



**southeast
GREEN**

CONFERENCE AND TRADE SHOW

SPONSOR & EXHIBITOR PROSPECTUS

**THE CLASSIC CENTER
ATHENS, GEORGIA
JUNE 22-24, 2027**



GGIA

GEORGIA GREEN INDUSTRY ASSOCIATION

**The Georgia Green Industry Association invites you to
Come Grow With Us! at the Southeast Green Conference
and Trade Show.**

**Southeast Green is proud to be Georgia's premier and
ONLY multi-day conference for the green industry.
Southeast Green features 30+ hours of educational
opportunities and workshops, over 200 exhibitors, nearly
1,200 attendees in 2026, and countless networking
opportunities.**

**Exhibitors and industry partners from across the country
return year after year to connect with the professionals
who grow, sell, install, maintain, and support our
industry.**

We invite you to join us in Athens in 2027.

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<i>(Steep Member Discounts Apply)</i>	

You Are Invited!

Southeast Green's move to Athens in 2026 was an outstanding success. We welcomed a record 1,164 attendees to The Classic Center, saw tremendous energy throughout the trade show and education program, and opened the door to new opportunities for our industry.

As we look toward 2027, we are excited to build on that momentum. We are working to create even more value for the companies that exhibit and sponsor Southeast Green, while continuing to strengthen the experience for the professionals who come to learn, connect, and do business.

Southeast Green has always been about bringing our industry together. Whether you join us as an exhibitor, a sponsor, or both, we want your investment in the event to create meaningful visibility, strong connections, and real opportunities for your business.

I am excited about where Southeast Green is headed next, and I hope you will join us in Athens in 2027 and **Come Grow With Us!**

LANIE RINER

Executive Director | Georgia Green Industry Association



OPPORTUNITIES TO SPONSOR AND EXHIBIT

SPONSOR

Extend your company's visibility beyond the exhibit floor before, during and after the show, or purchase increased visibility a la carte.

EXHIBIT

Put your plants, products, equipment, and services directly in front of Southeast Green attendees.

WHO ATTENDS SOUTHEAST GREEN?

- Landscape Contractors
- Irrigation Professionals
- Retail & Online Garden Centers
- Field & Container Nursery Growers
- Greenhouse & Cut Flower Growers
- Public Garden Professionals
- Landscape Architects
- Turf Install & Maintenance Pros
- Horticulture Researchers and Educators
- Students Pursuing a Career in Horticulture



Ready to Sponsor & Exhibit?

Call: (706) 443-1440

Visit: southeastgreen.org



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WHY SPONSOR?

Extend your presence beyond the exhibit floor and keep your company visible before, during and after Southeast Green.

Southeast Green brings together professionals and decision-makers from across the green industry. Sponsorship creates more opportunities for your company to connect with the people and experiences that make the event valuable.

- **Stand out** from the crowd with recognition that extends beyond your booth.
- **Stay visible longer** through exposure before the show, throughout the event, and after Southeast Green ends.
- **Connect your brand** with the Southeast Green experience through exclusive and high-visibility opportunities.
- **Reach industry decision-makers** across multiple segments of Georgia's green industry.
- **Show your support** for the industry by helping make Southeast Green's education, networking, and business connections possible.

Whether your goal is greater brand awareness, stronger customer relationships, or a larger presence at the show, sponsorship extends the value of your Southeast Green participation.

Ready to Sponsor?

Let's Connect: (706) 443-1440

Explore Opportunities: southeastgreen.org

SPONSORSHIP

Southeast Green sponsorship opportunities are available exclusively to GGIA members. Annual GGIA membership is \$325.

Opportunities may include:

- Networking & social events
- Education programs
- Attendee amenities
- Onsite activities and experiences

Specific opportunities may be exclusive or shared and are subject to availability. **Sponsorship levels and benefits are outlined on the following pages.**

INCREASED VISIBILITY OPPORTUNITIES

Add high-impact branding throughout The Classic Center with or without a Southeast Green sponsorship.

- Floor clings — 18" × 18", 36" × 36", or 72" × 72"
- Hanging exhibit hall signage — limited availability
- Elevator clings
- Additional custom opportunities as available

Contact us for availability, placement options, and custom pricing.

Production, installation, rigging, and other venue-related costs are additional and do not count toward sponsorship levels.

Ready to Sponsor?

