Canwest Hort Expo

September 28 & 29, 2016
Tradex I Abbotsford, BC

Exhibitor Prospectus

Marketing Information

About CanWest Horticulture Expo

CanWest 2016 marks the 35th year of Western Canada's largest horticulture show. CanWest Hort Expo is a vibrant, regional show attracting over 3,000 delegates representing landscape professionals, municipalities, garden centres and wholesale nursery and greenhouse growers from throughout Western Canada and the Pacific Northwest. Exhibiting companies range from regional businesses to internationally known companies selling brand name products.

CanWest Hort Expo is the single largest horticulture event in BC spanning two days. This show is about connecting with new leads and building professional relationships. We invite you to strengthen your company's position in the BC market place by connecting face to face, to over 3000 green industry buyers.

Who Attends CanWest?

- Landscapers
- Garden Center Retailers
- Growers
- Municipalities
- Arborists

Note: 26 municipalities were represented in 2015!

Marketing Plan

To ensure the success of CanWest 2016, the following marketing tools will be utilized:

- Media Coverage
- Social Media
- Direct Mail Campaigns
- Email Marketing to Potential Attendees
- Website containing up-to-date information
- Direct calling to key buyers
- Cross Marketing with Exhibitors

Table of Content

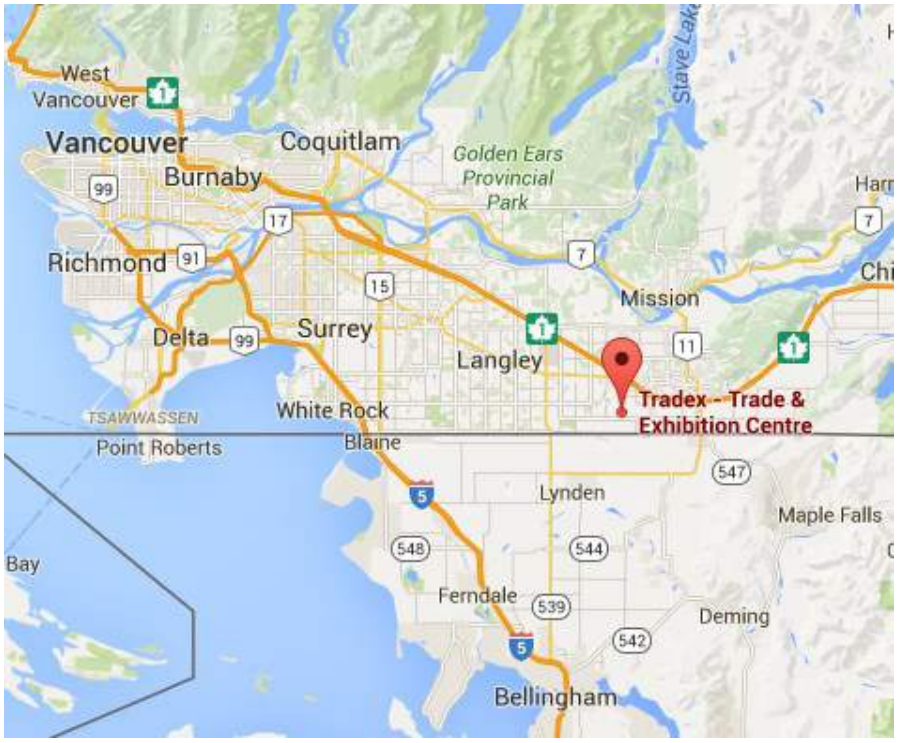
2	Marketing information
4	CanWest Hort Expo Venue
5/6	Benefits of Exhibiting at Trade Show
7	Pricing And Registration Information
8	Why Exhibit at CanWest
9	Why exhibit at CanWest
11	Outdoor Equipment Demo
12	New Product Showcase
13	Advertising Opportunities
14	Sponsorship Opportunities
15	Contact Information

2016 CanWest Venue

TRADEX, Fraser Valley Trade & Exhibition Centre

Located just outside of Metro Vancouver, Tradex is only an hour drive from downtown Vancouver and is the in heart of BC's horticulture hub. Located at the Abbotsford Airport site, this spacious facility is easy to access from anywhere in Western Canada and the Pacific Northwest. This venue offers exhibitors and delegates a comfortable and relaxed atmosphere while conducting business.

