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CANADA'S PREMIER GREEN INDUSTRY TRADE SHOW AND CONFERENCE

JANUARY 6-8, 2015

FEATURING Fencecraft and Green Infrastructure

TORONTO CONGRESS CENTRE, TORONTO, ONTARIO

Produced by
HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com



In partnership with



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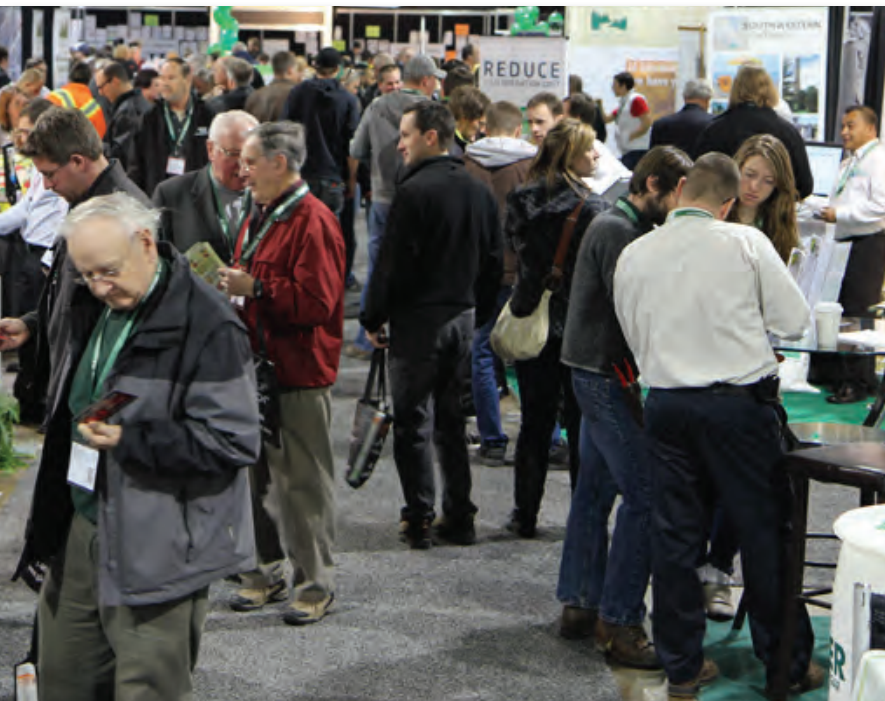
**Landscape
Trades**
| Canada's Premier Horticultural Trade Publication |

BEAVER VALLEY STONE BOBCAT COMPANY MEDALLION FENCE LTD VERMEER CANADA INC



CONGRESS 2015

CANADA'S PREMIER GREEN INDUSTRY TRADE SHOW AND CONFERENCE



NAME:

**LANDSCAPE ONTARIO'S CONGRESS
TRADE SHOW AND CONFERENCE**

DATE:

JANUARY 6-8, 2015

LOCATION:

Toronto Congress Centre, South Building

NO. OF ATTENDEES:

13,000 *(average attendees over the past 3 years)*

SHOW PROFILE:

Landscape Ontario's Congress is Canada's premier green industry trade show and conference, rich in education, multinational vendors, innovative product and networking opportunities. For more than 40 years, thousands of green industry professionals gather for the three shows under one roof that spread over eight acres of leading suppliers' products and services. The timely and comprehensive four-day, top-rated conference program features acclaimed industry and business experts.

CONTACT:

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Director of Events and Trade Shows
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Kristen McIntyre,
Conference and Event Manager
events@landscapeontario.com

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CONGRESS VISITORS HIGHLY RATED BY QUANTITY AND QUALITY!

