



LANDSCAPE NEW JERSEY 2027

Wednesday, February 24, 2027 | 8:00 am - 3:30 pm

Meadowlands Expo Center
355 Plaza Drive, Secaucus, NJ 07094

Produced by the New Jersey Landscape Contractors Association

CELEBRATE 50 YEARS OF LANDSCAPE NEW JERSEY!

Landscape New Jersey is celebrating a major milestone—our **50th Anniversary Trade Show and Conference!** For five decades, the New Jersey Landscape Contractors Association (NJLCA) has brought landscape and green industry professionals together to discover new products, build valuable relationships, exchange ideas, and grow their businesses.

Join us at the Meadowlands Exposition Center in Secaucus, NJ, as we celebrate 50 years of education, innovation, networking, and industry excellence. This landmark event promises to be our biggest and most memorable show yet!

With more than 2,100 industry professionals expected to attend, Landscape New Jersey offers an unmatched opportunity to reconnect with current customers, meet new prospects, showcase your products and services, and strengthen your company's presence within the green industry.

Reserve Your Place at This Historic Event!

Enclosed you'll find your Exhibitor Packet with everything you need to participate. Register early to secure your preferred booth location and take advantage of Early Bird Pricing. Our popular interactive online floor plan will once again allow you to view available booths and select the location that works best for your company—in real time.

Make an Even Bigger Impact with Sponsorships!

Help your company stand out during this milestone celebration by reviewing our Sponsorship and Advertising Guide. Opportunities include floor and window clings, digital advertising, aisle signs, lanyards, swag bags, and print packages in The New Jersey Landscape Contractor. With options available for a wide range of budgets, there are plenty of ways to increase your visibility before, during, and after the show.

Support the Annual Silent Auction!

Last year's Silent Auction was one of our most successful yet, and we hope to make our 50th Anniversary auction even more memorable. By donating an item valued at \$50 or more—such as a product your company sells, a gift certificate, sports tickets, a golf outing, or a weekend getaway—your business will receive added exposure to thousands of attendees. Best of all, proceeds help provide scholarships to students pursuing careers in landscaping, horticulture, nursery production, and outdoor living. Your donation promotes your company while supporting the future of our industry.

Celebrate 50 Years with Us!

We encourage exhibitors to incorporate the 50th Anniversary into their booth displays. Highlight your company's history, showcase how your products or services have evolved, or celebrate the innovation and progress that have shaped the landscape industry over the past five decades. Together, we'll honor our history while looking ahead to an exciting future.

Help Us Make History!

Once your contract is received, you'll receive an Exhibitor Marketing Kit filled with resources to help you promote your participation and invite customers, colleagues, and prospects to attend. If every exhibitor brings just 10 additional guests, we could welcome another 1,500 industry professionals **through the doors!**

Don't miss your opportunity to be part of this once-in-a-generation celebration. Reserve your booth, select your sponsorship opportunities, and join us as we commemorate 50 years of Landscape New Jersey!

Thank you for helping NJLCA celebrate this incredible milestone. We look forward to honoring the past, celebrating the present, and building the future of New Jersey's landscape industry together!



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50th Annual Trade Show and Conference

Wednesday, February 24, 2027 ~ 8:00 am - 3:30 pm

Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, NJ 07094



NJLCA Members

Booth Options	# of Booths	Through 12/31/26	After 12/31/26
10' x 10' Inline		\$750	\$850
10' x 10' Endcap		\$850	\$950
20' x 20' Island		\$3,500	\$3,600
20' x 30' Island		\$4,000	\$4,100
30' x 50' Island		\$11,000	\$11,100
8' x 8' Lobby Display*		\$775	\$875
Outdoor Display **		\$675	\$775

Booth Choice:

Total:

*6 Lobby Displays available

**6 Outdoor Displays available

I'd like to join the NJLCA for the low price of \$450 today!

Non-Members

Booth Options	# of Booths	Through 12/31/26	After 12/31/26
10' x 10' Inline		\$850	\$950
10' x 10' Endcap		\$950	\$1,050
20' x 20' Island		\$3,900	\$4,000
20' x 30' Island		\$4,400	\$4,500
30' x 50' Island		\$11,400	\$11,500
8' x 8' Lobby Display*		\$875	\$975
Outdoor Display **		\$775	\$875

Booth Choice:

Total:

Right of First Refusal ends: September 30, 2026

Contact Information:

Exhibiting Company:

Mailing Address:

Email:

Type of Product or Service Being Exhibited:

Directory Listing: (If you do not fill in the below, we will use the information above.)