Tradex has both a large indoor facility and outdoor space, CanWest has capitalized on this by expanding the show to include an Outdoor Demo Zone. The indoor space also features a Greenhouse Demo Zone providing greenhouse suppliers a 20x40 ft. greenhouse to demonstrate their products. Tradex also has excellent parking and four points of entry for easy move-in and move-out.



Fly In and Out Option

Tradex is immediately adjacent to the Abbotsford International Airport (YXX) providing attendees and exhibitors with the option to fly in and out with ease. With YXX offering flights within Canada and the United States, you just have to walk across the parking lot to get to Tradex.

Look for special rates from WestJet!

Why Exhibit With CanWest

Why Exhibit at CanWest?

Located in the heart of BC's horticulture industry, CanWest is professionally managed by a team composed of a very forward thinking committee, and supported by the BCLNA board of directors along with a vibrant support staff with extensive trade show experience.

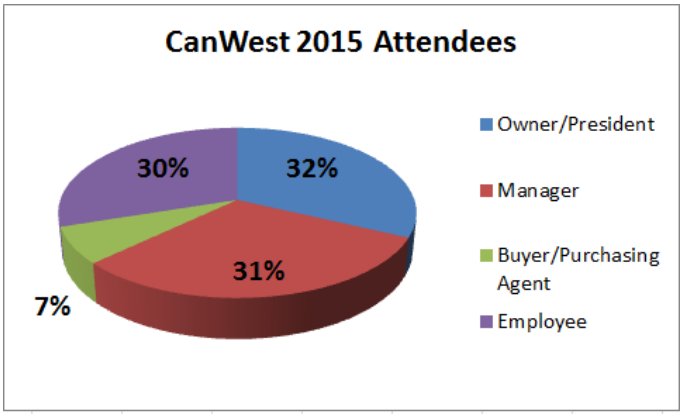
Returning in 2016, the Outdoor Equipment Demonstration Zone will allow Exhibitors to bring in small and heavy equipment for attendees to try before they buy. Indoors, the Greenhouse Zone will the latest structures and technology for growers.

CanWest includes an extensive education program that sells nearly 1,000 seats. The program includes the Landscape Designers Symposium, Urban Foresters Symposium, along with 1/2 day power clinics and seminars tailored for landscapers, retailers, municipalities and greenhouse growers.

Included in registration, the New Product Showcase allows exhibitors to promote any product that is new to the BC market. Located along the main aisle, this featured area has the best real estate on the floor and provides an opportunity for attendees to interact with the products in an open environment. In 2015, the New Product Showcase featured 40 products and the attendees where encouraged to vote for their favourite.

CanWest 2015 Statistics

- 36% increase in Attendance over 2014
- 33% increase in Exhibitors over 2014
- 28% increase in Second-Day-Return-Visits
- 26 municipalities attended



Benefits of Exhibiting at Tradeshows

The Globe and Mail's Top 10 Reasons Why Trade Shows Are Worth Attending†

Connections
Create long-lasting connections that continue after the tradeshow

Face-To-Face Contact
Network with your prospective and current clients in real time

Product Demonstration
Put your product in the attendees hands and allow clients to experience your product

Stronger Relationships
Network with others in the industry - including influential decision makers

Educational Opportunities
Learn how to better position yourself to your clients and move your business forward

Free Media Exposure
Work with show management to determine as many opportunities as possible

Share Expertise
Share your knowledge through mini-sessions and be positioned as a thought leader in the industry

Hype Generation
Use social media to get your clients excited about the tradeshow and your brand

Buying Power
81% of trade show attendees have buying power* and money to spend

Good PR
Show customers that you are financially strong, innovative, and active in the industry