■ KEY STATISTICS

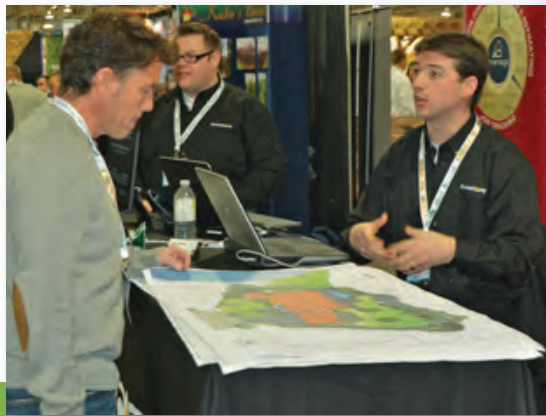


84.9%
are looking for product knowledge



53.8%
authorize or
approve purchases

46.2%
purchase products or
look for new products



PRIMARY JOB CLASSIFICATION	PERCENTAGE
Landscape Contractor – Exterior	25.79%
Grounds Management	6.81%
Landscape Architect/Designer	6.73%
Lawn Care and Grounds Maintenance	6.21%
Federal, Provincial, Municipal	3.59%
Retail Garden Centre	3.28%
Equipment Dealer	2.53%
Golf Course Designer/Maintenance	2.51%
Horticulturist	2.30%
Consultant	2.16%
Irrigation Supplies/Service	2.09%
Wholesale Nursery Grower/Distributor	1.92%
Arborists and Tree Moving Supply	1.56%
Fence Contractor	1.23%
Greenhouse Grower/Distributor	0.80%
Snow Contractor	0.78%
Media - Editor/Publisher	0.61%
Landscape Contractor – Interior	0.48%
School Board/Institution/Association	0.25%
Educational Partners	8.77%
Other: Allied to Trade	19.50%
Total:	100.00%

WHAT PRODUCTS DO CONGRESS VISITORS WANT TO SEE AND BUY?



■ **INDUSTRY EQUIPMENT**



■ **PLANT MATERIAL**



■ **WATER FEATURES**



■ **SNOW EQUIPMENT**



■ **HARDSCAPE PRODUCTS**



■ **SMART IRRIGATION SOLUTIONS**

REQUEST YOUR EXHIBIT SPACE TODAY. CALL 1-800-265-5656, EXT. 353

MULTINATIONAL VENDORS, SPANNING EIGHT ACRES OF EXHIBIT SPACE

CONVENIENT LOCATION: 3 SHOWS IN 1

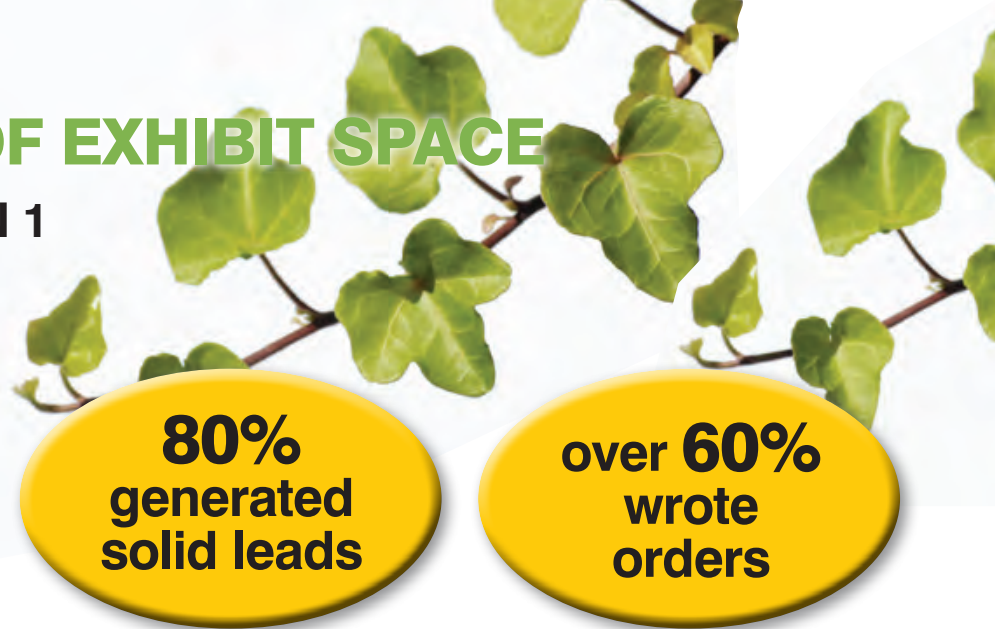


■ CONGRESS

Join forces with over 600 leading manufacturers spanning more than eight acres of product and services required for the construction and maintenance of commercial, public and residential landscapes. You provide the right mix of products. Congress plays host to the Green Infrastructure Pavilion, the Education Hub and the Canadian Fence Industry Association's Fencecraft.

**IF YOU ARE A MANUFACTURER OR SUPPLIER
FOR THE GREEN INDUSTRY,
BOOK YOUR EXHIBIT SPACE TODAY!**

**Call 1-800-265-5656, ext. 353 or
Email showinfo@congress.com**



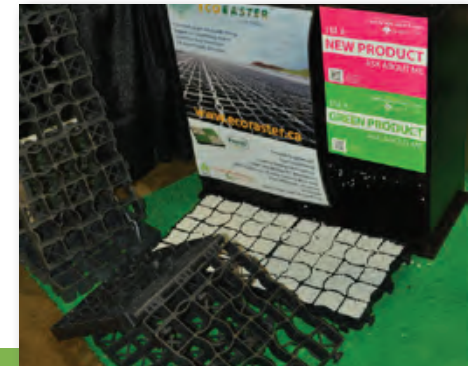
■ FENCECRAFT

Zero in on a fence-focused showcase of manufacturers of the highest quality fences, decks and railings. www.cfia.ca



■ GREEN INFRASTRUCTURE

Explore ideas and innovative products that will provide for the green industry's long-term economic and environmental business opportunities and growth.



