements (business card size) are available for \$20
 - Banner Advertisements (double the size of a business card) are available for \$30

Get in the game! Complete the section on page two regarding advertising and Becky Sellers in the ONLA Office will contact you to make it happen!

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Donations

- **auction items supporting the ONLA Scholarship Fund**
- **door prizes offering incentives to our attendees**
- **Plant materials, trees and other supplies given to FFA students and other non-profit organizations**

All donors are recognized in the convention guide and on signage on the trade show floor, as long as you have indicated your intent to donate by the August 1 deadline.

Silent and Live Auctions

Items are being accepted for the silent and live auctions, which are always a highlight of the event. The live auction will be held during the All-Star Tailgate Party on Thursday afternoon. The silent auction runs during the course of the trade show and will close at 2:00 p.m. on Friday. 100% of the proceeds benefit the ONLA Scholarship Fund. ONLA awards scholarships to students pursuing a course of study in horticulture or landscape architecture.

Consider materials from your company, gift baskets following the Color Me Green / sports theme. Sports team items are sure to bring high bids!

Door Prizes

Donate an item for door prize drawings. Several prizes are awarded throughout the convention and trade show. They are given out at the end of every education session and from the trade show floor at various times. We also give away a grand prize for the "Press Pass" and as a grand prize door prize drawing at the very end of the show. It helps encourage attendance at the show and it is a great way to get your company name in their hands (on a hat, t-shirt or other prize). Popular prizes from past years have been plant materials and supplies donated by exhibitors, themed gift baskets, gift certificates, sports tickets, company hats, sweatshirt and tees, and our grand prizes of HD Televisions, iPods, and iPads.

Golf Gift Bags

Donate an item to be included in the gift bags given to all of the participants in the Tenth Annual ONLA Scramble Golf Tournament held on Wednesday, September 24th. What a great way to advertise your company!

Donating to FFA students and other non-profit organizations

Students from local FFA chapters will be on hand during move-in and move-out to assist exhibitors as they load and unload. Consider donating trees, plant materials or supplies to the FFA groups for their horticulture program. We are planning to add other non-profit groups as recipients this year. **What an excellent way to build partnerships with deserving organizations in the horticulture industry!** Simply leave your donated items in your exhibit space after the trade show ends with the donation form (which will be provided to you). The students or representatives will take your donated items from your exhibit space during move-out.

If you have recommendations of non-profit organizations in the Tulsa area, please send those to Becky Sellers in the ONLA Office. Thank you!

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ONLA First Annual Landscaper Games

We are very excited to introduce a new addition to the ONLA Convention and Trade Show . . .

The First Annual Landscaper Games

A unique, fun and competitive way to encourage landscaper attendance!

1. Landscapers sign up to compete as a part of registration for the show
2. Preliminaries: upon arrival at the show, they take a short written test. The last test will be given at 11:00 am on Friday, September 26th
3. The top finishers will move on to the Semi Finals
(The number of competitors who will move on is dependent upon the number of contests that we will be able to hold. **The number of contests are dependent upon the response that we receive from YOU!**)
4. Semi Finals: contests that are held live on the trade show floor beginning at 1:00 pm on Friday, September 26th
5. The top finishers will move on to the Finals
6. Finals: contests that will be held live on the trade show floor to determine the **“2014 Oklahoma Landscaping Champion”**

How can you help?

- donate materials for the competition
- donate your time to monitor and judge the competition
- donate prizes for competitors (gift bags for all, prizes for semifinalists, prizes for finishers)
- donate cash to go toward the top finisher cash prizes
- donate materials for top finisher prizes
- be on the committee to plan and execute the games

This is the first year out of the gate, so all the help and suggestions that we get is very appreciated! Your expertise is what will make this a successful event and hopefully one that can become a coveted competition that will continue for years to come.

Contact Becky Sellers in the ONLA Office at info@oknla.org or 405.945.6737 to donate your time, materials and suggestions.

