New Jersey

GREEN EXPO

Turf and Landscape Conference

2025 GREEN EXPO EXHIBITOR KIT

December 9-11, 2025

Borgata Hotel, Atlantic City, NJ

Hosted by the
NEW JERSEY TURFGRASS ASSOCIATION
25 US Highway 46 • Wayne, NJ 07470
(973) 812-6467 • execdirector@njturfgrass.org

2025 GREEN EXPO

Turf and Landscape Conference • December 9-11, 2025

EXHIBITOR INVITATION & KIT

Dear Business Partners: 2025 EXPO

Save the dates: **Tuesday, December 9 - Thursday, December 11, 2025,** for the New Jersey **GREEN EXPO** Turf and Landscape Conference, The Trade Show is on December 9th and 10th. *NOTE: Green Expo is held the second week after Thanksgiving (there is always a week between Thanksgiving and Expo).*

YOU SHOULD EXHIBIT at the GREEN EXPO:

- To Generate Highly Qualified Leads
- To Expand Your Market Share
- To Cultivate and Strengthen Customer Relations
- To Meet Committed Buyers
- To Raise Your Brand Awareness
- To Network and Schedule Client Meetings
- To Enjoy a Focused Exhibitor Experience
- To Have Fun, Learn, and Socialize with Buyers

GREEN EXPO SHOW PARTNERS: NJTA, RUTGERS, and GCSANJ

You can also Reserve booths online: www.njturfgrass.org

GREEN EXPO is for the turf and landscape industry, and is the most influential conference in the Northeast. Green Expo attendees look for products and services to make their jobs easier, safer, and better. The show has a focused two-day trade show to maximize effectiveness and reduce event expenses. The Exhibitor Application, Rules and Regulations are enclosed.

CHOOSE THREE (3) BOOTH NUMBERS on your Exhibitor Application. **Booth assignment criteria are based on: (1) number of years of participation, (2) number of booths reserved, (3) sponsorship history, and (4) date agreement received. *** Many companies requested the same and/or additional booths for 2025 at Expo 2024 before the February 1, 2025 early deadline. We will do our best to accommodate your selections; however, we reserve the right to make final decisions based on the layout of the floor and booth requests. The map included with this packet only shows the floor layout, not the available booths.*

A non-refundable deposit of $400 per booth is due with your Exhibitor Application, or you may pay for your booth in full now. **All Booth fees are due by September 15, 2025.** Questions? Contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

2025 HOTEL ROOMS:

Call Borgata Hotel Reservations to reserve your Green Expo Hotel Rooms**: (609) 317-1000**. Use Group Code **GBTG25 for Borgata Classic Rooms** at our rate **of $109 a night** plus taxes & fees or use Group Code **GBMGM25 for MGM Tower Rooms** for the rate of **$129 a night** plus taxes & fees. Rates are good through Friday, November 1, 2025. *Hotel rate includes reduced resort fee, rebate to master acct, complimentary Wi-Fi in sleeping rooms and meeting locations, plus access to the exercise/workout location in hotel.* **Book early to get in NJTA's room block!**

Sincerely, Chris Carson, NJTA Expo Chairman

2025 EXHIBITOR Application

Review and Sign Rules on Back

December 9 - 11, 2025

(NOTE: . There is a week between Thanksgiving & Expo. Thanksgiving is on Nov. 27

New Jersey GREEN EXPO
Turf and Landscape Conference

Trade Show Days: December 9 & 10, 2025 • THE BORGATA • Atlantic City, NJ

COMPANY_____

Mailing Address_____

City_____State_____Zip Code_____

Phone:_____Fax:_____

E-mail_____

Booth Contact Name: (PLEASE PRINT)

_____

Title_____

Products/Services Offered ***(Will be published in OnSite Program)*****:** _____

_____

To accept and validate this contract:

1. **We enclose our $400 non-refundable deposit per booth or full payment of booth/s. FULL BOOTH PAYMENTS ARE DUE BY SEPTEMBER 15, 2025.**
2. **We will send a Proof of Insurance Coverage ($1 Million Commercial General Liability)**

We agree to abide by the Exhibitor Rules and Regulations as printed on the back of this agreement, all of which are a part of this contract and are binding with the Exhibitor and Green Expo 2025 Management.