Company:

Address:

Email:

Website:

Booth Contact:

City, State Zip:

Phone:

Sales Contact:

City, State Zip:

Phone:

Payment Information: Make checks payable to **NJLCA**

Return completed contract and Certificate of Insurance to shows@njlca.org or fax to 973-440-1534.

Payment Type: Visa Mastercard American Express Discover Check (Make checks payable to NJLCA) and send to:
8 Hemlock Rd, Andover, NJ 07821

Credit card Information: Please charge us 50% now and the balance on 1/1/26 Please charge us the full amount of the booth now

CC #: Cardholders Name:

Exp. Date: CCV Code: CC Zip Code Signature:

IMPORTANT Please read and check off the requirements below to indicate acceptance. Payment and COI must be received before booth reservation is complete.

Booth Payment. Fifty percent (50%) of the total booth fee is due upon submission of this contract. Booth space(s) will not be reserved without the full 50% deposit.

Liability and Indemnification. Every Exhibitor is required to secure comprehensive general liability insurance in an amount not less than 2 million dollars (US) to include protective and contractual liability coverage for bodily injury and property damage, and worker's compensation/occupational disease coverage in full compliance with federal and state laws. The Exhibitor must furnish a Certificate of Insurance (COI) naming the NJLCA, 465 Mola Boulevard, Suite, 2, Elmwood Park, NJ 07407 as additionally insured. The Exhibitor acknowledges that it deems appropriate to comply with its obligations for its own protection while in the Exposition Center or in transit.

Booth Break Down. Exhibitors must adhere to all rules concerning set-up and breakdown of displays. Booth dismantling is NOT permitted until the official closing of show at 3:30 pm on February 24, 2027. No early breakdowns will be permitted.

