



383 Coal Hollow Road
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1-800-476-0055
Fax: 540-382-2716
Email: info@vnla.org
Website: www.vnla.org

June 16, 2016

TO: Potential Field Day Exhibitors and Sponsors

REF: Field Day Exhibitor Opportunity

The Virginia Nursery & Landscape Association will hold its 21st annual Field Day on Thursday, August 11, 2016 at Grelen Nursery, Somerset, Virginia.

On behalf of the VNLA Board, I would like to invite you to not only participate in this year's Field Day as an attendee, but as a vendor and/or sponsor!

This year's event will provide educational and social opportunities for the owners and employees of more than 600 plus member firms. Expectations are high this year with a wonderful lineup of speakers and events at a 600-acre nursery and The Market at Grelen.

Exhibit space during the Field Day is available for \$150.00 per company. This nominal fee covers two staff members per booth for all of the Field Day events, including a catered lunch, tours, educational seminars, refreshments, etc. Any additional employee(s) may register at the regular registration fee. There will be plenty of room for equipment displays.

Please review the enclosed information about the VNLA Field Day. We hope you will join us!

Your application must be received by Friday, July 22, 2016.

NOTE: This event will be outside. The VNLA will have a 75x60' tent for educational programs and lunch, but we recommend that you bring your own pop-up canopy for shade and rain possibilities.

If you cannot be an exhibitor this year, please consider a sponsorship from the attached list of sponsorship options!

If you have any questions about this year's Field Day or how to get involved, please be in touch with me directly.

Sincerely,

Bill Gouldin, President, 804-360-2800, wjg@stranges.com

Enclosures: Exhibitor Application & Sponsorship information for VNLA Field Day 2016
Field Day Brochure

If you do not want to receive future mailings about the VNLA Field Day, please fax, mail or email us and we'll remove you from this list.



2016 VNLA Field Day

EXHIBITOR APPLICATION FORM

Hosted by Grelen Nursery, Somerset, VA
Thursday, August 11, 2016
8:30am - 3:30pm

Firm Name: _____

Address: _____

City: _____ State _____ Zip+4 _____ - _____

Telephone: _____ Fax: _____

Exhibit Staff: _____ E-mail: _____

Exhibit Staff: _____ E-mail: _____

Product Information: Indicate name of product (s) and enclose brochure or catalogue. Use additional pages as needed

Special Exhibit Requirements: Exhibit space will be approximately 10' x 10', with a table and 2 chairs provided outside on a smooth gravel parking lot, next to the seminar/lunch tent, **a pop-up canopy is suggested for shade or showers**. Space is available for large equipment and demonstrations. (Rain or Shine)

Demonstration Use permitted by attendee Operational space _____ (size)

Other: _____

Exhibits must be setup by 8:00am, Thursday, August 11, 2016 (You may setup Wednesday afternoon.) You are allowed two staff members per exhibit. **Any additional employees must pay the appropriate registration fee** (members \$35.00 per person; non-members \$45.00. On-site registration will be \$10 more per person).

Additional attendees _____ Enclosed fee \$ _____ (if registering more than 2 staff)

Exhibitor Booth Fee \$150.00 (due with application, does not include Summer Tour activities)

Make check payable to **VNLA Field Day** Check # _____ Date: ____/____/2016

Charge to Credit Card: _____ - _____ - _____ EXP: ____/____ Security# _____ (req)

VISA MasterCard American Express

No confirmation will be sent – Pick up name tag on site.

Mail to: VNLA Field Day

383Coal Hollow Rd

Christiansburg, VA24073-6721

Questions? Call VNLA Office at 1-800-476-0055

Email: FieldDay@vnla.org

VNLA Fax: 540-382-2716 www.vnla.org

The VNLA office must receive this form by Friday, July 22. Neither the VNLA nor its members can be held liable for any loss or injury incurred in relation to this event. Cancellation and/or refund request must be received by July 31, 2016

If you are a person with a disability and desire assistance or accommodation to participate in this activity, please notify the VNLA office at least one week prior to the scheduled event to make any special arrangements.

VNLA Landscape Workshop, Field Day & Summer Tour Sponsorship Opportunities

June 16, 2016

All of our Sponsorship opportunities include booth space for the Field Day. Please consider how being a sponsor might help you accomplish your goals as a vendor as well as a patron of the VNLA and its membership.

Landscape Design Workshop *(Charrette with Claudia West, Spotswood Lodge)

___	General Sponsor - Silver	\$250
___	General Sponsor- Gold (2 comp registrations)	\$500
___	Break Sponsor (1 avail)	\$250

Field Day Sponsorship * (Hosted by Grelen Nursery, Somerset, VA)

___	General Sponsor (1 comp registration) Silver	\$250
___	General Sponsor (2 comp registration) Gold	\$500
___	Speaker Sponsor (2-4 avail, 2 comp registrations)	\$500
___	Lunch Sponsor (2 avail, 4 comp registrations)	\$1,000
___	Water Sponsor (1 avail, 4 comp registrations)	\$1,000
___	*(All Field Day Sponsors have a choice of a 10x10' exhibit space)	

Summer Tour Sponsorship*(Charlottesville area)

___	General Sponsor - Silver	\$250
___	General Sponsor- Gold	\$500
___	Bus Sponsor (2 avail, 2 comp registrations)	\$1,000
___	Lunch Sponsor (1 avail, 2 comp registrations)	\$1,000
___	Water Sponsor (1 avail)	\$250

If you have any questions or an idea for another sponsorship opportunity, please don't hesitate to call Aaron Williams at 757-564-7011 or Jeff Miller at 800-476-0055.

Contact Person: _____

Firm Name: _____

Address: _____

City: _____ State _____ Zip+4 _____ - _____

Telephone: _____ Fax: _____

Email: _____

Additional details are on our website at www.vnla.org

Make check payable to **VNLA Field Day** Check # _____ Date: ____/____/2016

Charge to Credit Card: _____ - _____ - _____ - _____ EXP: ____/____ Security# _____

VISA MasterCard American Express

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