



# OHIO TREE CARE CONFERENCE & TRADE SHOW

Cherry Valley Hotel, Newark, OH • February 6-8, 2024

## INVITATION TO EXHIBIT & SPONSOR OPPORTUNITIES

The Ohio Chapter International Society of Arboriculture hosts one of the oldest and most respected trade shows for tree care professionals, the Ohio Tree Care Conference (OTCC). Over 400 individuals representing commercial, municipal, utility, government, research, and educational entities will attend the 2023 conference. You won't want to miss the opportunity to market your products and services as we celebrate **Roots of a Resilient Tomorrow**.

Vendors will set up their booths on Tuesday, February 6, in preparation for the grand opening later that day. The trade show is open all day Wednesday and Thursday providing multiple opportunities for attendees to view your products and services at the trade show.

No matter how large or small your equipment, Cherry Valley Hotel in Newark is the place to display it all! The event center has a 75' ceiling and is also the location of Climbers' Corner and food and beverage functions.

This Conference draws professionals from across Ohio and the surrounding states. Don't miss this opportunity to market your products and services at the 2024 conference: it's the **only statewide conference** cultivating all segments of arboriculture.

### Tentative Trade Show Schedule \*Subject to change.

#### **Tuesday, February 6**

12:00 pm – 5:00 pm Exhibitor Move-In  
5:00 pm – 7:00 pm **Exhibit Hall Grand Opening Party**

#### **Wednesday, February 7**

8:00 am – 5:00 pm **Trade Show Open**  
5:00 pm – 7:00 pm **Buckeye Bash**

#### **Thursday, February 8**

8:00 am – 1:00 pm **Trade Show Open**  
1:00 pm – 5:00 pm Exhibitor Move-Out

### Location

**Cherry Valley Hotel**, 2299 Cherry Valley Rd SE, Newark, OH 43055  
Standard king (lawn or courtyard view) guest rooms are discounted to \$149 plus applicable taxes per night. Reservations may be made by calling (740) 788-1200 or clicking on the above link. Parking is free!

### Room Block Name: B02TREE

**Cut-off date January 15, 2024; based on availability.**

## BOOTH

**10' x 10' Booth** (\$650 first space, \$300 each additional space) **PRIME booths are \$50 additional per space** and defined as corner booths or those facing the food and beverage area or Climbers' Corner.

**10' x 10' Booth Includes:** one 6' skirted table, two chairs, one 7" x 44" identification sign, two full-conference registrations (additional workers may be registered at prevailing rates), and promotion in Chapter communications.

## SPONSOR

Sponsors receive recognition in at least one issue of *The Buckeye Arborist* (Distribution 950), on event signage, in the Conference program, and on the Chapter's website.

### Food & Beverage Co-Sponsorship Opportunities

#### **Exhibit Hall Grand Opening Party – Investment: \$800**

Co-sponsor this party where everyone will gather on Tuesday evening on the trade show floor. In addition to signage and special promotions, co-sponsors will have branded drink tickets and can distribute literature while networking and mingling and making friends. With your help, we can make this party *one to remember!*

#### **Buckeye Bash (Wednesday) – Investment: \$1,500**

In the hotel's rural setting, there's nowhere close to go for dinner so let's keep everyone safe on the trade show floor. With your help, we can have beverages, games, prizes, and an entertaining evening. We challenge you to sign up today to make this a fun evening for everyone!

#### **Lunch (Tuesday & Wednesday) – Investment: \$1,000**

Co-sponsor lunch on the trade show floor. You select the date and we will send them back to education on a full stomach.

#### **Continental Breakfast (Wednesday & Thursday) – Investment: \$600**

This co-sponsorship provides a breakfast buffet on the trade show floor. You select the date to help customers, colleagues, and peers jump-start the day.

#### **Beverage Station (Wednesday & Thursday) – Investment: \$300**

Co-sponsor a beverage station and gain company recognition in front of hundreds of qualified buyers.

### Exclusive Educational Opportunities

#### **Keynote Sessions – Investment: \$3,000 EXCLUSIVE**

A company representative may give a 5-minute presentation about the sponsoring company from the podium and introduce the speaker at both the Tuesday afternoon general session and Wednesday morning keynote presentation.

#### **Track Sessions – Investment: \$500 per Track**

Available tracks include Climbers' Corner, Commercial, Municipal, and Utility.

### Registration Opportunities

#### **Registration Give-Away Sponsors – Investment: \$200 per selection**

Registration goodies are a great way to get your brand in the hands of EVERY attendee. Recommended items include registration bags, lanyards, note pads and pens, clipboards, etc. Sponsor is responsible for all production and shipping/delivery charges. **Items are available first-come, first-serve.**

#### **Lorax Sponsor – Investment: \$100**

Because every little bit helps, Lorax Sponsors are available for those who just want to *give a little more*



# OHIO TREE CARE CONFERENCE & TRADE SHOW

Cherry Valley Hotel, Newark, OH • February 6-8, 2024

## EXHIBITOR TERMS AND CONDITIONS

On behalf of the exhibiting company in item 1 of the Contract (hereinafter referred to as the "Exhibitor"), we apply for booth space at the Ohio Tree Care Conference presented by the Ohio Chapter International Society of Arboriculture (hereinafter referred to as "Association") on the dates and location as inscribed on the Contract and any amendments thereafter, for the exhibition of the products and/or services designated and for no other purpose, subject to the Conditions, Rules & Regulations and any amendments hereinafter set forth.