X Authorized Signature_____

Date_____

Complete Credit Card Information Below and Mail or Fax (973) 812-6529
Make check payable to NJTA and mail with application to:

New Jersey Turfgrass Association • Green Expo
25 US Highway 46 W, Wayne, NJ 07470-6801 • Phone: (973) 812-6467
Fax: (973) 812-6529 • F.E.I.N.: 23-7453656 • www.njturfgrass.org

BOOTH Choices: Each Booth is 10' Wide x 8' Deep; Includes 3' Side Drapes & 8' Back Drape. No Table or Chairs included - Floor is Carpeted.

1st Choice:_____

2nd Choice:_____

3rd Choice:_____

We will do our best to accommodate your request. Mgmt reserves final decision.

BOOTH SIGN: Print Company Name, City, State

_____

HOTEL ROOMS at Borgata Hotel & Casino, Atlantic City, NJ

- **Borgata Classic Room: $109 night** + tax/fees.
- **Water Club Room: $129 night** + tax/fees.

Rates good through Friday, NOVEMBER 1, 2025. BOOK EARLY!
CALL (609) 317-1000 • Use ROOM Codes when registering...

- **GBTG25 Borgata Classic Rooms**
- **GBMGM25 for MGM Tower Rooms**

Room Rate includes reduced resort fee, complimentary wifi in sleeping rooms & meeting locations, rebate to master, access to exercise & workout location in hotel.

PAYMENT: ❑Check #_____ ❑Visa ❑MasterCard ❑AMEX

SELECT ONE: ❑Pay Full Booth Cost • ❑Pay $400 Per Booth & Invoice Balance

Card No.___ ___ ___ ___ //___ ___ ___ ___//___ ___ ___ ___ //___ ___ ___ ___//

Exp. Date____ ____ // ___ ___ • **3 0r 4 Digit Security Code** ____ ____ ____ ____

PRINT Cardholder's Name_____

Signature_____

Billing Address (if different)_____

We wish to apply for exhibit space under the Terms and Conditions of this contract, as printed in the Rules & Regulations on back. **Sign & Return both sides.**

REFER TO BOOTH LAYOUT TO SELECT BOOTHS

1. BOOTH FEES: *PUT CHECK ✔ BY CHOICE*

(A) Booths Reserved BEFORE Sept 15, 2025

Inside Booth(s) _____ **One (1) @ $925** • _____ **Two (2) @ $1850**
Corner Booth(s) _____ **One (1) @ $975** • _____ **Two (2) @ $1950**
One (1) Inside and One (1) Corner Booth • _____ **Two (2) @ $1900**

If you want to reserve more than 2 Booths - Use amounts above.

(B) Booths Reserved AFTER Sept 15, 2025

Inside Booth(s) _____**One (1) @ $1025** • _____ **Two (2) @ $2050**
Corner Booth(s) _____**One (1) @ $1075** • _____ **Two (2) @ $2150**
One (1) Inside and One (1) Corner Booth • _____ **Two (2) @ $2100**

If you want to reserve more than 2 Booths - Use amounts above.

BOOTHS $_____

Bring Booths down to "Total Fees Due" box below.

2. STAFF BADGES (2 Staff Included with Each Booth)

TOTAL of 4 Staff permitted per booth. Print names below.

1._____

2._____

NOTE: 3rd & 4th STAFF PRE-Registered @ $190 each

(Includes Trade Show days - one or both) **Price increases at Expo**

3._____

4._____

If you have 2 or more booths, send separate list with names & payment. **Need ALL Staff names by 11/1/25.**

STAFF $_____

Bring Staff down to "Total Fees Due" box below.

