



2027 SPONSORSHIP AND ADVERTISING GUIDE



LANDSCAPE NEW JERSEY
TRADE SHOW AND CONFERENCE



Get a jump on the competition at the New Jersey Landscape Contractors Association's 50th Annual Trade Show & Conference—Landscape New Jersey 2027! 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 6,500 green industry professionals, three times per year. Reach your target audience with an advertisement announcing your participation in Landscape New Jersey. 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	\$3275
Outside Back (8.5x11)	\$875	\$2400	\$1275	\$3075
Inside Back (8.5x11)	\$875	\$2400	\$1275	\$3075
Inside Front (8.5x11)	\$875	\$2400	\$1275	\$3075
Full Page (8.5x11)	\$775	\$2175	\$975	\$2850
1/2 Page (8.5x5.5)	\$400	\$1050	\$575	\$1375
1/4 Page (4.25x5.5)	\$300	\$825	\$400	\$1050
Business Card (3x2)	\$225	\$600	\$325	\$900

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. Included with your ad is a digital ad on the digital Buyer's Guide.

Ad Type (h" x w")

Member Pricing/Non-Member Pricing

Center Spread (9 x 8.25)	\$625	\$725
Outside Back Cover (9 x 4.125)	\$495	\$595
Inside Back Cover (9 x 4.125)	\$495	\$595
Inside Front Cover (9 x 4.125)	\$495	\$595
Full Page (9 x 4.125)	\$325	\$400
1/2 Page (4.5 x 4.125)	\$225	\$325
Business Card (2 x 3)	\$150	\$250



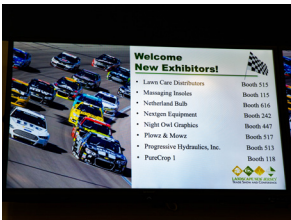
Specials Flyer

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!

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Specials Flyer	\$0	\$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.



	<u>Ad Type</u>	<u>Member Pricing</u>
	<u>Non-Member Pricing</u>	
One (1) Slide	\$65	\$85
Two (2) Slides	\$105	\$125
Three (3) Slides	\$125	\$155





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

Notepads & 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
Notepads & Pens

Member Pricing
\$750

Non-Member Pricing
\$950

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
12 Window Clings

Member Pricing
\$750

Non-Member Pricing
\$950

Recycling Receptacles



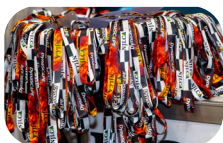
NJLCA provides recycling at the trade show, because we are, in fact, the Green Industry! Support these efforts by sponsoring our recycling bin receptacles, custom printed with your logo, throughout the venue.

Sponsored Item
12 Recycling Receptacles

Member Pricing **Non-Member Pricing**
\$350 \$450



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

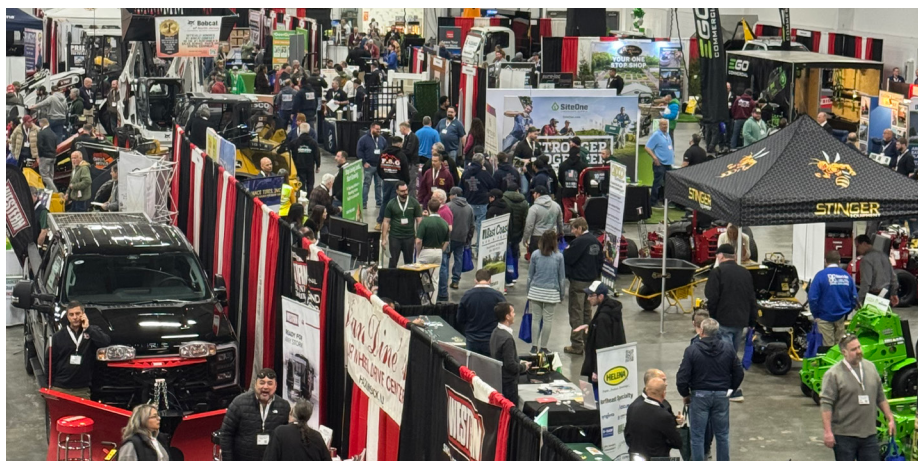
Non-Member Pricing

\$2150

\$350

\$500





Sponsor and Exhibit at:
LANDSCAPE NEW JERSEY 2027
50TH ANNUAL TRADE SHOW AND CONFERENCE
Wednesday, February 24, 2027

at 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
8 Hemlock Road
Andover, NJ 07821

For credit card orders:
Email: shows@njlca.org
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>
☐ Specials Flyer	\$0	\$0	\$ _____
☐ eAdvertisement (1/2/3 slides)	\$65/\$105/\$125	\$85/\$125/\$155	\$ _____
☐ Aisle Banner	\$400	\$500	\$ _____
☐ Notepads & Pens	\$750	\$950	\$ _____
☐ 12 Window Clings	\$750	\$950	\$ _____
☐ Recycling Receptacles	\$350	\$450	\$ _____
☐ Lanyards	\$2250	\$2500	\$ _____
☐ Swag Bag	\$1950	\$2150	\$ _____
☐ Swag Bag Insert	\$250	\$350	\$ _____
☐ Special Swag Bag Insert	\$400	\$500	\$ _____

Grand Total \$ _____