Trade Shows Provide Results

Trade shows are the number one source for providing business opportunities between buyers and sellers and remain one of the most powerful sales and marketing tools available to businesses today. We are ready to help you grow your business. Contact Karen De Jong (604.575.3504 or kdejongbclna.com) today to book

† Content retrieved from http://www.theglobeandmail.com/report-on-business/small-business/sb-tools/top-tens/ten-reasons-why-trade-shows-are-worth-attending/article19872653/

*As reported by the Center for Exhibition Industry Research: http://www.tsnn.com/news-blogs/16-

Benefits of Exhibiting at Tradeshows

CanWest Brings Value to Exhibitors

Connect with 3,000+ Delegates

Connect face to face and in person
CanWest delegates have buying power and influence
63% are owners and managers

Western Canada's Biggest Hort Event of the Year!

Get bang for your buck!
Single largest horticulture event in BC
2 day show under one roof
Delegates come from 128 cities throughout Western Canada and the Pacific Northwest
Educational Conference bringing industry together

Go Beyond Your Booth

Utilize all the trade show marketing tools offered at CanWest

New Product Showcase-*included in your booth cost*
Use sponsorships to promote your company before, during and after the show
CanWest banners available for your website and email signature
Highlight your products with hands on demo's at the Greenhouse Demo Zone's & Outdoor Equipment Demo Zone
Connect with potential clients at the Tailgate Party
Pre-purchased drink tickets available

Spread the Word!
CanWest has a number of tools that you can use for your pre-show marketing.
Add the CanWest show dates, logo and your booth # to your email signature and invoices.
Upload a banner ad or logo to your website and social media network. Follow CanWest on twitter and join us on Facebook

Get Exposure with Team Work

The CanWest team can help promote your products. Send us your show specials, contests and give aways and we will promote them through social media.

Pricing and Registration Information

Booth Options	BCLNA Member Rate	Non– Member Rate
Boutique (5’ x 10’)	$595	$795
Standard (10’ x 10’)	$995	$1295
End Cap (10’ x 20’)	$2375	$2850
Feature (20’ x 20’)	$3995	$5250
Premier Feature (20’ x 30’)	$5995	$7885

Dates to Note

- **February 1, 2016 -** First payment Due (50%)
- **May 2, 2016 - Final** payment due (50%)
- **May 2, 2016 -** New contracts received past May 2, 2016 must make full payment*

Booth Inclusions

- Unlimited Exhibitor Badges
- Unlimited Visitor Badges
- Listing in Program Guide
- Aisle carpet
- Free Parking
- One Entry into the New Product Showcase
- Complimentary Forklift service
- Drayage
- Pipe and Drape
- Free Storage
- 24 hour security for setup, show, and take down
- Professionally designed demo areas

Outdoor Demonstration Opportunities

Outdoor Booth Opportunities

Moving the show to Tradex has allowed for the expansion for an Outdoor Equipment Demo Area. This area showcases the latest outdoor and power equipment for landscapers, growers and garden centre retailers. From backhoes to blowers, and trimmers to trenchers, delegates will dig, drive, cut and carry, in the massive outdoor field at Tradex.

Exhibitors can bring their small and heavy equipment so attendees can test it out on-site. This will allow potential clients to make informed buying decision by comparing like products side by side. By pairing your indoor booth with a booth in the Outdoor Demo Zone, it will maximize your opportunity to close sales on prospective buyers. You can also invite your already existing clients who wish to try out products before they purchase, giving them the full experience.

Booth Space:

- BCLNA Member Rate: $995
- Non-Member Rate: $1,295

Equipment:

Large Equipment:	1-4 Pieces: $300 per piece Add 'l Pieces: Free
Small Drivable Equipment:	1- 4 Pieces: $100 per piece Add 'l Pieces: Free
Hand Held Equipment Pieces:	Free

Receive 50% off Your Indoor Booth When You Book An Outdoor Booth Space!

Maximize Your CanWest Experience Through Advertising and Sponsorship

New Product Showcase

New Product Showcase - Maximize Product Exposure

All CanWest exhibitors are invited to participate in the 'New Product Showcase'.