2026 NJTA MEMBERSHIPS

3. NJTA MEMBERSHIPS: ___**Renewal**___**New**

Membership Year: January 1, 2026 - December 31, 2026

❑ **BUSINESS PARTNER** (Mfg/Suppliers/Sod Producers) **(1 to 4) $ 440.00**
❑ **One Individual Member or Each Addl Partner $ 140.00**

1._____

2._____

3._____

4._____

MEMBERS Total $_____

Bring Members down to "Total Fees Due" box below.

TOTAL FEES DUE

Write totals from BOOTH • STAFF • MEMBERS subtotals.

1. **BOOTHS** **$**_____
2. **STAFF** **$**_____
3. **MEMBERSHIPS** **$**_____

GRAND TOTAL DUE $_____

GREEN EXPO Rules and Regulations: Sign Below

EXHIBIT SET-UP: Salons A, B, C, D

AEX DRAYAGE SET UP: Monday, Dec 8, 2025: 8:00 AM - Midnight
VENDOR SET UP: Tuesday, Dec 9, 2025: 8:00 AM - 3:00 PM
There are guidelines for bringing in equipment below.

EXHIBIT DATES AND TIMES:

Tuesday, December 9, 2025 4:00 PM to 7:30 PM
(Grand Opening Ribbon Cutting & Trade Show Reception)
Wednesday, December 10, 2025 11:30 AM to 2:30 PM
Main Entrance: One Borgata Way
Trade Show Entrance: Salons A & B
Exhibit Dismantle: Wednesday, December 10, 2025 2:30 PM to 8:30 PM

BOOTH ASSIGNMENT & INSTALLATION

Priority in assigning booth(s) is established on the basis of multi-booth selection, previous years' participation, sponsorship history, and the postmark date on the envelope or fax received. Every effort possible will be made to assign booth space in accordance with choices indicated on the application. **Booth assignment(s) will not be made unless a full payment or $400 deposit per booth by check or credit card is sent with the application form.** GREEN EXPO Management reserves the right to shift booth assignment(s) after the contract has been signed if they find it necessary to do so. Exhibitors will be sent an acknowledgement of the receipt of their application form and payment along with their booth assignment.

Exhibitors may have access to booths per the times in the set up above. It is requested that any equipment (per height and weight limitations of elevator) be installed on Monday, the day before the show.

- Fuel Tanks shall be kept filled at a level of no less than 1/4 gal and no more than 1/2 gal of its labeled liquid volume. Vehicles must have a lockable fuel cap.
- No gasoline will be permitted in gas-powered equipment or motors of any type. All gas tank caps must be properly taped. Key to vehicle must be turned over to Security upon delivery.
- Exhibitors must take proper precautions to protect the floor from oil drips.
- Batteries required for starting and/or operation of equipment must be disconnected.
- Propane may not be stored at the Exhibit Center.

GENERAL INFORMATION

- **Submit Proof of Insurance Coverage ($1 Million Commercial General Liability)**
- Load-in and load-out must take place during hours designated by Show Mgmt.
- Load-in and load-out must take place from The Borgata loading dock. The porte-cochere is always off-limits.
- The dock area must be entered and exited in an orderly fashion. The unloading area is subject to the discretion of the dockmaster. You may not leave your vehicle parked in the loading dock while you deliver materials to your booth.
- You must provide your own labor and means of moving the exhibit materials.
- Heavy machinery (i.e. fork lifts) is not permitted.
- **Nothing may be shipped to the hotel in advance! It will be refused and forwarded to the drayage company warehouse!**

Atlantic Expo (AEX) will assign times for large exhibitors to set-up. This will avoid problems with parking and lining up on the street. We have negotiated with Atlantic Expo (AEX) for elimination of "spotting fees."

Exhibitors will abide by all other provisions of said rules and regulations, with fire regulations and all other regulations of governmental agencies and The Borgata Hotel. All draping material must be flame proof. **Each booth fee includes a $400 non-refundable deposit.**

Scheduling of receptions or other activities to promote business during times when Education Programs or other Expo activities are scheduled is strictly prohibited.

Your cooperation will be greatly appreciated. If you need assistance in planning such events, please feel free to contact Cece Peabody, NJTA Executive Director, at (973) 812-6467.

