

2017 Western

January 19 & 20, 2017 | Kansas City, MO

Exhibitor's Packet

About the Western Nursery & Landscape Association

The Western Nursery & Landscape Association (WNLA) is the trade association for horticultural companies in the Midwest.

As your association, WNLA is committed to:

- Engaging and interacting with members on a year-round basis.
- Celebrating plants with a purpose while highlighting and promoting the environmental and social benefits of horticulture.
- Creating a community for green industry professionals to interact and develop professional relationships that will enhance their lives and careers.
- Engage the next generations of horticulture professionals and deliver relevant content based on input.
- Hold an annual trade show & educational event - the Western - that includes exhibitors, exhibitors and programming that meets the needs of landscape professionals and retail garden centers.

The marquee event for WNLA is the annual Western trade show and education event in Kansas City, MO each January. For 2017, the Western will be Jan. 19 & 20 at the Crown Center Exhibit Hall.

The Western includes:

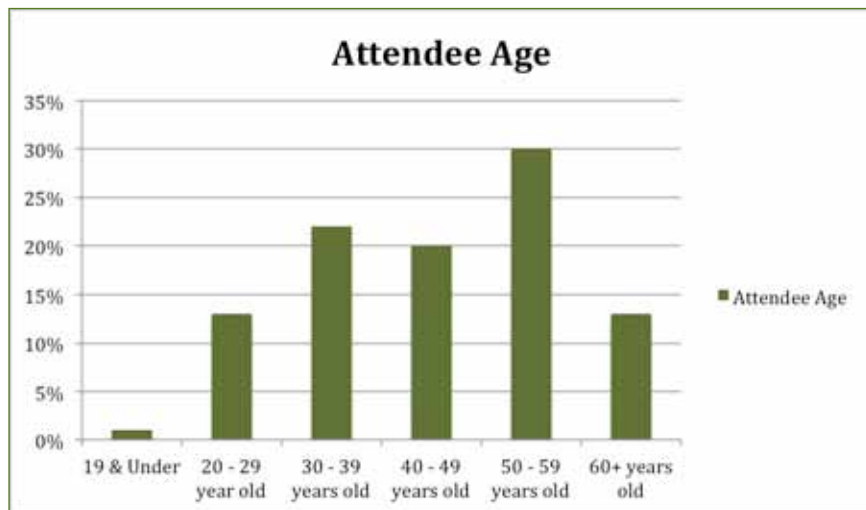
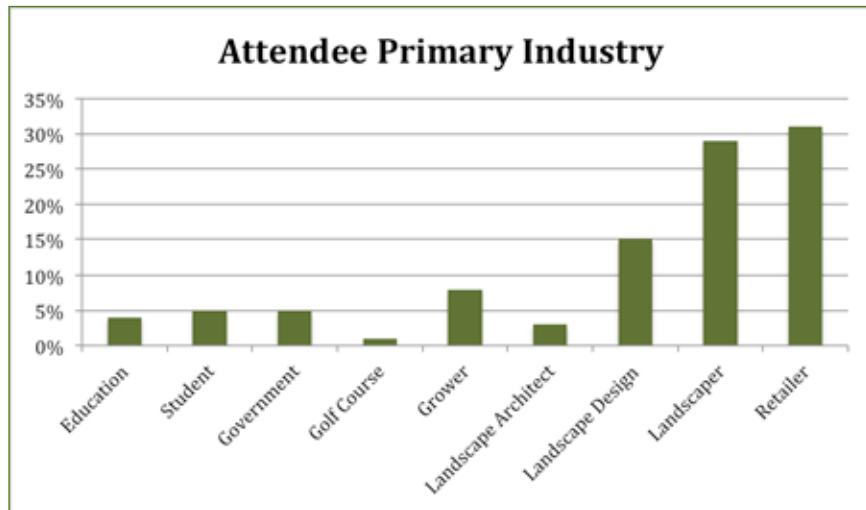
- a trade show
- educational sessions
 - Learning Centers - on the trade show floor education in partnership with exhibiting companies
 - Roundtable Discussions
 - Keynote on native plants with Claudia West
 - Education sessions in Spanish
 - Native plant education in partnership with GrowNative!
- a fashion show of new plants
- networking opportunities
 - Wednesday evening reception celebrating Kids + Nature
 - Western Pub on the trade show floor
 - Thursday night trolleys to restaurants and bars
- Student Advisory Committee
- Emerging Leaders event (for horticulture professionals 35 and under)

Western Nursery & Landscape Association members include independent retailers; landscape maintenance, contractors, designers & architects; wholesale and greenhouse growers; plant breeders; horticultural suppliers and distributors; and those involved in horticultural education, including professors, extension professionals and students. WNLA is a 501(c)6 non-profit organization.