Landscape New Jersey 2027

Rules and Regulations

1. **Rules and Regulations** are to be construed as part of all Landscape New Jersey (LNJ) 2026 Exhibitor Contracts. The LNJ 2027 Planning Committee members ("the Committee") reserves the right to interpret them, as well as to make final decisions on all points the Rules and Regulations do not cover.
2. **Application and Payment for Exhibit Space.** Exhibitors can reserve the same booth space as contracted in 2026 by submitting a contract and a 50% deposit by September 30, 2026. On October 1, 2026, all booth space will be released and assigned on a first-come, first-served basis. Final payment (50%) will be due on December 31, 2026. Please note, if you are paying by credit card, each installment will be automatically billed to the credit card on file. A receipt will be sent to the email address listed on the contract. Failure to meet payment dates may result in release of booth space.
3. **Subletting of Space.** The Exhibitor shall not assign, sublet or apportion the whole, or any part of, space assigned or have representative, equipment or materials from firms other than its own in the exhibit space without written consent of the Committee.
4. **Exhibit Space Layout.** Every effort will be made by the Committee to assign the best booth space location available. Where multiple exhibitors request the same space, the date/time the official contract is received will determine booth allocation. A 50% deposit must be received within 5 working days of contract receipt to guarantee booth location.
5. **Security.** The Committee will provide overall security guard service during set-up and show period, but neither the Committee, Meadowlands Exposition Center, nor Management Contractor will guarantee Exhibitors against loss and will not be responsible for loss of any material for any cause. Each Exhibitor must make provisions for safeguarding of goods, materials, equipment and display at all times, and Exhibitors are urged to carry insurance at their expense.
6. **Liability and Indemnification.** The Exhibitor is required to secure comprehensive general liability insurance in an amount not less than two million dollars (U.S.) to include protective and contractual liability coverage for bodily injury and property damage, and worker's compensation/occupational disease coverage in full compliance with federal and state laws. The Exhibitor will furnish a Certificate of Insurance naming the New Jersey Landscape Contractors Association as additionally insured. The Exhibitor acknowledges that it deems appropriate to comply with its obligations for its own protection while in the Exposition Center or in transit. Exhibitors who do not have existing policies that meet these requirements can purchase 2-day Exhibitor insurance through any providers including: www.exhibitorinsurance.com; www.eventinsurancenow.com; www.showinsurance.com. NJLCA does not endorse any of the above providers. You can find alternate providers by searching "Exhibitor Insurance."
7. **Exhibition Rules.** Exhibitors must adhere to all rules set by the Committee concerning set-up and breakdown of displays. All booths must be set up on Tuesday, February 23, 2027, unless prior approval is obtained. All freight arrangements, exhibit furniture, and all other requirements must be contracted with Meadowlands Exposition Center. Booth dismantling is NOT permitted until the official close of show on February 24, 2027 at 3:30 p.m. No early breakdowns will be permitted. Exhibitors must wait until the aisle carpeting is rolled up before any forklifts or equipment can be moved. Disregarding this may cause forfeiture of exhibiting in LNJ 2028.
8. **Exhibits.** In the interest of ALL participating Exhibitors, the Committee reserves the right to insist on properly constructed and operated displays which do not exceed a height of 20 feet. Nonconforming displays may be dismantled or modified, at cost to the Exhibitor, at the sole judgment and discretion of the Committee. Exhibitors must obey the Exposition rules for displays, including NO SMOKING. Nothing shall be posted on, glued, taped, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture.
9. **Solicitation.** Exhibitors must conduct all business activities within the confines of their contracted booth space. No solicitation can be conducted in public areas (i.e., aisle, lobby, café/lounge, parking lots, loading dock, or any other property owned/operated by the Exposition Center). This includes, but is not limited to, Exhibitor staff (including temporary personnel) verbally or through the use of signage encouraging attendees to visit their booth by distribution of printed material, food/beverage/candy or promotional items. Any Exhibitor engaged in such activities will be subject to a penalty at the discretion of the Committee. Also, Exhibitors may not conduct employment activities such as advertising vacant positions, distributing employment applications or otherwise recruiting show attendees or other Exhibitor staff for employment opportunities.
10. **Catering on Show Floor.** Distribution of food or beverages on the show floor is prohibited without prior approval from the Landscape New Jersey Planning Committee. All requests must be submitted in writing to shows@njlca.org or faxed to 973-440-1534. If approved, fees will apply.
11. **Display of Machinery.** All display equipment must stay within your assigned booth space. Automobiles, trucks, tractors, machinery, lawn equipment and all other equipment utilizing flammable fuels, which are on display inside the Exposition Center, shall have no more than 1/4 tank or (2) gallons of fuel, whichever is less. All fuel tanks shall be locked, taped or effectively sealed, and battery cables shall be disconnected and taped. Ignition keys for vehicles on display shall be kept by a responsible person at the display location. Fueling and defueling must be done outside the Exposition Center. ALL vehicles will be checked before entering the Exposition Center. No open flames are permitted.
12. **Cancellation Policy.** Once a booth has been reserved, the following cancellation policy will be in effect. All cancellations must be submitted in writing to shows@njlca.org or faxed to 973-440-1534. Refunds will be based on the following schedule: 100% refund on or before September 30, 2026, less \$100 administrative fee; 50% refund between October 1 and December 31, 2026, less \$100 administrative fee; no refunds will be considered after January 1, 2027. A \$100 administrative fee will be charged for all cancellations. NJLCA is not responsible for fees charged by SMG.
13. **Communications.** All communications with reference to exhibits should be addressed in writing to: Landscape New Jersey 2027, c/o Raspberry Communications, 8 Hemlock Road, Andover, NJ 07821. Email: shows@njlca.org or fax 973-440-1534.



- 30' x 50' Booth
- 20' x 30' Booth
- 20' x 20' Booth
- 10' x 10' Endcap Booth
- 10' x 10' Inline Booth
- Spotlight Booth 8' x 8'
- Outdoor Display Booth



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



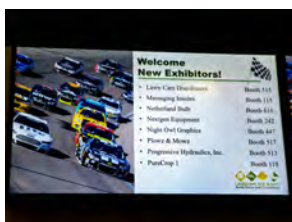
Specials Flyer

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



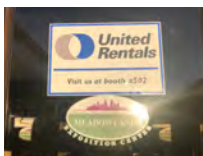
On Trade Show day we provide pens for registration and for attendees to use throughout the day. Why not have your company on everyone's mind when you put your logo and info on the pen in their hands?