LIABILITIES

The New Jersey GREEN EXPO Turf and Landscape Conference Management will exercise reasonable care for the protection of the Exhibitor's materials and displays. Beyond this, Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata, or any officer or staff member thereof, will not be responsible for the safety of the property of the Exhibitor, his agent, or employees from theft, damages by fire, accident, or any other cause.

The Exhibitors agree that Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata or their employees (a) will not be responsible for any damage or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, his representatives, agents, or employees; all claims for such loss, damage, destruction or injury being expressly waived by the Exhibitor; (b) will be exempted or indemnified from any claims for injury to any part of the Exhibitor's representatives, agents, or employees.

Rutgers University, the New Jersey Turfgrass Association, and/or The Borgata or their employees will not be liable for failure to hold the GREEN EXPO as scheduled. If the Trade Show is cancelled prior to October 15, 2025, because of fire, any act of God, or a public enemy, strike, or epidemic, or any law or regulating public authority, which makes it impossible or impractical to hold the Trade Show, NJTA will return payment for booth space, less $400 non-refundable deposit per booth, excluding any expenses incurred in connection with the exhibit.

Mail Front & Back Originals with your signature to NJTA office. Keep a copy for your records.

TELEPHONE SERVICE REQUESTS

Exhibitors requiring telephone service in their booth must contact Verizon directly for arrangements: **In-State (800) 660-9922 Out-of-State (800) 755-1387**

BOOTHS, USAGE, & ADDITIONAL INFORMATION

Standard size booths are 10 ft. Wide by 8 ft. Deep and are indicated by number on the Official Floor Plan. **Booths include the following at no extra charge: Drapery - 8 ft. backdrop with 3 ft. divider (drape and rail); Room is carpeted.** Each exhibitor will be provided with an Identification Sign indicating firm name, city, state, and booth number(s). **Electrical service and all other furnishings, equipment facilities, etc., shall be the responsibility of the Exhibitor at their expense, with arrangements to be made through the Convention Services Contractor or with The Borgata. No tables or chairs provided.**

All exhibits and demonstrations must be confined to the exhibit booth. No Exhibitor shall assign, sublet, or share the whole or any part of the assigned booth space. Exhibitors are urged to cooperate in closing of exhibits and clearing the Trade Show area.

Mgmt asks that Exhibiting Companies NOT break down earlier than the closing times of the Trade Show. If this occurs, Show Management reserves the right to exclude a company from participating in future Expo Trade Shows, and to charge a break down violation fee of $900.

Carpet: The Salons in the Event Center are fully carpeted. If exhibitors wish another carpet for their booth, carpet can be ordered in the Exhibitor Kit provided by Atlantic Expo (AEX). Special order carpet will be placed on top of selected show carpet.

Valet Parking is available at the Main Entrance of The Borgata. Self-parking is available near the Main Entrance. Truck and Tractor Trailer parking is available by special arrangement.

Freight Access: See AEX package.

Security: Around-the-clock, full time security will be provided on the Trade Show floor at no additional cost to Exhibitors.

Registration: An Exhibitor name badge will be provided for each company representative: **(2 Staff included per booth & 2 addl Staff @ $190 [pre-registered] for a maximum of 4 company staff per booth)** listed on the Application form. The badge must be used for entrance to the Trade Show, for admittance to Educational Sessions, and will constitute official registration for **GREEN EXPO 2025.**

HOTEL: A limited number of rooms at convention rates (reduced rates) are available for reservation until November 1, 2025. After this date, lodging cannot be assured and regular room rates may apply. Make room reservations with The Borgata at (609) 317-1000. Reservation Code: **GBTG25** (Borgata Classic Rooms @ $109 ++) **or GBMGM25 (**MGM Tower @ $129 ++) Cut off for room reservations is Friday, November 1, 2025. An online reservations link will also be available at www.njturfgrass.org.

Location: The Borgata is conveniently located on the marina side of Atlantic City, Major roadways - Interstate 295, New Jersey Turnpike (Exit 3); Garden State Parkway (Exit 38) to Atlantic City Expressway. When in AC, follow signs to The Borgata.