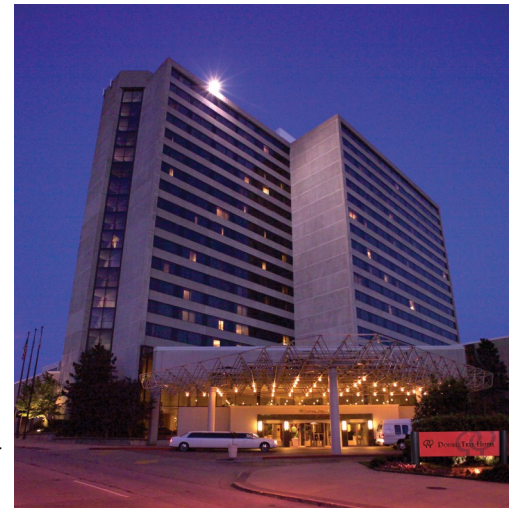
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Hotel Accommodation Information

DoubleTree Tulsa Downtown
(just across the street from Cox Business Center)
616 West Seventh Street
Tulsa, OK 74127
(918) 587-8000
www.doubletree3.hilton.com



Sample a complimentary freshly baked chocolate chip cookie when you check in to the DoubleTree by Hilton Tulsa Downtown hotel. Located in the vibrant business and entertainment district of downtown Tulsa, and connected to the Cox Business Center via a sky-bridge, the hotel is an excellent base for guests who are visiting Tulsa for business purposes and conferences. A complimentary shuttle runs to the airport and downtown offices.

Enjoy high-speed internet access in your spacious guest room, where a desk, ergonomically designed chair, and two phone lines provide you with a convenient workstation. If you have allergies, choose a PURE guest room, where the air has been treated to remove most irritants. Upgrade to a spacious suite and book a connecting parlor, or select one of the accessible rooms. Enjoy all-day dining in our Made Market restaurant and bar, or if you're in a hurry, select one of our many grab-n-go items featuring fresh-made, homemade salads, sandwiches or a la carte breakfast items. Take advantage of our Made Market delivery, fresh and quick to your guest room.

Highlights

- Connected to the Cox Business Center
- One restaurant and lobby bar
- 15 event and meeting rooms

Making Your Reservation

Visit the **[DoubleTree Tulsa's webpage](#)** (URL found below), be sure to click on "Add Special Rate Codes" and enter "ONL" under "Group Code" to receive the ONLA rate of **\$92.00** per night (plus applicable taxes) for the evenings of Wednesday, September 24th and Thursday, September 25th. This special rate ends at 11:59 pm on **September 9th**.

The standard room rate applies to all other dates.

You may also reserve your room by calling 1-800-838-7914. Be sure to request the ONLA rate.

There are additional charges for parking.

<http://doubletree3.hilton.com/en/hotels/oklahoma/doubletree-by-hilton-hotel-tulsa-downtown-TULSDDT/index.html>

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ONLA Tenth Annual Scramble Golf Tournament

Wednesday, September 24th

**Battle Creek Golf Club
3200 N. Battle Creek Drive, Broken Arrow
918-355-4859 www.battlecreekgolf.net**

**10:30 registration
11:00 lunch
12:00 tee-off**



Registration opens July 1st. Visit the ONLA website at www.oknla.org, or contact Becky Sellers in the ONLA office at 405.945.6737 or info@oknla.org to register.

This is always a highlight of the convention and trade show! Put together your team of four, or allow us to place you on a team.

Registration of \$100 per player opens July 1st.

All entries will receive green fees, 1/2 cart, lunch, gift bag, driving range practice, cash prizes and more.

Awards presentation will be held during the All-Star Tailgate Party on the Trade Show Floor on Thursday, September 25th at 4:00 p.m. held at the Cox Business Center in downtown Tulsa.

Participate in the Longest Drive Contest, Closest to the Pin Contest and the Roll The Dice Contest to win prizes.

Space is limited. All level of golfers are welcome.



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Exhibitor Policies and Procedures

Exhibitor Registration

Exhibitors will register their company and exhibit personnel through the exhibitor packet. The exhibitor packet is distributed to all exhibitors on May 30, 2014 via email using email addresses on file in the ONLA office and on the exhibitor space reservation form that was completed at the time that the exhibit space was reserved.

Exhibit personnel are limited to those who are employed by the exhibiting company. There is no limit to the number of exhibit personnel allowed to register. However, it is expected that each exhibiting company will register a reasonable number of exhibit personnel based on the size of the exhibit space and their responsibilities throughout the event.

Deadline for exhibitor registration is August 1, 2014. Failure to complete registration by this date may result in incorrect or incomplete information printed in the convention guide, membership guide, exhibit space signage, advertising and other marketing materials.

Sponsorships, advertising and other opportunities are on a first-come, first-served basis. Reservations for these options are included in the exhibitor packet.

