



Maine Landscape and Nursery Association

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500 North Parish Road
Turner, ME 04282

Exhibitor Invitation **2009 MeLNA Annual Trade Show & Conference**

When: Tuesday, January 20, 2009

Where: Ramada Inn, Lewiston, Maine

The MeLNA Annual Trade Show and Conference offers, in one place, at one time, the opportunity to make eye contact with your best Maine customers. This year we have moved the event to the Ramada Inn in Lewiston, Maine. This will give you a more intimate space in which to greet your clients. You will also have less driving time to get to the event.

Our keynote speaker is William Cullina (kul-EYE-nuh). Bill holds degrees in plant science and psychology and has been working in plant propagation and nursery production for over twenty years. He is the plant and garden curator for the Coastal Maine Botanical Gardens. Previously he was the director of horticultural research for the New England Wild Flower Society. A nationally recognized speaker, writer and expert on native plants, Cullina lectures extensively to garden and professional groups and writes frequently for popular and technical journals. His first book, *The New England Wild Flower Society Guide to Growing and Propagating Wildflowers of the United States and Canada*, was published by Houghton Mifflin in 2000. A follow up volume: *Native Trees, Shrubs, and Vines - a guide to using, growing and propagating North American woody plants* was published in June, 2002. *Understanding Orchids* was published in November, 2004, and *Native ferns, Moss and Grasses* in February 2008. *Understanding Perennials - a book about everything you ever wanted to know about perennials but were afraid to ask - is due out in June 2009*. He will be doing a book signing near the exhibitor floor.

As in years passed, we invite you to further enhance your product and/or service by offering a short seminar, demonstration or new plant introduction. There will be a separate space at the Ramada for this "Exhibitor Showcase". A separate sheet is enclosed in this packet for you to summarize your presentation. We hope this will do much to enhance the educational aspect of our show and to attract a larger customer base to view your products. Exhibitor Showcase opportunities are being made on a first come, first served basis.

You may also sell from your booth during the day as long as your display remains fresh throughout. Or, better still, donate an item from your booth to the raffle!

On the registration form enclosed, be sure to indicate how you would like your product listed in the 2009 Exhibitor Directory and Trade Show Program which will be available to all show attendees. Advertising space is available in the Member Directory which is mailed to all active members. An ad rate sheet is enclosed. All members receive the directory and use it frequently when networking with members.

If you haven't already paid your membership dues to MeLNA, a space is provided for you to add that to your registration payment for your convenience. Alas, dues have changed again, but you should find it a change in the right direction!! Or, you can go on line and pay your dues with PayPal. We don't have exhibitor registration on line yet. Please fill out the member renewal form if any of your information has changed. Be particular about adding or correcting your email address as the newsletter will be sent out electronically beginning in 2009. Members participate in the Trade Show for a discount of more than 15%, one of the many benefits of belonging to the Association.

Booth set up is Monday, January 19, from 5:00 PM to 9:00 PM **or** Tuesday, January 20, from 6 AM to 7:30 AM. Name tag pick-up and registration will begin at 7:30 AM, Tuesday, January 22. Booth breakdown may begin no earlier than 4 PM on Tuesday, January 20. Please note on the form that a late fee will be expected if your registration form is not postmarked by December 15th, 2008.

The Ramada Inn is located at 490 Pleasant Street, Lewiston, ME 04240. Phone: 207-784-2331
From North and South Take Interstate 95 South to Exit 80. Make a left at stop sign, at the traffic light go straight, hotel is on the left.

From East: Take route 196 West. Cross Lewiston Town Line. Proceed approximately 2 miles. At second traffic light-Super 8 Motel on right-take right onto Pleasant Street. At traffic light take a right and the hotel is on the left.

From West Take route 196 East from route 202. Take 196 East Lisbon Street. Proceed approx 2 mi to Foch Street -you will see Gendrons Mobil Station-. Take a left on Foch Street. At stop sign take a right on Pleasant Street. The hotel is on the left.

The Inn at the same location is holding rooms for us at the special rate of \$74.90 per night. A reservation form is enclosed. Please note the reservation deadline on that form. **That form goes directly to the Ramada Inn, not to the MeLNA office.**

We look forward to welcoming you on January 19th or 20th.



Reservation Form, MeLNA Trade Show

Deadline for reservation is December 15, 2008

There are two sizes of tables available: six feet and eight feet. There is about 2 feet between each table. Booth spaces with six foot tables are approximately 8' wide by 6' feet deep. Booth spaces with eight foot tables will be about 10' long by 6' deep. Booth fee is for 6' tables is 175.00 members and 225.00 for non-members. Eight foot tables will be 200.00 for members and 250.00 for non-members. Membership dues are \$125.00 on the active or participating level. (The dues year runs from November 1 - October 31.) One meal is included with each space reserved. **Extra meals are \$15.00 per person.** Booths will be furnished with chairs, table, and electricity. If you plan to use electricity, be sure to bring your own extension cords. If computers are part of your exhibit, you need to provide a surge protector for each unit. **There is only space for 30 vendors in this show. Applications will be accepted on a first come, first serve basis, so get your application in NOW.** There will be no heavy equipment opportunities in this location.