BOOTH MATERIALS SHIPMENT & DRAYAGE COMPANY

The Borgata has no facilities for the storage of exhibits and/or exhibit materials. All materials must be shipped directly to the official drayage company for transport to The Borgata on day of load-in. Mark on all materials: **2025 GREEN EXPO**.

Official Drayage Company:
ATLANTIC EXPO
3093 English Creek Avenue
Egg Harbor Twp., NJ 08234
Phone (609) 272-1600 • Fax (609) 272-1680

Shipments that arrive prior to the show will be directed to the official drayage company warehouse for storage and delivery to the hotel on day of load-in. Packages shipped in excess of 20 pounds will be returned to sender unless special arrangements have been made in advance with the show management. You may bring your own materials into the exhibit area. If you use the services of the valet, there will be a charge per box to bring them up to the exhibit area.

PAYMENTS AND CANCELLATIONS

In applying for space, the Exhibitor will pay the cost of the booth(s) with the filing of the application form (includes a $400 non-refundable deposit per booth). All cancellations must be made in writing. In the event Exhibitor cancels all, or part, of the exhibit space contracted, the following will apply: (1) if written cancellation request is received before OCTOBER 15, 2025, 50% of booth fees, less non-refundable deposit per booth, will be refunded. If the show sells out all booth spaces, then the full amount, less non-refundable deposit per booth, will be refunded. Refund will be issued after the completion of the show. (2) if the cancellation request is received after OCTOBER 15, 2025, the exhibitor shall pay a cancellation fee equal to the amount of the exhibit booth space rental.

AGREEMENT

Anything not covered by these rules is subject to the judgment of the New Jersey Turfgrass Association, and Rutgers University or official representatives without appeal. Each Exhibitor, by signing the Exhibitor application, agrees to abide by the rules and any amendments or additions that might hereafter be established or put into effect by the New Jersey Turfgrass Association, and Rutgers University or its authorized representatives. We appreciate your signature below.

****EXHIBITOR SIGNATURE**_____

BOOTH MATERIALS INFO for BORGATA
2025 GREEN EXPO
Trade Show is
December 9 & 10, 2025

**BOOTH MATERIALS
Information for BORGATA

Where do Exhibitors go when they arrive at the Borgata?

From Atlantic City Expressway

1. Take Exit 1 toward Convention Center/Marina/Brigantine
2. Proceed through the Atlantic City / Brigantine Connector, stay in the left lane when you exit the tunnel.
3. Take Exit H to Renaissance Pointe / Borgata
4. Take the **Employees/Deliveries** [Sign reads – "Borgata. Deliveries, Employees Only, Keep Left"] exit on the left and follow the ring road around to the loading docks. Use the Loading Dock for shows at the Event Center. Unload materials with or without the assistance of AEX drayage services. Once done, park in the customer garage.

Event Center Specifications:

A freight elevator is taken from the outside of the Event Center up to the Event Center floor. The Event Center is right next to the freight elevator. The elevator size is a large version of a standard elevator.

Freight Elevator Information:

Width: 7' (feet)
Depth: 10' (feet)
Height: 10' (feet)
Elevator capacity: 50,000 lbs

ELECTRIC VEHICLES ARE PROHIBITED INSIDE ANY ATLANTIC CITY CASINO OR BUILDING. If an electric car/vehicle/tractor etc is found on property, the hosting group will be fined accordingly.

NO FUEL (gas or diesel) may be in the units before they are moved onto the elevator for transport to the Event Center, UNLESS dollies or turtles (full circular wheels) are used.
The AEX Drayage company usually does this unless the exhibitor pushes their own equipment, or uses dollies.

NOTE: You may bring your materials in the hotel as long as you can manage them yourself. If you need the services of a bellman, there will be a charge per box to bring them upstairs to the Event Center.

New Jersey Turfgrass Association

2025 GREEN EXPO

December 9 – 11, 2025

Borgata Atlantic City