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

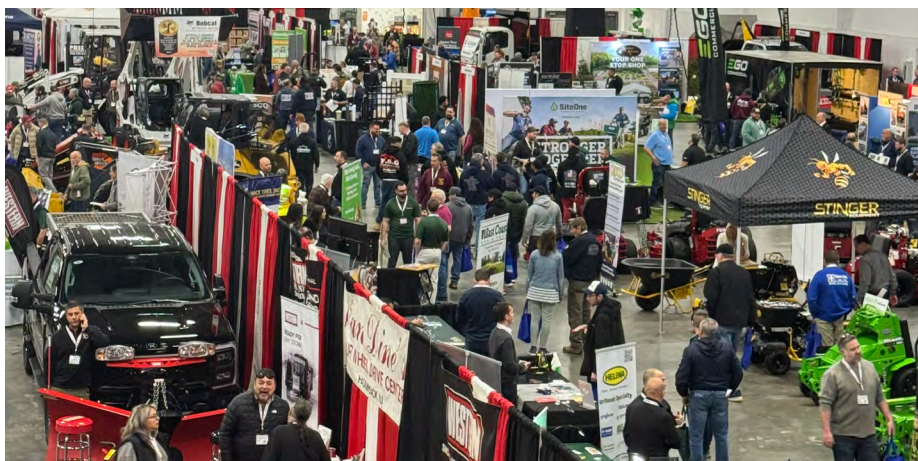
Non-Member Pricing

\$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 \$ _____



11th Annual Silent Auction

to benefit the
NJLCA Education Fund

The NJLCA's Silent Auction held at *Landscape New Jersey 2026* raised almost \$4,000. That's 4 scholarships that will help college-bound youth pursue a future in the landscape industry and beyond. We'd like to thank everyone who generously contributed to that success:

A.D.R. Bulbs
Allegiance Truck Centers
Amsoil/Romeo Enterprises
The Bancorp
Bobcat of North Jersey
Braen Supply
Britton Industries
Cambridge Pavers
The Deer Guys
Exclusive Stoneworks
Extech
Helena Agri
Hionis Greenhouses
LocalIQ
Marketing Business Solutions



Marshall Machinery
Middleton & Company
Natural Repellants, LLC
Partnership for a Drug-Free NJ
Perennial Services
RealGreen by WorkWave
SiteOne Landscape Supply
Spear Head Spade
Stephen Taylor Portraits
Storr Tractor
Synatek Solutions
Thunder Lighting
Thunder Mountain Trap Shooting
Tidbury Creek Farm Nursery
We Find Plants

***This year, our challenge for you is to help 5 more students
offset the cost of their college education!***

Your donation of products, services — or one of the suggestions below — will support the *NJLCA's Education Fund* and help a deserving student achieve their education goals. Hundreds of attendees will see your item, your business name and your generosity! One lucky bidder will win your item — and you could win them (and others) as new customers.

Not sure what to donate? Here are some suggestions.

One of your products or services
Power tools
Tickets for a show
Signed memorabilia (sports, music, TV)
Spa packages
Hand tools

Safety gear
Tickets to a sporting event
Golf outing
Gift basket
Electronics
Equipment rentals





11th Annual Silent Auction

to benefit the
NJLCA Education Fund

Company: _____ Contact: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

*Your company logo is requested for auction display purposes.
Send a photo of the item(s), if available, and a digital logo to gwoolcott@njlca.org.*

Description of Item

This section will assist us in encouraging bids for your donated item.

