



SAVE \$100

register by June 20,
see registration details.



Thursday, July 24, 2025

**Topsfield Fairgrounds
207 Boston Street
Topsfield, Massachusetts**

Exhibitor Information

The Massachusetts Nursery and Landscape Association (MNLA) invites you to showcase your business at the Down to Earth Summer Conference & Trade Show.

Our theme this year is FIRE & ICE! Bring your latest ideas, products and services with an eye on mixing it up for 2025! Meet with hundreds of your current and potential customers at the largest summer trade show in New England!

Down to Earth combines valuable education, vendor highlights and a don't want to miss networking opportunity!

Where everything is possible!





FIRE & ICE

Get Down to Earth and showcase:

- Your scorching new green industry products
- Your blazing NEW garden & landscape trends
- Your coolest business solutions for the green industry

Where Our 2025 host site is in Topsfield, Massachusetts, located eighteen miles north of Boston on US Rte. 1. The Topsfield Fairgrounds is situated on 83 acres of beautifully landscaped property abutting the Ipswich River. Founded in 1818 by the Essex Agricultural Society, it is the site of the longest continuously operating county fair in America and one of the largest annual events held in Massachusetts.

Why The **2025 Educational Program** will be dynamic and innovative with expanded hands-on demonstrations.

- Present new products and solutions to every day challenges in front of hundreds of attendees!
- Be an ACTIVE vendor and be featured in our "Solution Central" educational program at 8:30 am with Chris Kennedy and Jim Connolly.

Lunch 10:30am–1:30pm **Food trucks!**

Outdoor Fun & Social Events

Lunch networking begins at 11:30am Topics include: Women in Horticulture, Gas to Electric, Workforce Development, and much more!

11:30am–2:00pm **Carnival games** supporting Breast Cancer research in honor of Cathy M. Day our MNLA event administrator for many years who lost her fight against Breast Cancer on March 31, 2025.



2:00pm **WINNERS CIRCLE** for Container Garden Competition!

Summer is for vacations and all things fun. For green industry professionals, it's a great time to take stock and learn about new products, trends, and business solutions.

Join us for a unique Massachusetts industry summer meeting and trade show event hosted by MNLA! The **Down to Earth Summer Conference & Trade Show** will be held at the Topsfield Fairgrounds on **Thursday, July 24, 2025**.

Over the years the Summer Conference & Trade Show has become a place to take time out from the seasonal rigors of our industry and enjoy a day of fun, food, friendship and learning. Following high standards set by the MNLA education committee and the MCH board, we present the largest and best event of the summer!

There is something for everyone—innovative exhibits, hands-on demonstrations, cutting-edge education, tours. Exhibitors and attendees are sure to find what they are looking for at this year's **Down to Earth Summer Conference & Trade Show**.

Booth Information

All booths receive a table with two chairs, two full event registrations and a choice of an indoor or outdoor booth.

- **Vendor Booth (member)** —\$600
Please select 10' x 10' indoor or outdoor* when registering.
- **Large Outdoor Vendor Booth (member)** —\$750
This 10' x 20' size is only for outdoor* booths.
- **Vendor Booth (non-member)** —\$850
Please select 10' x 10' indoor or outdoor* when registering.
- **Large Outdoor Vendor Booth (non-member)** —\$1,000
This 10' x 20' size is only for outdoor* booths

*Vendors are encouraged to bring their own pop-up tents for outdoor exhibits.

Save \$100 on all booths!

Register by June 20, 2025
for early bird pricing and save.

FOR MORE INFO: MNLA office 413-369-4731 or mnla.com/dte25

SPONSOR OPPORTUNITIES

All sponsors will have their logo showcased during our event, in *Pro Grow News* and online throughout MNLA.com!

\$4,000 Host Sponsorship

Summer Conference Host Sponsorship Includes:

- Branded logo on all Summer Conference materials: flyer, banner, signage, social media/email marketing and other general materials developed
- Booth included with sponsorship (size per your request) valued at \$600-\$1,000
- Twenty (20) full attendee registrations valued at \$1,500
- Participation in DEMO "vendor" education—showcase your unique brand & company!

\$1,000 Container Garden Sponsorship

Six (6) available sponsorships—first come first serve.

All Container Garden sponsors will be featured on:

- The MNLA website & social media pages—May 31 through July 25
- Event emails—May 31 through July 25
- Signage: your company name and/or logo will be featured on 24" x 36" A-frame signage.

Includes indoor or outdoor booth, two (2) event registrations and the donation of plant material, pots or soil for the competition. You will be featured during the container garden competition.

Your company name and logo (wherever possible) will be listed on advertising for the **Down to Earth** MNLA event at Topsfield Fairgrounds. This will include a page on MNLA.com and posts and ads on the Facebook and Instagram accounts of MNLA from May 31 through July 25.