Your first new product entry is **FREE!**

This feature area is a highlight for delegates, centrally located along the main aisle, giving exhibitors a great opportunity to profile new and unique plants, products, supplies and equipment.

PLUS…All participating products will be included in the competition for 'Best New Plant' and 'Best New Product'. Show delegates will cast their votes.

Benefits

3,000+ Industry Buyers
Key decision makers looking for the hottest new products.

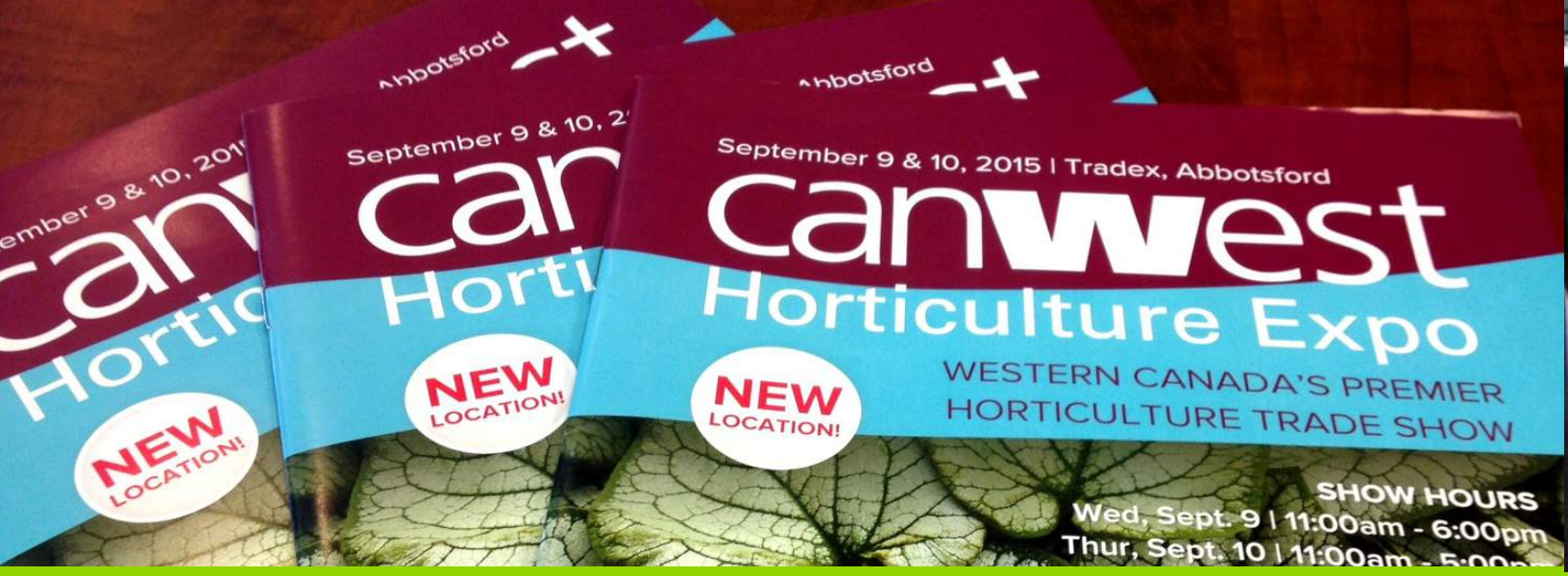
Highly Visible Location!
Nearly 1,000 sq ft of dedicated, professionally designed, prime space located along the center aisle.

Best New Product Award
Show attendees will cast their votes for their favorite new plant and product.
Your NPS entry will automatically be included in this competition.

Special NSP Section in the Show Guide
The CanWest Show Guide will include a special feature promoting all products in the showcase.

First Product Entry FREE! Up to 5 sq. ft.
Additional Entries: $100 per item *Plus $5.00 per additional square foot of display space you require*

Each product entry will include quality signage, and promotion in the Show Guide.
Deadline applies
For more information, or to request a New Product Showcase Submission Form, please contact Michelle Linford: mlinford@bclna.com I 604.575.3511.