**Booth Assignments** – Booth assignments are made in order of date received. All contracts must be accompanied by full payment to be considered and assigned. Contracts without payment will not be processed.

**Booth Equipment** – Each 10' x 10' booth will be set with an 8' high back drape and 3' high side divider drape. Association reserves the right to prohibit or remove any exhibit, product, display, or part thereof, or proposed exhibit display or device which in the opinion of the Association is not suitable to or in keeping with the product display policy or rules and regulations of the Association at the exhibitor's expense. Association reserves the right to rearrange floor plans and relocate any exhibit at any time.

Any portion of an exhibitor's display that extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor's own expense, be completely smooth, flush-finished, and painted, with no exposed framework. It must be finished in such a manner as not to be unsightly to exhibitors in adjoining booths or to the Association. Association reserves the right to make a judgment as to whether a booth shall be finished on-site.

Exhibitors will be provided with one 7" x 44" identification sign; and the following per 10' x 10' space: one 6' draped table, two chairs, and one wastebasket. Additional booth furnishings and equipment may be ordered through the official decorator. The Exhibitor Service Manual containing information and forms will be sent to all exhibitors approximately 60 days before the event.

**Cancellation Policy** – Exhibitors who cancel 91+ days before the official trade show grand opening date will receive a refund of 75% of total monies paid; 60-90 days will receive a refund of 50% of total monies paid. NO REFUNDS for cancellations received less than 60 days before the official trade show grand opening. All cancellations must be submitted in writing to the Association.

**Conflicting Events During Trade Show** – To fully promote Conference activities, the Association prohibits anyone from using hospitality suites and meeting rooms during events scheduled by the Association. Exhibitors shall not extend invitations, call meetings, hold hospitality events, or otherwise encourage the absence of visitors/attendees from the event or any scheduled event. Exhibitors may only request function space before, during, or after the Show at the headquarters hotel or another area venue for non-selling hospitality suites/meetings which must be arranged and approved through the Association.

**Distribution of Advertising Material and Canvassing** – Booth/promotional activities, such as demonstrations, live interviews, market research, etc., may not interfere with normal traffic flow nor infringe on neighboring exhibits. Booth/promotional activities are not permitted outside of the exhibitor's assigned booth space. Exhibitors should reserve a reasonable portion of their exhibit space for equipment, crowds, or lines. Canvassing or distribution of advertising material by an exhibitor or anyone representing a non-exhibiting firm is strictly prohibited outside of the exhibitor's booth space or in any part of the exhibit hall, meeting rooms, or public areas.

**Security Policy** – The Exhibitor is solely and fully responsible for their exhibit material and should insure their exhibit against loss or damage from any cause whatsoever. All property of an exhibitor is understood to remain in their care, custody, and control in transit to or from, or within the confines of the exhibit hall. No one will be permitted to enter the exhibition hall at any time other than during set-up hours determined by the Association and when the hall is open to attendees. Exhibitor understands that neither the Association nor the venue maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**Dismantle** – No exhibit shall be dismantled before the official closing of the Show as determined by the Association. If observed dismantling early, the Exhibitor may be fined a \$500 violation fee, payable within 30 days from receipt of invoice. If observed dismantling early a second time, the Exhibitor may be barred from exhibiting at future events. Association recognizes that emergencies or other unforeseen circumstances may arise. Should it be determined necessary to dismantle early, the Exhibitor is required to contact the Association immediately. If deemed acceptable by the Association, written permission to dismantle early will be provided to Exhibitor and fines will be waived.

**Exhibitor Terms and Conditions** – This contract is subject to all terms and conditions of the lease agreement between the Association and the venue. The dimensions and locations of each booth are believed to be accurate but only warranted to be approximate. The Association reserves the right to revise the floor plan in the best interest of the Conference. Booths are assigned only to the company that signs the application. No subsidiaries, distributors, manufacturers, etc. will be permitted to share, advertise, distribute literature, or in any way occupy any booth or part of any booth assigned to that Exhibitor.

Upon submission of Exhibitor Contract, Exhibitor hereby expressly agrees to fully indemnify and hold forever harmless the Ohio Chapter ISA, association/event management, additional sponsors, and their respective officers, agents, and employees for any claims, losses, damages, or injuries of any kind whatsoever; arising out of or in any way related to this Agreement or the subject matter of this Agreement, specifically including but not limited to claims, losses, damages or injuries resulting from or alleged to have resulted from the negligence of Association, association/event management, additional sponsors, and their respective officers, agents and employees. In the event of a claim, suit, loss, damage, or injury to which this indemnification agreement applies, the Exhibitor agrees to pay for the defense of the Association, additional sponsors, association/event management, and its officers, agents, and employees against such claim, suit, loss, damage or injury, such defense to be provided by Association counsel. Exhibitor further assumes responsibility and agrees to indemnify and defend the Association and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises.

