

2022 PROSPECTUS



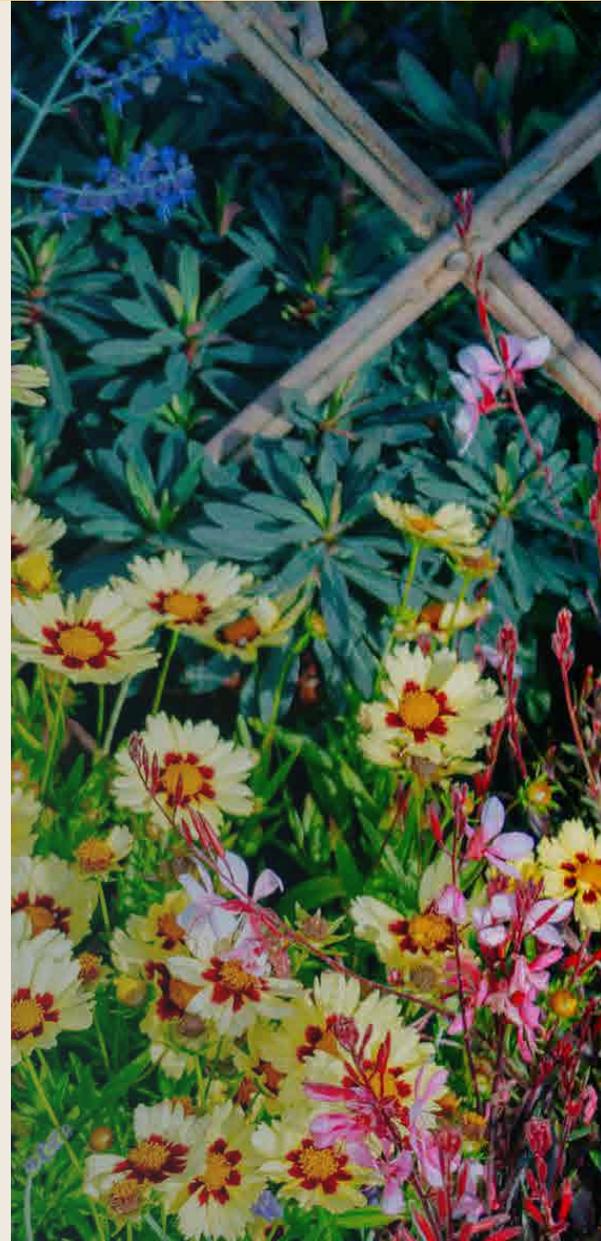
GROW WEST COAST HORTICULTURE TRADE SHOW



SURREY, BC | SEPTEMBER 14- 15
SURREY CITY HALL CIVIC PLAZA & CIVIC HOTEL

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ABOUT GROW WEST COAST HORTICULTURE TRADE SHOW

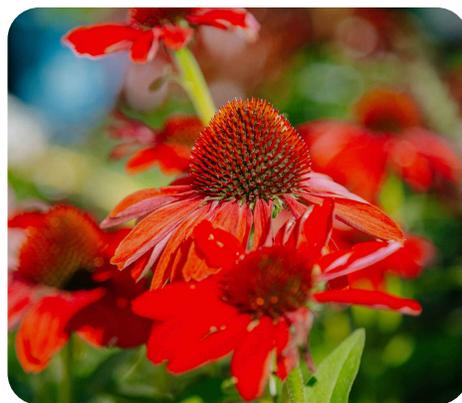
BC's Premier Horticulture Trade Show

Grow West Coast Horticulture Trade Show is the is the new annual landscape, nursery and grower event, connecting buyers and sellers throughout Canada and the Pacific Northwest.

In years past, this trade show attracted over 2,500 delegates representing landscape professionals, municipalities, garden centres, and wholesale nursery and greenhouse growers from throughout the Pacific Northwest. Going forward, Grow West Coast Horticultural Trade Show will attract the same strong demographic and provide the same value, on a smaller scale, in a new home, with a brand new look.

Exhibiting companies range from regional landscape and nursery-related businesses, to internationally known companies selling brand name products, machinery and services. **Grow West Coast Horticulture Trade Show** is managed by the BC Landscape & Nursery Association, and is strongly supported by its local industry. Any profits from this event go directly back into the association to benefit BC's horticulture industry through advocacy, lobbying, professional training and certification, setting industry standards and helping members build their business, while also offering many discount savings programs.

NOTE: **Grow West Coast Horticulture Trade Show** operation is reliant solely on the Public Health Officer's (PHO) guidelines at the time of the event, and we recognize there is the potential for the event to be postponed.