Advertising Opportunities

CanWest Show Guide - Advertise for Maximize Exposure

Maximize your booth exposure by publicizing your company in the CanWest Show Guide.

The Show Guide is sent to BCLNA Members 2-weeks prior to the show and is provided to all delegates upon entering the show. It features a listing of all exhibitors, the floor plan, education program details, a sneak preview of the New Product Showcase along with all the show features not to be missed by delegates. The Show Guide is a valuable take-a-way for delegates as it becomes a quick resource for delegates to look up exhibitor contact information long after the show is over.

- Total Circulation: 2,500
- Glossy Format
- Full & spot color available
- Various ad space sizes
- Advertising is exclusive to exhibitors only

Sponsorship Opportunities

Sponsorship Opportunities - Drive Attendees to Your Booth

Create awareness and enthusiasm about your presence at CanWest by using sponsorship as part of your pre-show marketing plan. Sponsors are exposed to thousands of prospects across the Pacific Northwest and Western Canada. You are perceived as an industry leader. The result is greater awareness of your company and more prospective buyers visiting your booth.

CanWest offers a range of sponsorship options (from Coffee to Tailgate Party) and a range of pricing ($250 to $5,000). You can headline a prominent show feature or target your dollars to a specific audience.

Check out some of the available options:

- Seminar sessions (Landscape, Retail, Grower)
- Tailgate Party
- New Product Showcase
- Parking
- Aisle Decals
- Shuttle Service
- Container Competition
- Attendee Prize Draw
- Plant ID Contest

Have another idea? Want to build your own exclusive program? The CanWest team will work with you to build a show package to suite your needs.

Benefits of Sponsorship

- Company name printed in 18,000 full color brochures
- Company name and logo printed in 2,500 full color show guides
- Company logo placed on prominent professional signage at the show entrance
- Twitter & Facebook mentions
- Sponsor acknowledgement on selected e-blasts
- Company name included on website with link to your website
- Sponsor acknowledgement ribbon that adheres to your badge holder

PLUS....unique benefits attached to each individual sponsorship

From CanWest Hort Expo 2015 Exhibitors

Each year our company has benefited from exhibiting at CanWest, but this year, in particular, we have received a greater number of companies wanting to form a business relationship with us. Exhibiting at CanWest is an important component for our company in how we approach our sales and marketing plan.

John Folkerts
Linnaea Nurseries Ltd. Langley, BC

As a first timer to the show, it provided excellent exposure to our product the Kwik Bandit. I not only made many contacts with direct customers but located distribution contacts for this product. Excellent and worth the time, money and effort to attend. Thank you to all the staff.

Dale Warick
Prairie Mountain Trading Ltd.

The move to Abbottsford as far as our company goes, was the best move. It is now out where the growers are and they seemed to want to come to the show. This years show was the best we have seen for the past 5 years. Thank you for taking that chance and moving.

Brian Lofgren
Horta—Craft Limited

Because we had new faces exposed to our product it generated additional visits to our showroom which is a huge advantage to getting new business.

James Cunningham
Border Concepts

A welcome change to move closer to the nurseries. The airport made it easily accessible for remote areas to visit. The location made it easier for commuting and more attendees came earlier and stayed to the end.

Robert Nichols
New Christie Ventures

Contact Information

Show Manager

Karen De Jong – Ellery
604.575.3504
kdejong@bclna.com

Exhibitor Relations

Michelle Linford
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mlinford@bclna.com

CanWest Hort Expo Committee

Craig Stewart—Finning Canada

Bill Hardy—Northwest Landscape Supply

Cor Smit — CY Grower Supply

Rebecca VanderZalm—Arts Garden Centre

Rob Welsh — Kwantlen Polytechnic University

Cable Baker—Down to Earth Landscapes

Renata Triveri—Grow & Gather

The CanWest Hort Expo is managed by the BC Landscaping & Nursery Association.
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