Western Attendees

Attendees are primarily from Missouri, Kansas, Oklahoma, Iowa and Nebraska. 2016 Western attendees were asked what their primary industry was (selecting only one option) and what their age range was. The information below is based on attendees who provided answers to these questions:



“We at Lawrence Landscape always enjoy attending the Western to visit with the exhibitors to learn what is new and different, and also how they can help us with our challenges. You can learn more in a casual conversation with an expert, than any internet search. Just one reason we always attend the Western.”

- Frank Male, Lawrence Landscape



Exhibit at The Western

2017 Dates:

Move In Day: Wednesday, January 18, 2017

Trade show open: Thursday & Friday, January 19-20, 2017

Location:

Crown Center Exhibit Hall

2345 McGee Street | Kansas City, MO

Booth Prices:

The price of a booth is discounted for members of the Western Nursery and Landscape Association. The following rates reflect member rates. The member rate applies if the \$50 membership dues is paid. Non-member rates are 150% of the member rate.

Standard Booth

10 x 10: \$920

Corner Booth

10 x 10: \$1,035

Endcap

10 x 20: \$2,037

Island Booth

4 Booth: \$4,800

6 Booth: \$7,200

“As the market continues to evolve, making contacts with new suppliers is key to our continued success and the Western provides me with a local opportunity to catch up with current vendors and seek out new suppliers.”

- Bill Harbstreet, Grass Pad



“In today’s world, there’s a lot vendor/product research I can do online, but that’s not the same as visiting with someone and getting to know them and the company they represent first hand. Actually getting a chance to visit with someone face to face is an invaluable experience and an important part of how we do business.”

- Cameron Rees, Skinner Garden Store

Additional Opportunities

Learning Center Education

The 2017 Western will feature Learning Centers as the signature education format at the show. These innovative, “on the trade show floor” education sessions highlight our exhibitors’ knowledge, plants and products while providing valuable learning opportunities for attendees. Exhibitors who are interested in partnering with us to host a series of 6, 20-minute educational sessions in their island booth at the 2017 Western should contact Sarah at sarah@wnla.org or call 888-233-1876 ext. 701.



Fashion Show

Make sure your new plant shines! Put it in the spotlight ... literally. New plants will rock the Fashion Show runway at the 2017 Western! It's the 7th annual fashion show and each year is more fun!