*Photos were taken from Grow West Coast 2021

VENUE

Surrey City Hall Civic Plaza (trade show, symposiums)
10350 University Dr, Surrey, BC

Civic Hotel – Autograph Collection (seminars)
13475 Central Ave, Surrey, BC

The relocated Trade Show and Seminar Series take place at Surrey City Hall, Civic Plaza and Civic Hotel. The venue allows for indoor and outdoor zones providing plenty of space for social distancing.

The Civic Hotel is in the heart of British Columbia's Lower Mainland. It is accessible by SkyTrain from Vancouver, and nearby Hwy 1 for those commuting from the Fraser Valley and beyond.



VALUE TO EXHIBITORS

Gain Real-Life Connections

Grow West Coast Horticulture Trade Show is about connecting, building, and maintaining strong relationships and advertising products and services available to the industry. Take a break from the virtual life you've been living and join us at Surrey City Hall Civic Plaza to strengthen your company's position in the BC marketplace by connecting face to face, with green industry buyers.

Comprehensive Event

In addition to the 100-booth outdoor market-style trade show, the event offers a 4-day extensive education program, which has sold nearly 1,500 seats in previous years. The program includes seminars tailored for landscapers, retailers, municipalities and greenhouse growers.

Professionally Managed

Grow West Coast Horticulture Trade Show is supported by the BCLNA board of directors and is managed by a vibrant and forward-thinking team with extensive trade show and events experience. This team is ready to take your event experience to the next level!

More Than Just Booth Space!

Connect with us on the many ways we can increase your company's exposure through vibrant sponsorship opportunities at the event! Looking to set yourself apart from your competition? Consider sponsoring an educational seminar, a feature of the event or even the beer gardens! Our team can customize a sponsorship opportunity for your company based on your marketing objectives and tailor a proposal to meet your needs!



DEMOGRAPHICS

SHOWCASE YOUR BRAND TO MOTIVATED BUYERS

Grow West Coast attracts qualified Landscape, Horticulture, and Nursery experts.

91% of delegates are local

63% are owners or managers of horticulture related businesses

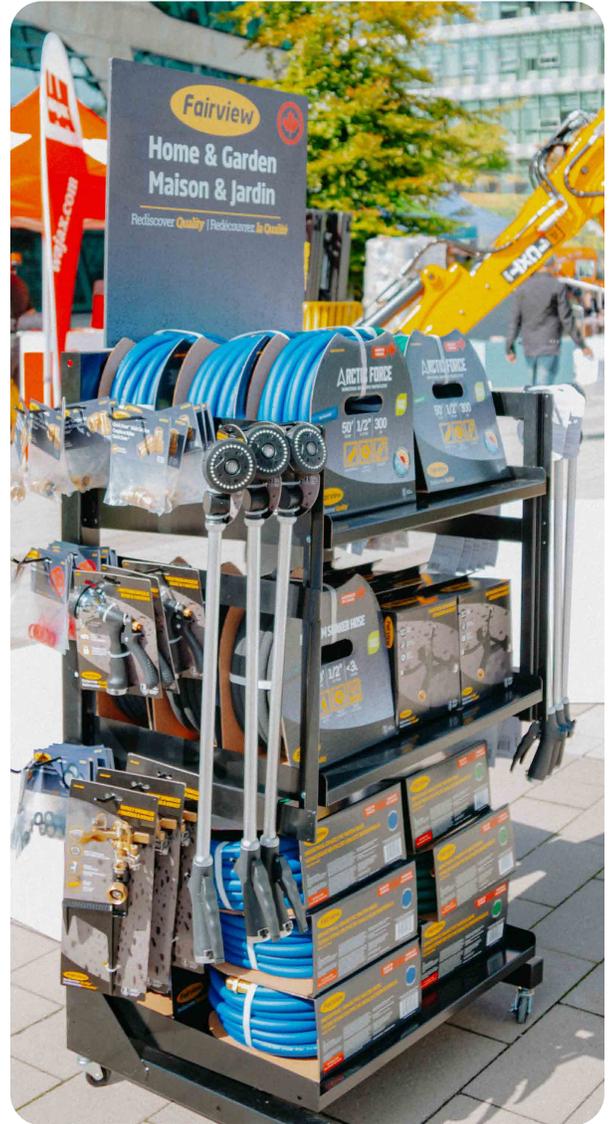
27% Landscape Professionals

25% Garden Centre Retailers

20% Nursery Growers

As well as:

- 30+ Municipalities
- Arborists
- Landscape Architects
- Florists
- Educators
- Government
- ...and many more!



BOOTH SPACE OPTIONS & PRICING

Grow West Coast Booth Rates

10' x 10' Booth (\$200 premium for corner booths)

BCLNA Member Price: \$1,250

Non-Member Price: \$1,450

10' x 20' Booth (\$200 premium for corner booths)

BCLNA Member Price: \$2,500

Non-Member Price: \$2,900

20' x 20' Feature Booth (end cap, three full open sides)

BCLNA Member Price: \$5,400

Non-Member Price: \$6,200

20' x 30' Premier Feature Booth (end cap, three open sides)

BCLNA Member Price: \$7,900

Non-Member Price: \$9,100

****Booth Power** (120V/750W/7.5A)

\$99 per booth location

**Fee to cover cost of power installation for plaza

Fees Include:

- Complimentary move in/move out labour support (by request)
- Complimentary limited storage (*pallets, crates, rolling racks)
- Complimentary material handling and forklift service available for large moves
- 24 hour security for setup, show and takedown
- Company name, profile and booth number in show guide and online floor plan

**Booth space will no longer be individually tented, but overhead coverage of the plaza will be provided depending on booth location.

Booth Assignment

All 2021 exhibitors will receive right of first refusal for booth space. All first time exhibitors will be assigned space on a first- come, first-serve basis. A 50% booth deposit is due with application with payment balance due by Friday, July 15th, 2022.

Full payment is required for contracts received after July 15th



MARKETING OPPORTUNITIES

Spread the Word!

Grow West Coast has a number of opportunities and tools that you can use for your preshow marketing. Add the Grow West Coast show dates, logo and your booth # to your email signature and invoices, promote your participation on social media, and more!

Create Buzz and Get Noticed!

Take advantage of these marketing tools and attract prospective buyers to your booth.

Sponsorship Opportunities

Create awareness and enthusiasm about your presence at Grow West Coast by using sponsorship as part of your pre-show marketing plan. Sponsors are exposed to thousands of prospects across the Pacific North West and Western Canada via brochure, show guide, website, and social media. Stand out from your competition as an industry leader!

Offer a Show Special! Free Publicity!

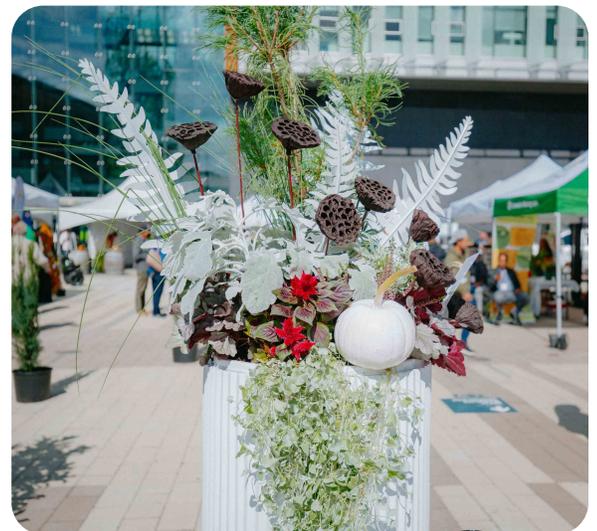
Generate more attention and boost your onsite sales by offering show specials. Make them exclusive for Grow West Coast delegates, and only available during the show.

Send us the details and Grow West Coast will:

- Include your company name on the 'Visit These Companies Offering Show Specials' list on the Grow West Coast website.
- Promote your show special in a special e-blast to potential delegates a week before the show (approx 6,000 contacts).

Prizing or Giveaway?

Are you planning to have a special draw for your visitors to take away something really cool? Let us know and we'll be sure to promote your giveaway in an e-blast, through social media and on-site.



SPONSORSHIP OPPORTUNITIES

REACH YOUR TARGET AUDIENCE!

- Retail Buyers - IGC and corporate
- Professional Landscapers
- Municipal Parks Managers and Workers
- Arborists
- Horticulture Suppliers
- Landscape Architects
- Nursery & Greenhouse Growers



ALL SPONSORS RECEIVE:

- Logo recognition online and in print where sponsors are mentioned
- Logo on show signage where sponsors are mentioned
- Twitter, Facebook and Instagram mentions
- Sponsor acknowledgement on select email blasts
- Sponsor ribbon for badge holder

NEW PRODUCT SHOWCASE

Does your company have a new product, new service or both to show off to your customers? Stand out from the crowd and showcase your products in a feature location outside your booth for all show visitors to see!

The New Product Showcase will be located in a central and prominent feature space within the show floor and signage will direct attendees back to your booth for more info!

Sponsorships starting at \$250

SEMINAR & REFRESHMENT SPONSORSHIPS

Grow West Coast delivers an outstanding education program with over 20 sessions featuring top speakers from throughout Western Canada. In 2019, CanWest seminars had record attendance with over 1,400 seats sold!

Your logo will be prominently displayed on seminar signage, at refreshment stations, in print and online where seminars are mentioned!

Refreshment Sponsorship starting at \$500

Seminar/Speaker Sponsorship starting at \$1,000

PARKING & TRANSIT SPONSOR

Your customers need to get to the show in order to buy from you, so why not make it easy for them? Align your sponsorship dollars with complimentary parking and transit, and be hailed as the hero of the show. Included are 10 VIP parking spaces (underground at City Hall) and street/lot parking around City Hall. Complimentary round-trip transit passes for anyone riding SkyTrain included!

Sponsorship starting at \$2,500

Create awareness and excitement about your presence and set yourself apart from your competition at Grow West Coast Horticulture Trade

Show! Make our annual event an integral element in your company's annual marketing plan! Sponsors are exposed to thousands of prospects across North America online, and onsite at the show. Generate greater awareness of your company and stand out as an industry leader amongst your peers!

SPONSORSHIP OPPORTUNITIES CONTINUED



OTHER SPONSORSHIP OPPORTUNITIES:

- Aisle decals/aisle markers
- Plant identification contest
- BCLNA Member Job Board
- Hydration Stations
- Sanitization Stations
- Exhibitor Badge Holders /Lanyards
- Exhibitor Coffee/Refreshments
- Attendee cash prize draws
- ...and MANY MORE!

OPENING NIGHT TAILGATE PARTY

Sponsor the best party of the year! Shake off the end-of-summer blues with music, food and tons of laughs as the party sponsor. Your logo will be visible on the showguide, online and in print as a premiere sponsor of the event and you can kick off the party with a two minute speech!

Exclusive Sponsorship \$5,000

LOUNGE SPONSOR

Every show visitor takes a break, sooner or later - why not make sure they're thinking of you when they do? Sponsorship of the Lounge gives your company exclusive naming rights to the #1 destination at the show, where the annual Tailgate Party and every important business meeting is held!

Exclusive Sponsorship \$3,000

NEW! SHOW DECOR SPONSOR!

What would a horticulture show be without tons of plants and flowers? Make your company stand out as a show décor sponsor, with either show floor décor, seminar space décor or exterior fence wrap and perimeter décor! Three opportunities available for three amazing companies! Create a unique photo op space! Pretty up the lounge with some colourful perennials! Surround the show with some delightfully towering deciduous! The creativity is in your hands and the promotion of your company is in ours! Your company logo and special thanks signage will be placed in each planter and location of special greenery.

Sponsorships starting at \$500 plus products!

NEW SHOW HOURS

Wednesday Sept 14th

11:00 AM - 5:00 PM

Opening Night Tailgate Party

5:00 PM - 7:00 PM

Thursday Sept 15th

10:00 AM - 4:00 PM



TESTIMONIALS

“Grow West Coast is the perfect place to meet your customers, network and sell product to our industry! And the new location can’t be beat!”

Bill MacKenzie, Inline Nurseries (2010) Inc

“Grow West Coast was the best return to trade shows after a long break, it was a great experience with lots of prospects and familiar faces at the show. The sunny days and smiling faces were amazing to see, we can’t wait for next year!”

Michael Kato, Kato’s Nursery (2007) Ltd.

“The CanWest show has been great for West Creek Farms and we are excited about the future of Grow West Coast. The outdoor show created a relaxing atmosphere that made for a really enjoyable experience reconnecting with customers and suppliers. We can’t wait for next year!”

Lynda Krabbendam, West Creek Farms



“We are happy with our decision to partner with Grow West Coast for their first outdoor event, the location was easy to get to, modern, and the show looked great. We will be keeping our spot at the show for many years to come!”

Trish Almeida, Green Theory

“The team at BCLNA knocked it out of the park with the new show. We were sad to leave CanWest behind, but we are very excited for what Grow West Coast has become, and what the future holds for this mighty little show!”

Cable Baker, Down to Earth Landscapes

“HUB International has been a long-time supporter of the BCLNA and CanWest Trade Show, and being a part of Grow West Coast is no different. This great new show in a very central location was perfect for our team, and for our clients and prospects to come and find us. Looking forward to next year!”

Melanie Stefiuk, HUB International

CONTACT INFORMATION

We are here to help

Grow West Coast welcomes your inquiries. Whether you are attending or exhibiting, please contact us with any questions you have about the show. Please be sure to leave as much detail as possible in your messages including your name and contact information. One of us will reply to your requests as soon as possible.



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