Exhibit Space Specifications

Exhibit spaces are a standard 10' x 10' block. Each space is defined by an 8' tall curtain along the back of the space and 3' tall curtains on either side of the space. No curtains may be relocated or removed unless they are in the middle of an exhibitor's multiple-exhibit-space area or on an aisle of an end-cap (corner) exhibit space. Ceiling height is 33'.

No materials may extend into the aisle or into neighboring exhibit spaces. Materials may extend above your exhibit space, provided they do not interfere with lighting fixtures or other structural aspects of the trade show venue or encroach into the area above the neighboring exhibit spaces.

Exhibit Space Furnishings

Each 10' x 10' exhibit space shall include, at no additional charge, a covered six-foot table, two chairs, wastebasket and a sign bearing the name, city and state of the exhibiting company. Ice will be available for plant material and tree watering.

Additional exhibit space furnishings, signage and materials is available at additional cost through Event 1. Please see their vendor packet for complete information.

Electric, Internet and Plumbing Services

Event 1 is the supplier of all electrical, internet and plumbing services. Please see their vendor packet for complete information. Cox Business Center offers public, unsecured WiFi at no additional charge. Strength of signal is not guaranteed. If you are taking payments online or via wireless signal, please consider upgrading to a signal provided by Event 1 for greater security.

Trade Show Hours

Move In	Sept. 24th	12:00 pm - 9:00 pm
Trade Show	Sept. 25th	10:00 am - 5:00 pm
Trade Show	Sept. 26th	9:00 am - 3:00 pm
Move Out	Sept. 26th	3:00 pm - 9:00 pm

Exhibit Space Requirements

Exhibitors are required to wear exhibitor badges while on the trade show floor and in convention areas. All noise and activities are expected to be managed and controlled in a way that does not interfere with other exhibitors. Demonstrations are to be kept inside the exhibit space. Aisles shall not be blocked at any time during trade show hours.

Exhibitor Move-In and Move-Out

Exhibitor move-in begins at 12:00 p.m. on Wednesday, September 24th. Parking is available at the Cox Business Center at a cost of \$5 to \$8 per day. Exhibitors with hand-held materials, please utilize the main entrance to Exhibit Hall A. Exhibitors with trucks and trailers, please utilize the loading docks on the west side of the Convention Center. First to arrive is the first to unload. Please be courteous of other drivers by unloading safely and in a timely manner. Please do not leave vehicles unattended or in loading areas once you have completed unloading. Overhead doors will be accessible during move-in and move-out.

Equipment for use during move-in and move-out is strictly controlled and overseen by Event 1. Please see their vendor packet for complete information.

Students from local FFA chapters will be on hand assisting exhibitors with move-in. Please be thoughtful to the students and other exhibitors in the amount of time that their assistance is utilized.

Personal equipment used by exhibitors is limited to hand trucks, plant carts and similar equipment. Motorized equipment must be reserved through Event 1.

Motorized equipment, intended for display use during the trade show, must fit inside the exhibit space and comply with the following safety policies:

- equipment/vehicle must have less than 1/4

tank of gasoline in tank

- battery or power source must be disabled (cables removed from battery)

All exhibitors must have all of their materials moved into their exhibit spaces no later than 9:00 p.m. on Wednesday, September 24th. Exhibitors may return to their exhibit spaces on Thursday morning, September 25th, beginning at 8:00 a.m. for final preparations.

The trade show floor will open at 10:00 a.m. and close at the end of the All-Star Tailgate Party on Thursday, September 25th. The trade show floor will open at 9:00 a.m. and close at 3:00 p.m. on Friday, September 26th.

Exhibitor move-out begins no earlier than 3:00 p.m. on Friday, September 26th. Move-out assistance from local FFA Students will again be available.

Material Freight Handling/Drayage Services

Event 1 will work with any exhibitor requiring material handling and drayage services for the convention and trade show. Please see the vendor packet from Event 1 for complete information.

Security

The Exhibit Hall will be secured after the conclusion of the event each night. Cox Business Center's normal business hours are 8am to 11pm. The building is secured outside of these hours. Exhibitors assume sole responsibility for the security of their materials and products at all times. Exhibitors are encouraged to insure, at their own expense, their property against loss or theft. They are further encouraged to personally secure any items that may be of added concern (laptop computers, tablets, small electronics, etc.) both during and outside of trade show hours.

Solicitation

Solicitation throughout the venue during the course of the convention and trade show by persons other than exhibitors is prohibited. Persons in violation will be asked to leave the premises immediately. Please report all suspected violations to an ONLA Board Member.