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NEW PRODUCT SHOWCASE, A KEY VISITOR ATTRACTION

■ THE NEW PRODUCT SHOWCASE IS YOUR KEY SALES ADVANTAGE.

Here is where you can feature a new product, service or technology that provides a better solution to new industry requirements or existing needs. Grow your market share — display your products in this key attraction for show visitors.



■ OPTIMAL TIMING – INTENSE ACTIVITY

Where else can you meet so many customers and potential customers ready to see, touch and interact with your sales team and products? Secure and solidify the relationships that will drive your sales.

RESERVE YOUR EXHIBIT SPACE TODAY!

Call 1-800-265-5656, ext. 353 or email: showinfo@locongress.com

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WHAT IS THE FUTURE FORECAST?

SKILLED TRADES ARE THE BACKBONE OF THE LANDSCAPING INDUSTRY.

Training and retraining new workers is top of mind with business owners looking to prevent a skilled trade shortage. Landscape Ontario will partner with numerous universities and colleges to present the *Education Hub* in response to meeting future demand.

The new feature area will consist of a massive, 3,000 square foot garden that demonstrates the creativity, collaboration and integration of talent from the professors, students and suppliers. These varied groups are responsible for designing and building the garden, and educational content. Business owners looking to identify and meet young skilled workers will find them at the Education Hub garden.

SKILLED TRADES ARE THE FUTURE OF THE LANDSCAPE INDUSTRY

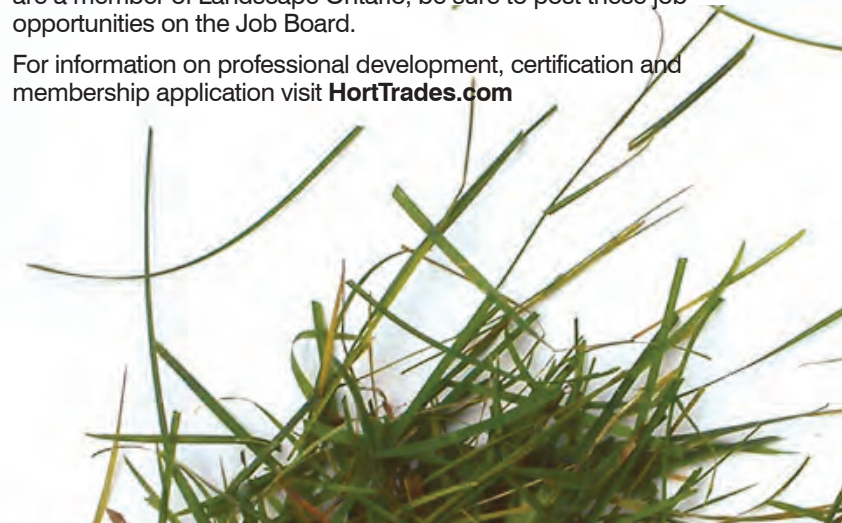


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 Green for Life!

■ LANDSCAPE ONTARIO'S RESOURCE CENTRE

If you are looking to recruit new employees to your business and are a member of Landscape Ontario, be sure to post these job opportunities on the Job Board.

For information on professional development, certification and membership application visit **HortTrades.com**



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CONGRESS CONFERENCES



Let your customers know about Landscape Ontario's four-day conference program that kicks off on Monday, January 5 with a series of industry specific seminars hosted by our sector groups for IPM and Landscape Design.

The conference program, running January 6-8, is full of great options for employees and business owners wanting to stay a step ahead. Taking time to attend the trade show and conference is hard work, so don't forget to unwind at the crowd pleasing social events — The Awards of Excellence Ceremony and Tailgate Party.



■ AWARDS OF EXCELLENCE CEREMONY

TUESDAY, JANUARY 6, 2015

PLAZA BALLROOM, INTERNATIONAL PLAZA HOTEL

■ TAILGATE PARTY

WEDNESDAY, JANUARY 7, 2015

PLAZA BALLROOM, INTERNATIONAL PLAZA HOTEL

PLAN NOW TO ATTEND CONGRESS CONFERENCE 2015.

Visit LOcongress.com
for events and educational details.

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EXTEND YOUR MARKETING CAMPAIGN

Team up with Landscape Ontario Horticultural Trades Association to extend your reach to Canada's landscape market. Get in the game early to take full advantage of the PR and marketing opportunities designed to increase awareness for your brand and support your sales goals.

