



# Get **Down to Earth!**

**Annual Summer Conference & Trade Show**

**Thursday, July 25, 2024**

**Exhibitor Details**

**Wachusett Mountain, 41 Mile Hill Road, Westminster, MA**

**8:00 AM to 4:00 PM**

**Set- Up:**

***Wednesday, July 24th***

12:00 PM– 5:00 PM

***Thursday, July 25th***

6:30 AM – 7:30 AM

**Show Details:**

***Thursday, July 25th***

7:30 AM—Registration Opens

8:00 AM – 4:00 PM—Show Hours

**Exhibitors are asked to keep their booths “intact” until 3:00 pm. Thank you!**

**Our theme this year is “Hot, Hot, Hot”!** We encourage you to bring your latest ideas, products, and services to the Down to Earth Conference & Trade Show with an eye on heating it up for 2024/2025! Our MNLA Past President team of Jim Connolly and Chris Kennedy will be highlighting your products and/or services in “What’s New in Solution Central” at 8:30 am. Feel free to let us know in advance your “specials” for inclusion our social media outreach and highlights!

**Booths will be provided with:** Inside exhibitors will have one 5’ table & two chairs – space 8’x8’. Outside booths will have one 8’ table & two chairs - bring a 10x10 pop up for personal use; ***it will be hot!***

**Soliciting:** We ask everyone to please respect the commitment and support of our vendors and support the industry by participating fully and purchasing a booth. If you are aware of someone soliciting that is not an exhibitor, please bring this to our attention at registration.

**Booth location:** Final selections are done by MNLA and will be assigned at set up.

**Payment Options:** All booths are pre-paid. You can register more booth representatives online at: [www.mnla.com](http://www.mnla.com). Walk-ins are welcome as well.

**Setup:** We request that **Booths be set up the day before the show**. Set up with volunteer assistance will be held on **Wednesday, July 24<sup>th</sup> - 12:00 PM to 5:00 PM**. On **Thursday, July 25<sup>th</sup>** the **doors will open at 6:30 AM for exhibitors to “finish” setup**. If you choose to set it up on Thursday, please **arrive early** and you will be able to drive to the exhibit set up area. You should plan to bring a dolly or hand truck for ease of unloading.

**All booths must be completely set up and ready to go by 7:30 AM**. Questions? Call me @ 413-369-4731.

# DOWN TO EARTH SUMMER CONFERENCE PROGRAM

## EDUCATION PROGRAM

Registration Opens	7:30 am	Location – Lodge Lobby
	Coffee/Tea and Fresh Fruit and Breakfast Bars	Tented Area
Plant I.D.	8:00 am	
	MCH opportunity to earn “extra” credit	Tented Area
Session A	8:30 am	
1	Tropical Fusion – Tropical & Subtropical plants	Granite Room
2	Creating a Team of Natural Garden Stewards	Maple Room
3	What’s New in Solution Central	Tented Area
Session B	9:30 am	
1	Water Featured – The importance of water in the landscape	Granite Room
2	Soil Lab FAQ’s – Classics & Emerging Trends	Maple Room
3	Battle of the Container Gardeners	Tented Area
Session C	11:00 am	
1	Plants that can take the “heat”	Granite Room
2	Pruning – The why, when & how!	Maple Room
Session D	1:00 pm	
1	Choosing Native Plants for Non-Native Spaces	Granite Room
2	Invasive Pests – Today & Tomorrow	Maple Room
Session E	2:00 pm	
1	Tropical Accents for Inspiring Containers	Granite Room
2	Looking to our future climate & why things are changing “fast”	Maple Room

## INTERACTIVE EDUCATION & EXHIBITORS “All day long”

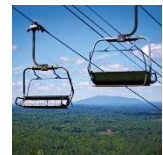
8:00 to 10:00	Plant I.D. Quiz for MCH’s looking to <b>earn an extra credit</b>	Tented Area
10:00 to 2:00	Plant I.D. demo	Tented Area
8:00 to 2:30	Inside Exhibitors	Throughout the Lodge
8:00 to 2:30	Outdoor Exhibitors & Equipment	Tented Area

## LUNCH from 11:00 AM to 2:00 PM at the Base of the Mountain tented area!

**What’s for lunch!** We will be enjoying the Wachusett Mountain Country Fair Menu... Something for everyone! BBQ Pulled Pork or Chicken served with Cole Slaw, Veggie Burgers, Grilled Dogs, Chili Dog, Corn Dogs, Traditional Salad Bar, Buffalo Wings, Terriyaki, Dry Rub served with Carrot sticks & Celery. Strawberry Shortcake, Assorted Fresh Baked Cookies, Pretzels, Root Beer Floats, Assorted Sodas & bottled Water. **Lunch included with registration!**

## OUTDOOR FUN & SOCIAL!

- Interactive Education & Exhibits **8:00 am – 2:00 pm**
- The Cash Bar Opens at **12:00 pm - 4:00 pm**
- Music by Euphoralites w/Riki at **12:00 pm - 4:00 pm**
- Chair Lift Opens at **12:00 pm – 2:00 pm**



## SUPPORT YOUR SCHOLARSHIP PROGRAM! @ Registration

- MNLA Foundation Raffle Ticket Tree!
- Winning ticket will be drawn at 2:30 pm