Parking

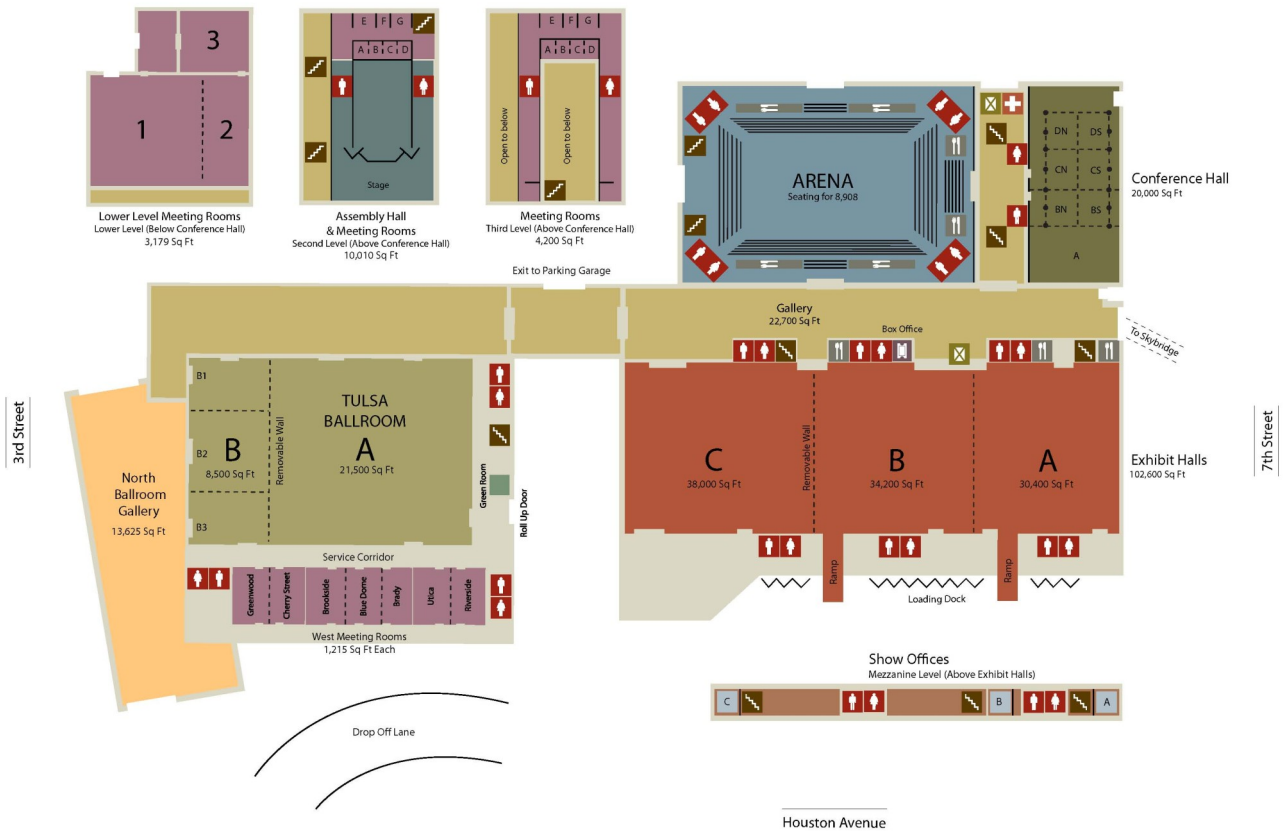
Parking is available at the Cox Business Center at a cost of \$5 - 8 per day (as of May 30, 2014).

Food and Beverages

All food and beverages served on the premises must be provided by ONLA as a hospitality service during the convention and trade show or sold through Cox Business Center Concessions. ONLA is under contract regarding the catering and sales of food and beverage during the event.

Exhibitors who wish to serve food and beverages from their exhibit space must contact the ONLA Office to make arrangements for service with these vendors.

Cox Business Center, Tulsa



The Trade Show will be held in Exhibit Hall A

Educational sessions will be held in the Conference Hall

DoubleTree Tulsa is across 7th Street from Cox Business Center (accessible via the Skybridge)

The Civic Center parkade is conveniently located north of the Cox Business Center on 3rd Street, between Houston and Denver, and is connected to the Convention Center through a covered walkway. Parking is currently \$5 - \$8 per car, per day

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