■ RIGHT TIME – RIGHT PLACE – RIGHT TARGET

In a competitive sales environment, you can rely on us to do whatever it takes to help you achieve your desired results. Let our market intelligence and marketing tools help you dig deep to discover your target customer. Landscape Ontario is your one-stop shop to achieve unparalleled results.

■ REACH CUSTOMERS – EVERYWHERE!

Build momentum, before, during and after Congress with print and electronic advertising. Take advantage of an exclusive opportunity to advertise in the official *Show Guide*. Build your brand annually through print advertising in *Landscape Trades*; Canada's most respected, read, and effective green industry publication.

Steve Moyer

Sales Manager, Publications, ext. 316
stevemoyer@landscapeontario.com

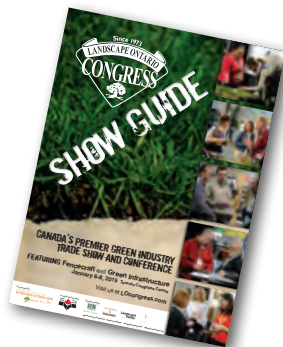
Gregory Sumsion

Integrated Solutions Representative, ext. 377
gsumsion@landscapeontario.com

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■ CUSTOMER ENGAGEMENT TOOLKIT

- Comprehensive Marketing, PR and Social Media Campaigns
- Direct Mail Campaigns
- Strategic Partnerships with Allied Associations
- Your Company's Online Profiling
- Email Your Customers Free VIP Invitations
- Awards of Excellence Ceremony
- 4 days of Industry Specific Conferences
- Compelling Education Program and Conference
- Owner Only Workshops
- Life Lessons at Lunch
- New Product Showcase
- New Educational Stage
- Tailgate Party
- Sponsorships



**DRIVE TRAFFIC TO YOUR BOOTH WITH DISPLAY AND DIGITAL ADVERTISING
— VISIT HORTTRADES.COM FOR RATE CARDS.**

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WHY WAIT?

SELL CONFIDENTLY KNOWING THAT AT CONGRESS 2015 YOU ARE IN THE RIGHT PLACE.

■ SHOW DATES and HOURS:

Tuesday, January 6, 2015	9 a.m. - 5 p.m.
Wednesday, January 7, 2015	9 a.m. - 5 p.m.
Thursday, January 8, 2015	9 a.m. - 4 p.m.

■ MOVE-IN DATES:

Friday, January 2, 2015	8 a.m. - 12 noon (<i>stone exhibitors only</i>)
Saturday, January 3, 2015	8 a.m. - 5 p.m.
Sunday, January 4, 2015	8 a.m. - 4 p.m.
Monday, January 5, 2015	7 a.m. - 7 p.m.

■ MOVE-OUT DATE:

Thursday, January 8, 2015	4 p.m. - 12 midnight
Friday, January 9, 2015	7 a.m. - 2 p.m.

■ SHOW LOCATION:

Toronto Congress Centre
650 Dixon Road, Toronto ON M9W 1J1 Canada
Head Office Telephone: 905-875-1805 ext. 353
Toll Free in North America: 1-800-265-5656 ext. 353
Show Office Telephone: 416-848-4141 (*January 3-9, 2015 only*)

■ EXHIBIT RATE CARD

\$16.75 per square foot Plus 13% HST (reg. #R119005049)

■ JOIN OUR COMMUNITY AND SAVE

Discount of \$2 per square foot applies for members of Landscape Ontario and the Canadian Fence Industry Association

■ EXHIBIT PACKAGE INCLUDES

- 15 VIP Passes
- 1 Full Conference Registration Pass
- Admission to Tailgate Party XIX
- On-line profile
- Conference Guide listing
- Show Preview listing
- Show Guide listing
- Cross-Product listing
- Press release distribution
- Sponsorship opportunities
- Promotional signage
- Exclusive advertising opportunity
- Materials Handling
- Crate storage
- Aisle carpeting
- Parking
- Pipe and drape booth upon request
- 24-hour security

Send a 20% deposit to secure your exhibit space today!

The balance is due September 22, 2014.

RESERVE YOUR EXHIBIT SPACE TODAY!

Call 1-800-265-5656, ext. 353 or
Email: showinfo@locongress.com
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INVEST IN YOUR SUCCESS: BOOK AN EXHIBIT TODAY

**EXHIBIT AT CONGRESS 2015 – CALL: 1-800-265-5656, EXT. 353
OR EMAIL: SHOWINFO@LOCONGRESS.COM**

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EXHIBIT AT CONGRESS 2015

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Toll Free: 1-800-265-5656

Additional information on Landscape Ontario's Congress 2015 can be found at:

LOcongress.com

Follow the Congress 2015 news team's tweeting:

@LOevents @LOphotoguy @LOexpo

Learn what's happening on Twitter;
the show's hashtag is #LOcongress

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