



August 1, 2017

Dear Potential Exhibitor,

The Wintergreen Horticulture Conference and Tradeshow has a well-earned reputation as Georgia's premier event for the nursery and landscape industry. Held each January at the Infinite Energy Center in Duluth, Wintergreen is the only green industry show in the booming Metro-Atlanta market. Known for pampering exhibitors with amenities like complimentary lunches and the exclusive Exhibitor's lounge, we are doubling down on our efforts to bring more qualified buyers to the show than ever before. Last year's attendance was up over 25% and we are aiming to grow even more for 2018.

Landscape contractors, retail garden centers, big box buyers and other industry professionals recognize the unique opportunity to meet with suppliers and see firsthand which products will be moving the market this spring. The location is easily accessible, offering ample parking and an experienced move in crew that make set up a breeze. Exhibitors from across the country call Wintergreen home and offer a full mix of plants, supplies, hard goods and equipment, offering buyers a chance to meet with hundreds of possible suppliers all under one roof.

Providing value for your budget, 10X10 exhibit booths are available for GGIA members at \$675 or \$950 for non-members. Smaller display areas and multiple booth spaces are available. Each 10X10 booth includes the following:

- Marshalling Yard access during move-in and move-out (FREE large truck parking during the duration of the show).
- We have an AWESOME crew to make your exhibit experience pleasant and worry free.
- Four (4) complimentary tradeshow passes for your employees.
- Material handling: Unloading and delivery of exhibit materials to your assigned booth.
- Complimentary Forklifts & Carts are available. At move-in and move-out.
- 8' draping back and sides, table and chairs for your booth.
- Company listing and website link on the GGIA website
- Company listing on the online Interactive floor plan
- Company listing on our Social Media sites (Facebook, Twitter & LinkedIn)
- Access to WINTERgreen attendee list (available after the show)
- Marketing and promotional tools to help your company promote their participation in WINTERgreen

The 2018 exhibit dates and hours are as follows:

- **Wednesday, January 24th:** Exhibitor move in- 6:30am to 4:30pm
- **Thursday, January 25th:** Tradeshow open 9:00am to 4:00pm.
- **Friday, January 26th:** Tradeshow open 9:00am to 3:00pm.

Coming off our biggest show yet in 2017, booth spaces for 2018 are going quickly. Act now to ensure your spot at Georgia's premier event for the landscape and nursery industry. We are happy to answer any questions you may have and our experienced staff is here to make your Wintergreen experience the best it can be. Contact Jennifer Addington at 888-GET-GGIA or jennifer@ggia.org for more information.

GGIA is a statewide trade organization for the horticulture industry in Georgia representing wholesale growers, retail garden centers, landscape contractors, floriculture, irrigation contractors and allied products. Our hallmark event, The Wintergreen Horticultural Conference and Tradeshow, is held each January.

On line at www.ggia.org

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Chris Butts-Executive Director

Jerry Lee- Chairman 2017-2018