Company name: _____

Contact person for show: _____

Names of person(s) attending: _____

Street or PO Box _____

City, State, Zip _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____

Email address: _____ Web site: _____

Product(s) and/or service(s) offered: _____

Item you would like to donate to the trade show door prize (optional) _____

Do you require a table? _____

Do you require skirting for your table? _____ @ \$5.00 = \$ _____.

Number of spaces required _____ @ \$ _____ = _____.

Number of extra meals required _____ @ \$ _____ = _____.

Directory ad \$ _____.

Guest badges, if ordering extra _____ @ \$15.00 each \$ _____.

Dues (If including dues payment, please fill out dues payment form) \$ _____.

Late fee if submitted after December 15, 2008 (\$25.00) \$ _____.

Total amount (enclose check or fill in credit card info below) \$ _____.

Credit card # _____ Expiration Date ____ / ____

Check one: Visa __ Master Card __ Signature _____ Security Code: ____

Send this completed form and any other applicable forms with payment to:

MeLNA, 500 North Parish Rd, Turner, ME 04282.



Maine Landscape and Nursery Association Directory Advertising RATE SHEET

The Maine Landscape and Nursery Association would like you to present your product or service to our members by advertising in our Directory. MeLNA has over 300 members that would like to have information about your company near their desk during 2009.

Below rates are for **ads submitted in .jpg format only**. There will be a \$25.00 per hour charge for ad set up.

Ad Size (width x height)	
1/6 page (3.25 x 2.75")	\$36.00
1/4 page (3.25 x 4.25")	\$54.00
1/2 page (7 x 4.25")	\$90.00
Full page (7 x 9")	\$150.00
Business card*	\$30.00

Please circle the size ad you wish to place. Make check payable to MeLNA. You may enclose payment with your reservation for the Trade Show or send separately with your ad copy. MeLNA would appreciate your payment in advance to keep billing costs to a minimum.

Send camera ready ad copy to: MeLNA, 500 North Parish Rd, Turner, ME 04282

For a complete ad rate sheet for all our publications, please call the MeLNA office and leave your fax number or download the rate sheet from our web site. Reduced rates apply if you advertise in directory and the newsletter for a full year.

If you use an outside ad agency: A copy of this insertion order must accompany ad copy, please forward to your ad agency to include with their insertion order.

Name of business ad is for: _____
Address: _____
Contact: _____
Phone/fax: _____
Email: _____

Be aware that last years ad copy may not be available or reusable. Ad copy due by December 31, 2008. Ad copy not received by Dec 31 will not be in the directory. There will be no refunds for space held when no ad copy is received.



Guest Badge Order Form

MeLNA offers Guest Badges for your preferred customers. As an exhibitor, you will be entitled to 3 complementary Guest Badges *per booth*. A Guest Badge will provide admission to the exhibit hall **only** for your guest. Should the guest wish to have lunch or attend lectures, he may pay an additional \$20.00 to upgrade his badge at the registration desk on the day of the show. You may purchase additional guest badges for \$15.00 per badge. There is limited, ticketed only seating to the Keynote, tickets may be sold out by the day of the show.

Guest badges may not be used for booth personnel, do not include lunch and must be ordered in advance.

To order, complete this order form and return by January 4, 2009.

Guest Badge Order Form

Exhibitor Contact Name:

Company:

Address to mail the badges:

City, State, Zip:

Phone, fax, email:

We have _____ booth(s) x 3 guest badges per booth = _____ free badges.

We would like to order an additional _____ guest badges @ \$15.00 each = \$____.



Exhibitor Showcase Summary Form

Your company may represent itself by offering a short presentation of educational value that highlights your product or plants. The presentation should have be one of broad interest to anyone in the Green Industry and not be heavily weighted to selling. A room on the second floor of the Ramada Inn will be designated for this purpose. MeLNA will supply a podium, microphone and screen. You will need to supply your own projectors and laptops, if needed.

The time you will give your seminar or demonstration will be assigned to you by the show organizer. You will be notified ahead of time what time slot you will have. There will be a printed schedule at the registration booth the day of the show and a poster displayed near the entrance.

Presentations will be chosen on a first come first serve basis until we have as many as we think would be appropriate.

Seminar or Demonstration Sign-up Sheet

Company _____

Topic and brief description of presentation _____

Name of speaker or demonstrator _____

Thanks so much for considering to become part of MeLNA's educational effort.

Lewiston Ramada Inn

490 Pleasant Street

Lewiston, ME 04240

Phone: (207) 784-2331 Fax: (207) 784-2332 E-mail: BudRamada@aol.com

GROUP ROOM RESERVATION – MELNA – DEADLINE – JAN. 12

NAME	
DATE OF ARRIVAL	NUMBER OF NIGHTS
NUMBER OF ROOMS (ONE BED OR TWO)	
CREDIT CARD TO GUARANTEE	EXPIRES

This conference rate applies to arrivals on either January 19 or 20th, with departure no later than January 21st.

The Ramada Inn is a non-smoking property.

Conference rate is \$74.90 per night, plus tax.

Do not fax or mail this to MeLNA, it must go directly to the Ramada using fax above.