Social media and website mentions will include links to your website or a social media page. We expect to grab approximately 50,000 to 75,000 total views via both MNLA.com and their social accounts.

There will be a series of weekly email mentions about the event that will include your logo and a link to your website from MNLA.

Booth Set Up

Wednesday, July 23, 2025
Noon-5:00pm
or
Thursday, July 24, 2025
6:30am-7:30am
Hand carry only

Booth Tear Down

Thursday, July 24, 2025
3:00-5:00pm
Booths include:
One table and two chairs
two full event registrations

Conference & Trade Show

Thursday, July 24, 2025 | 8:00am-4:00pm
Registration opens at 7:30am

Unable to exhibit?

You can still have a presence and support the green industry! Please consider one or more of these great opportunities which include one (1) attendee registration.

Education Sponsor

\$500

Have your logo front and center at each educational session. You will be featured on:

- The MNLA website & social media pages—May 31 through July 24
- Signage: your company name and/or logo will be featured on 24" x 36" A-frame signage.

Your company name and logo (wherever possible) will be listed on some of the advertising for the **Down to Earth** MNLA event at the Topsfield Fairgrounds.

The website mentions will include a link to your website or social media account. There will be a series of weekly email mentions about the event and will include your logo and a link to your website from MNLA.

Lunch Sponsor

\$500

You will be featured at the food area and on:

- The MNLA website & social media pages—May 31 through July 24
- Signage: your company name and/or logo will be featured on 24" x 36" A-frame signage.

Ad Space

Learn how you can advertise in the next issue of **Pro Grow News**. Call Debbie TODAY at 817-501-2403. The deadline for advertising in the summer issue is May 10, 2025. Fall and winter opportunities are also available!



FOR MORE INFO: MNLA office 413-369-4731 or mnla.com/dte25

EXHIBITOR REGISTRATION FORM

Please note, booth assignments will be made following registration on a first come first serve basis.

Company	Primary Booth Representative
Street Address	City/State/Zip
Phone/Fax	Email
Type of Product or Service	

# of booths	Exhibit space information	Registration before June 20 Member*	Registration before June 20 Non-member	Registration after June 20
	10' x 10' indoor vendor booth	\$500	\$750	+\$100
	10' x 10' outdoor** vendor booth	\$500	\$750	+\$100
	10' x 20' outdoor** vendor booth	\$650	\$900	+\$100

Visit mnla.com/dte25 for booth information, sponsorship opportunities and to pay and register online.

 **SAVE \$100** Register by June 20 to save and be highlighted in our social media campaign.

Fill out the attendee registration form above or online to register additional booth representatives. Payments must be made online or mailed on or before deadline dates.

*Member rates are only available to members in good standing of the Massachusetts Nursery and Landscape Association.

Vendors who purchase an outdoor booth space are encouraged to bring their own pop-up tent. **Need more space? Call Rena at 413-369-4731.

EXHIBITOR REGISTRATION PAYMENT

Call 413-369-4731 or mail registration to: MNLA Summer Meeting, PO Box 924, Palmer MA 01069.

of additional attendees x cost below = \$ _____

Members: by 6/20=\$75; after 6/20=\$115

MCH/Non-members: by 6/20=\$85; after 6/20=\$125

Non-members: by 6/30=\$95; after 6/20=\$135

Booth reservation (if applicable) \$ _____

Sponsorship (if applicable) \$ _____

Please check the sponsorship(s) you are purchasing in the list to the right.

Booth size: ☐ 10' x 10' indoor ☐ 10' x 10' outdoor ☐ 10' x 20' outdoor
Only make a selection if registering as a sponsor.

Total enclosed: \$ _____

Payment by credit card: register online at mnla.com/dte25.

Payment by check: Make payable to MNLA and mail to MNLA, PO Box 924, Palmer MA 01069.

**Down to Earth brought
to you by team MNLA
and our great sponsors!**



SPONSORSHIPS

These two sponsorships include an indoor or outdoor booth, event registrations (see inside for details), and entitles you to be featured on MNLA.com and our social media platforms, email marketing for the event, and on signage during event.

- ☐ **Host Sponsor** **\$4,000**
- ☐ **Container Garden Sponsor** **\$1,000**

Unable to exhibit?

Please consider one of these great sponsorship opportunities! Each option includes one (1) attendee registration.

- ☐ **Educational Sponsor** **\$500**

This sponsorship level highlights your company in our educational sessions, on MNLA.com and our social media platforms, in email marketing for the event, and on signage during the event.

- ☐ **Food Sponsor** **\$500**

This sponsorship level will entitle you to be featured at the food area, on various websites, and on signage during the event.

See inside to learn more!