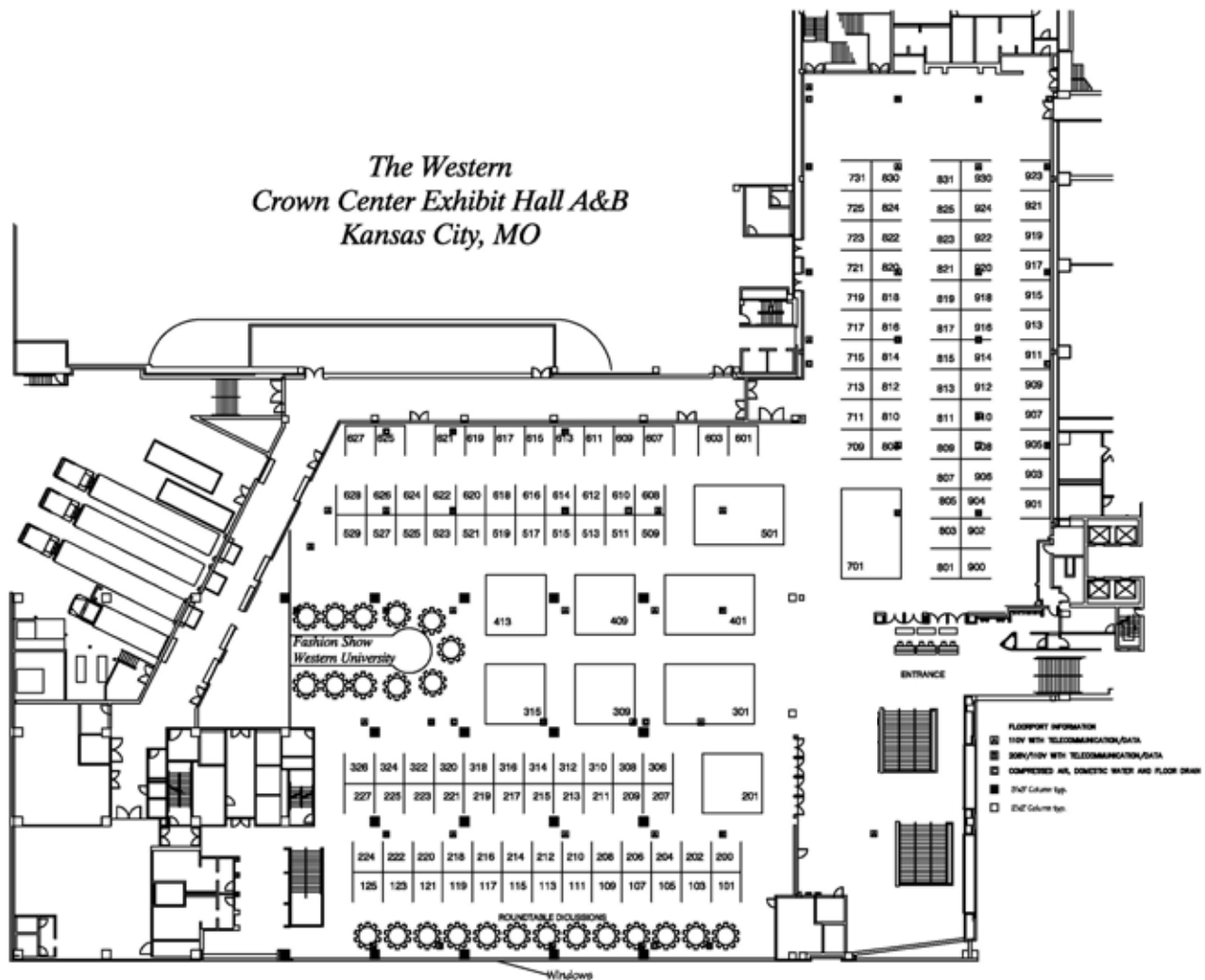
Companies who enter plants in the 2017 Fashion Show receive:

- The opportunity for a company representative to join local Kansas City area models on the runway to showcase the plant!
- The opportunity to participate in a panel discussion at the 2017 Western to discuss your Fashion Show plant(s).
- Your plant(s) highlighted in a webinar in Fall 2016. The webinar in Fall 2015 was open to members of the Garden Writers Association to allow for broader visibility of the plants.
- Marketing of your new plant(s) via the WNLA's website, weekly newsletter and social media. Select plant images may be used for postcards and other marketing promotion.

Visit <http://www.wnla.org/exhfashionshow> to download the entry forms or email sarah@wnla.org for more information. Entry prices start at \$300 per plant!

Floor Plan

An updated floor plan indicating available booths can be found at wnla.org/floorplan or contact sarah@wnla.org to receive a copy via email.



“As a major green industry company in Kansas City and surrounding cities, having a great selection of trees and supplies to choose from is important to us. The Western is both a resource for education and selection of plants. We appreciate our choice of suppliers at this show.”

- Larry Ryan, Ryan Lawn & Tree



Booth Reservation Form for the 2017 Western Jan. 19 & 20, 2017 | Crown Center Exhibit Hall

Please provide the following information:

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Please indicate the type and number of booth you are interested in:

____ 10x10 booth(s) @ \$920 per booth (member rate) = \$ _____

____ 10x10 corner booth(s) @ \$1035 per booth (member rate) = \$ _____

____ 10x20 endcap booth @ \$2037 (member rate) = \$ _____

An ISLAND of ____ 10x 10 booths @ \$1200 per 10x10 (member rate) = \$ _____

Deposit due for booth selection:

| | |
|---|-----------------|
| 60% Booth Deposit: | \$ _____ |
| <i>(60% deposit due to secure booth; balance due Sept. 1, 2016)</i> | |
| 16-17 Membership Dues: | \$ 50.00 |
| Total Due: | \$ _____ |

Payment Information

____ Check – Please mail to WNLA at P.O. Box 411747, Kansas City, MO 64141

____ Credit Card – Please fax this form to 888-233-1876

Amount to Charge: \$ _____ Please circle: Visa Mastercard American Express

Card Number: _____

Expiration Date: ____ / ____ Security Code: _____

Name on Card: _____ Zip Code: _____

Signature: _____

Booth deposits and payments are non-refundable and non-transferable between booths and/or companies. Payment constitutes intent to exhibit.

Questions? Contact Sarah at 888-233-1876 ext. 701 or sarah@wnla.org