This Agreement shall be governed by and construed under the law of the State of Ohio. The courts of the United States and the State of Ohio located in Columbus, Ohio shall have exclusive jurisdiction over any legal action that may be brought by one Party against the other Party which relates in any way to this Agreement or the relationship between the Parties.



# OHIO TREE CARE CONFERENCE & TRADE SHOW

Cherry Valley Hotel, Newark, OH • February 6-8, 2024

## EXHIBIT/SPONSOR COMMITMENT FORM

Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_ Web \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 E-mail \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
 Description of products/services to be displayed (limited to 150 characters).  
 \_\_\_\_\_  
 \_\_\_\_\_

### Booth

See Floor Plan – **Booth Selection:** 1<sup>st</sup> choice: \_\_\_\_\_ 2<sup>nd</sup> choice: \_\_\_\_\_

☐ **Non-Profit/Government Agencies** (One FREE 10'x10') ..... \$ FREE  
☐ **Exhibit Space** (1<sup>st</sup> 10'x10' Space) ..... \$ 650  
 \_\_\_\_\_ Additional 10'x10' Spaces x \$300..... \$ \_\_\_\_\_  
 \_\_\_\_\_ Prime Spaces x \$50 ..... \$ \_\_\_\_\_

**Booth Total:** ..... \$ \_\_\_\_\_

### Sponsorship Opportunities

Check the box beside the desired sponsorship. Options are available first-come, first-served.

- ☐ **Exhibit Hall Grand Opening Party** (Co-Sponsor \$800)  
☐ **Buckeye Bash Wednesday** (Co-Sponsor \$1,500)  
☐ **Exhibit Hall Lunch** (Co-Sponsor \$1,000 each day) ☐ Wednesday ☐ Thursday  
☐ **Exhibit Hall Continental Breakfast** (Co-Sponsor \$600 each day) ☐ Wednesday ☐ Thursday  
☐ **Beverage Station** (Co-Sponsor \$300 each) ☐ Wednesday ☐ Thursday  
☐ **Keynote Sessions** (Exclusive Sponsor \$3,000)  
☐ **Track Sessions** (\$500 per Track) – Please mark desired track(s): ☐ Climbers' Corner ☐ Commercial ☐ Municipal ☐ Utility  
☐ **Registration Give-Away** – (\$200 per Item plus cost of items) Check Preference Below  
☐ Note Pads & Pens ☐ Shirts ☐ Lanyards ☐ Registration Bags  
☐ \_\_\_\_\_  
 Other – please write a recommendation for another option for consideration.  
☐ **Lorax** (\$100)

**Sponsor Total:** ..... \$ \_\_\_\_\_

**TOTAL Booth/Sponsor:.....** \$ \_\_\_\_\_

### Donations

To encourage attendees to visit every exhibitor, attendees will be provided with an **Exhibitor Passport** card at registration. When an attendee visits your booth, an Exhibitor representative must initial, stamp, or add a sticker to your company's square on the card. Once the attendee visits at least 20 exhibitors, they will be eligible for a chance to win prizes during the Buckeye Bash. Attendees will also receive a **Tree ID** card for another interactive experience at the conference. Winners must be present to win.

☐ **Check here to donate a prize for the Buckeye Bash.** Please list the item(s) below or let the Association know what the item(s) will be before January 20. You will keep the prize in your booth until the drawing. **Another chance to make a sale!** Winners must be present to win.  
 Item(s) \_\_\_\_\_ ☐ Not sure but we will email [info@ohiochapterisa.org](mailto:info@ohiochapterisa.org) before January 20.



☐ Yes, we will donate an item for the **TREE Fund Silent Auction.**  
 Item(s) \_\_\_\_\_ Value \$ \_\_\_\_\_ ☐ Not sure yet.

**MAIL OR EMAIL THE COMPLETED FORM  
 TO MAXIMIZE YOUR EXPOSURE!**

Members who wish to pay by credit card, please visit [www.ohiochapterisa.org](http://www.ohiochapterisa.org) and **Sign In** (located in the upper right corner). Ohio Chapter ISA currently accepts: MasterCard and VISA.

Please contact the Ohio Chapter ISA office at (614) 771-7494 with questions. We appreciate your support of Ohio Chapter ISA.

Ohio Chapter International Society of Arboriculture  
 PO Box 267 • Baltimore, OH 43105-9998 • Phone: (614) 771-7494  
[info@ohiochapterisa.org](mailto:info@ohiochapterisa.org) • [www.ohiochapterisa.org](http://www.ohiochapterisa.org)