Approximate retail value of item: \$ _____

Description of item:

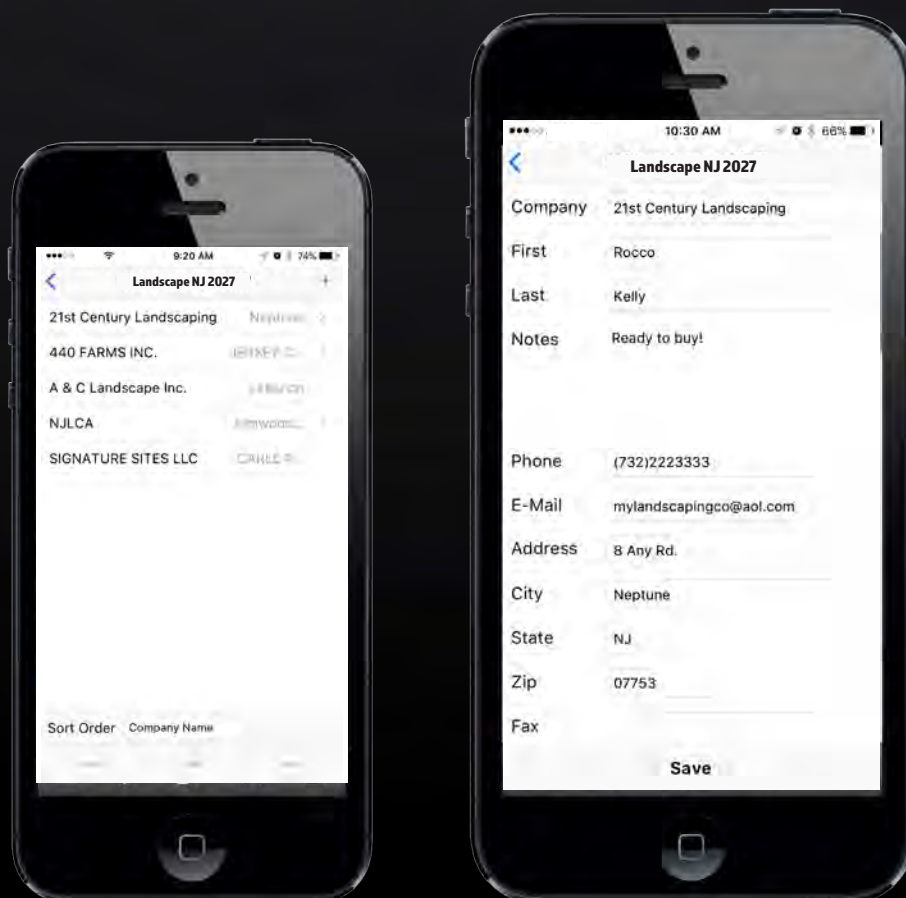
To thank you for your donation, you will receive:

- Listing in the "Donors" section of the *Buyer's Guide*
- Listing on our digital advertisements
- Listing on our donor poster
- Placard with your logo next to your item in the Silent Auction area





TRADE SHOW LEAD RETRIEVAL SYSTEM



- ‡ Easily capture prospect's information
- ‡ Captures name, company, address, phone, email
- ‡ Add your own notes to the database
- ‡ Email all leads to your desktop computer in spreadsheet format
- ‡ No need to enter business cards after the show, contact leads immediately!!
- ‡ Works with both Android & IOS (iPhone) smart phones & tablets



Just \$125 for NJLCA Members / \$175 for non-Members
(Price includes all devices in your booth)

Purchase when you send in your booth name badges,
email shows@njlca.org or visit the Exhibitor Info Booth at the show!



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50th Annual Trade Show and Conference

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at Meadowlands Exposition Center, 355 Plaza Drive, Secaucus, NJ 07094



Lead Retrieval App Registration

Use Landscape New Jersey's simple lead retrieval app

- * Easily capture prospect's information
- * Captures name, company, address, phone, email
- * Add your own notes to the database
- * Email all leads to your desktop computer in spreadsheet format
- * No need to enter business cards after the show, contact leads immediately!!
- * Works with both Android & IOS (iPhone) smart phones & tablets
- * Just \$125 for NJLCA Members/\$175 for non-members

Booth #:

Contact Information:

Exhibiting Company:

Booth Contact:

Mailing Address:

City, State Zip:

Email:

Phone:

Payment Information: Make checks payable to **NJLCA** and mail to **NJLCA, 465 Mola Blvd, Suite 2, Elmwood Park, NJ 07407**

Return to shows@njlca.org or fax to 973-440-1534

Payment Type: ☒ Visa ☐ Mastercard ☐ American Express ☐ Discover ☐ Check (Make checks payable to NJLCA)

Credit card Information:

CC #:

Cardholders Name:

Exp. Date:

CCV Code:

Signature: