

# ProGreen EXPO

PROGREEN EXPO  
7315 E. 5TH AVENUE PARKWAY  
DENVER, CO 80230

P: 303-756-1079 | F: 303-341-0282  
TOLL-FREE 1-800-397-6665

## Presenting Partners:



In cooperation with:



ASLA  
American Society of  
Landscape Architects  
Colorado Chapter



Colorado Association of  
Lawn Care Professionals



Colorado State  
Extension



Rocky Mountain  
Sod Growers Association

## ATTENDEE DEMOGRAPHICS

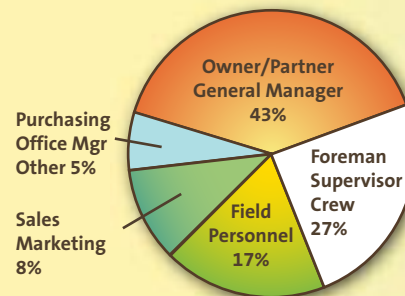
Data gathered from Registration Survey responses of ProGreen EXPO attendees

### Type of Business

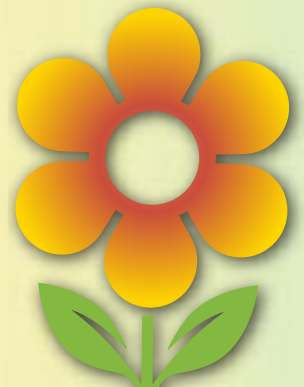
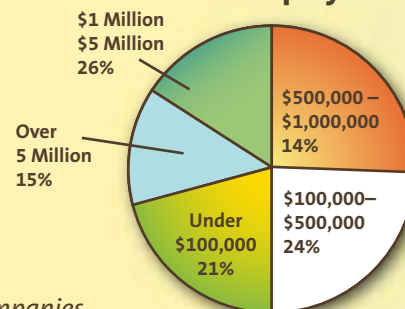
|                                 |      |
|---------------------------------|------|
| Arborist                        | 625  |
| Commercial Pesticide Applicator | 595  |
| Garden Center                   | 463  |
| Golf Course                     | 104  |
| Greenhouse Retail               | 334  |
| Greenhouse Wholesale            | 254  |
| Grower                          | 47   |
| Homeowner Association           | 86   |
| Interiorscape                   | 82   |
| Irrigation                      | 1794 |
| Landscape Architect             | 627  |
| Landscape Construction          | 1661 |
| Landscape Design                | 1277 |
| Landscape Maintenance           | 1806 |
| Municipality                    | 581  |
| Nursery Retail                  | 415  |
| Nursery Wholesale               | 354  |
| Park/Recreation Department      | 678  |
| Private Pesticide Applicator    | 143  |
| School/College                  | 298  |
| Street/Highway Department       | 78   |

Note: These figures represent individuals in these industries, not companies.

### Primary Job



### Annual Company Sales



POWER UP YOUR BUSINESS AT PROGREEN EXPO

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# PROGREEN EXPO POWER UP YOUR BUSINESS!

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**BEST REGIONAL SHOW IN THE ROCKY MOUNTAIN WEST!**

**SEMINARS: FEBRUARY 7-10, 2012 | TRADE SHOW: FEBRUARY 8-10, 2012**

**COLORADO CONVENTION CENTER | DENVER, COLORADO**

**650 BOOTHS | 5500 BUYERS | 100+ SEMINARS**

**FOR INFORMATION: Ph 303-756-1079 or 1-800-397-6665 Fx 303-341-0282**

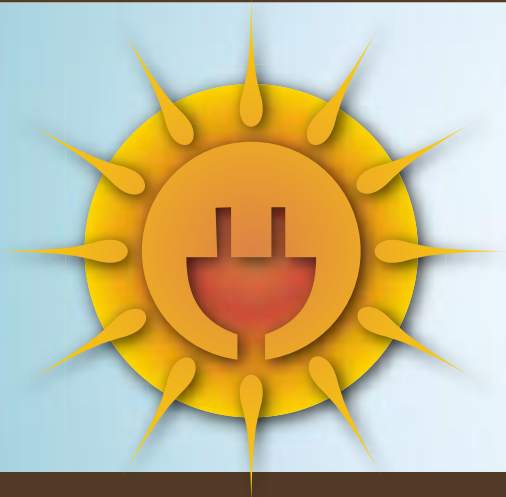
**[www.progreenexpo.com](http://www.progreenexpo.com) | Email: [info@progreenexpo.com](mailto:info@progreenexpo.com)**

