



LANDSCAPE NEW JERSEY
TRADE SHOW AND CONFERENCE

2024 Sponsorship
and
Advertising Guide



Advertising

Get a jump on the competition at the New Jersey Landscape Contractors Association's 46th Annual Trade Show & Conference—Landscape New Jersey 2024! 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 2024. The official trade show issue is sent out in early February.

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	\$1325	\$3750
Outside Back (8.5x11)	\$875	\$2400	\$1100	\$3075
Inside Back (8.5x11)	\$875	\$2400	\$1100	\$3075
Inside Front (8.5x11)	\$875	\$2400	\$1100	\$3075
Full Page (8.5x11)	\$675	\$1875	\$850	\$2400
1/2 Page (8.5x5.5)	\$400	\$1050	\$575	\$1575
1/4 Page (4.25x5.5)	\$300	\$825	\$375	\$1050
Business Card (3x2)	\$225	\$600	\$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)	\$625	\$725
Outside Back Cover (5.5x8.5)	\$475	\$575
Inside Back Cover (5.5x8.5)	\$425	\$525
Inside Front Cover (5.5x8.5)	\$425	\$525
Full Page (5.5x8.5)	\$300	\$400
1/2 Page (5.5x4.25)	\$225	\$325
Business Card (3x2)	\$150	\$250

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!

Sponsored Item
Specials Flyer

Member Pricing Non-Member Pricing
\$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 certificate for your item and are directed to your booth. Exhibitors must provide an item of value (minimum \$50 value) to all visitors who present a certificate. The prize choice is yours and is only limited by your imagination! Prizes awarded at the Landscape New Jersey 2023 show included:

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

Sponsored Item
Wheel Slot

Member Pricing
\$0

Non-Member Pricing
\$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.

Ad Type

Member Pricing

Non-Member Pricing

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 company on everyone's mind when you put your logo and info on the pen in their hands?

Sponsored Item

Member Pricing

Non-Member Pricing

Official Pen (you provide)

\$250

\$350

Official Pen (we provide)

\$500

\$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
\$400

Non-Member Pricing
\$500

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 bathroom stall doors and/or above the men's urinals.

Sponsored Item Member Pricing Non-Member Pricing

6 Clings

\$375

\$450

12 Clings

\$500

\$575

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

\$375
\$500

Non-Member Pricing

\$450
\$575

Recycling Receptacles



NJLCA provides 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

Member Pricing

12 Recycling Receptacles

Member Pricing

\$650

Non-

\$750

Notepad



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

Sponsored Item

Notepads

Member Pricing

\$750

Non-Member Pricing

\$950

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

\$2250

Non-Member Pricing

\$2500

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 (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

\$1950

\$250

\$400

Non-Member Pricing

\$2150

\$350

\$500

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

\$800

\$250 each add'l 100

Non-Member Pricing

\$950

\$350 each add'l 100

Opportunities

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 2024

46th Annual Trade Show and Conference

Wednesday, February 28, 2024

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)	\$250/\$500	\$350/\$600	\$ _____
<input type="checkbox"/> Aisle Banner	\$400	\$500	\$ _____
<input type="checkbox"/> 6 Bathroom Clings	\$375	\$450	\$ _____
<input type="checkbox"/> 12 Bathroom Clings	\$500	\$575	\$ _____
<input type="checkbox"/> Education Session	\$250	\$350	\$ _____
<input type="checkbox"/> 6 Window Clings	\$375	\$450	\$ _____
<input type="checkbox"/> 12 Window Clings	\$500	\$575	\$ _____
<input type="checkbox"/> Recycling Receptacles	\$650	\$750	\$ _____
<input type="checkbox"/> Notepads	\$750	\$950	\$ _____
<input type="checkbox"/> Lanyards	\$2250	\$2500	\$ _____
<input type="checkbox"/> Swag Bag	\$1950	\$2150	\$ _____
<input type="checkbox"/> Swag Bag Insert	\$250	\$350	\$ _____
<input type="checkbox"/> Special Swag Bag Insert	\$400	\$500	\$ _____
<input type="checkbox"/> Coffee Break - 100 cups with logo	\$800	\$950	\$ _____
<input type="checkbox"/> Coffee Break - Add'l 100 cups	\$250	\$350	\$ _____
		Grand Total	\$ _____