**IN UNCERTAIN TIMES....**

**KNOWLEDGE IS POWER**

**RELATIONSHIPS ARE CRITICAL**

**RESILIENCE IS KEY!**



**SO  
POWER UP  
YOUR BUSINESS  
WITH PROGREEN EXPO!**



**WHY SHOULD YOU EXHIBIT AT PROGREEN EXPO?**

- #1 Return On Your Investment is that 71% of attendees have purchasing responsibility
- Nothing replaces face-to-face communication between you and your customers
- Attend some of the classes to take the pulse of your customers – trends, best practices, new tools and technologies
- Print as many free tickets to the trade show as you wish and give to customers – go to [www.progreenexpo.com](http://www.progreenexpo.com) and click on “Tradeshow Tickets” – a \$10.00 value for them!

Trade shows save companies an average of \$914 per new customer when closing a sale and, moreover, companies can save 91% by making a first face-to-face contact with a potential customer at the show. Source: Center for Exhibition Industry Research, CEIR, SM37 The Cost Effectiveness of Exhibition Participation: Part I

Now, more than ever, it is time to exhibit, be seen, and develop networks for sales in the future. Your problems are our priorities, and we want to make ProGreen EXPO the best exhibit experience you’ve ever had!

**EXHIBITORS SPEAK OUT**

“I can show more equipment to more people in two and a half days at ProGreen than I can all year”

“This was our first time to exhibit and we were very satisfied with the traffic and quality”

“We secured approximately 20 leads, 5 of which we have successfully followed up”

“I think this show says we are not going anywhere but forward. We had more present customers visit our booth this year than in the past three years”

“We have had a great history of building our business through the ProGreen show.”



# SHOW INFORMATION

## DATES & HOURS

Sunday, February 5

Monday, February 6

Tuesday, February 7

Wednesday, February 8

Thursday, February 9

Friday, February 10

## TRADE SHOW/SEMINARS

Limited Exhibit Move-in 1:00-6:00pm  
NO SEMINARS

Exhibit Move-In 8:00am-5:00pm  
NO SEMINARS

Exhibit Move-In 8:00am-5:00pm  
Seminars: 8:00am – 5:00pm

Trade Show: 9:00am-4:30pm  
Seminars: 8:00am – 5:00pm

Trade Show: 9:00am-4:30pm  
Seminars: 8:00am – 5:00pm

Trade Show: 9:00am-1:00pm  
Exhibit Move-Out: 1:00pm-8:00pm  
Seminars: 8:00am-2:00pm

# PROGREEN EXPO BOOTH PRICES

|                     | <b>Non-Member</b> | <b>Member*</b> |
|---------------------|-------------------|----------------|
| 10'x10' in-line     | \$815             | \$695          |
| 10'x10' prime       | \$865             | \$745          |
| 4 (or more) in-line | \$765/ea          | \$645/ea       |
| 4 (or more) prime   | \$820/ea          | \$700/ea       |

\*Member of ALCC, CNGA, GCC, CCASLA, ISA/RMC, CALCP, RMSGA

## BOOTH SPECIFICATIONS

Included in the price of booth rental is:  
8' high back drape, 3' high side drape, 7" x 44" company ID sign, listing in show program.

# OFFICIAL DECORATOR

## FREEMAN DECORATING CO.

4493 Florence St.  
Denver, CO 80238  
P: 303-329-3442  
F: 303-307-0529

Email:  
FreemanDenverES@freemanco.com

An Exhibitor Manual with order forms for carpet, tables, chairs, electrical outlets, freight handling, telephone or internet installation and general exhibitor information will be mailed or e-mailed to exhibitors in the fall.

**PLEASE CONTACT PROGREEN EXPO AT THE NUMBERS BELOW WITH ANY QUESTIONS.**

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RESERVE SPACE TODAY IN THE BEST REGIONAL GREEN INDUSTRY TRADE SHOW IN THE WEST!