Give Us a Call: (706) 443-1440

Get Started: southeastgreen.org

SPONSORSHIP SUMMARY TABLE

	Copper \$750	Bronze \$1500	Silver \$3500	Gold \$5000	Platinum \$7500	Title \$10,000
Exclusive/Featured Sponsorship Option (see next page for details)	✓	✓	✓	✓	✓	✓
Dedicated Sponsor E-blast — Sponsor-Provided Ad	-	-	-	✓	✓	✓
Complimentary all access registration	-	-	-	1	2	4
Early Load-In Exhibiting Sponsors \$2,500 +	-	-	✓	✓	✓	✓
Rotating Sponsor Banner on Southeast Green Website	-	-	✓	✓	✓	✓
Individual Printed Sponsorship Signage Onsite	-	12"x18"	24"x18"	36"x24"	36"x36"	48"x36"
Recognition in Southeast Green Conference Program (Printed)	Logo	Logo	Logo	Logo	Logo	Logo
Recognition at Southeast Green Onsite Signage (Printed)	Logo	Logo	Logo	Logo	Logo	Logo
Recognition in the Southeast Green Conference E-blasts	Logo	Logo	Logo	Logo	Logo	Logo
Recognition as a Sponsor in the Annual Impact Report	Name only	Name only	Name only	Logo	Logo	Logo
Recognition on Southeast Green Conference Website Sponsor page	Logo	Logo	Logo	Logo + Link	Logo + Link	Logo + Link
Recognition at Southeast Green GGIA Booth Digital Sponsor Slideshow	Logo	Logo	Logo	Logo	Logo	Logo

Logo size and placement vary by sponsorship level.

All Sponsors receive access to the attendee list following Southeast Green.

Exclusive/Featured sponsorship opportunities are outlined on the next page.

EXCLUSIVE & FEATURED SPONSORSHIP OPTIONS

TITLE SPONSOR — \$10,000

1 available — Exclusive Southeast Green Title Sponsor co-branding with GIA throughout the event, including printed attendee name badges.

PLATINUM SPONSOR — \$7,500

2 available — Event Title Sponsor — Tuesday Nursery Tour or Wednesday Social. Other supporting sponsorships related to each event will be available.

GOLD SPONSOR — \$5,000

3 available — Cobranded Conference Bags, Cobranded Lanyards, or Exclusive Trade Show Entrance Plant Showcase

SILVER SPONSOR — \$3,500

5 available — Three Education Room Sponsorships, Annual Business Meeting & Breakfast Sponsorship, or Attendee Welcome & Registration Sponsorship. Education Room and Welcome & Registration Sponsors may provide approved materials for attendee distribution.

BRONZE SPONSOR — \$1,500

4 available — Coffee & Water Station Sponsorships. Two sponsors may be featured at each station, or one sponsor may purchase both placements for exclusive recognition at that station.

COPPER SPONSOR — \$750

Multiple Available — Education Session Sponsorships - Sponsor one Southeast Green education session, with recognition associated with that session.

Looking for something different? — Let's talk. We can work with you to develop a creative sponsorship opportunity that fits your goals within Southeast Green's established sponsorship levels.



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WHY EXHIBIT?

Now it is ***your chance*** to exhibit at Georgia's Premier Green Industry Trade Show!

Southeast Green brings together professionals from across every segment of the green industry, creating opportunities to build relationships, generate business, and connect face-to-face with the people who matter to your company.

- **Meet new customers** and create new business opportunities.
- **Strengthen existing relationships** with customers, suppliers, and industry partners.
- **Do business face-to-face** with the people who buy, specify, install, maintain, and use the plants, products, equipment, and services you provide.
- **Show what's new** by introducing new plants, products, equipment, technology, and services.
- **Extend your visibility** beyond the show floor through Southeast Green's interactive Exhibitor Map and online listing.

Your exhibit gives you more than space on the trade show floor—it gives you an opportunity to build connections and relationships that continue long after Southeast Green ends.

Ready to Register?

Contact Our Team: (706) 443-1440

View Details: southeastgreen.org

EXHIBITOR BOOTH INFORMATION

The exhibit hall is located in Grand Halls 6–8 at The Classic Center, with booth options to accommodate everything from traditional exhibits to larger plant, equipment, and product displays.



BOOTHS INCLUDE:

- 8' back drape and 3' side drape
- One Table & Two Chairs
- Company identification sign
- Wastebasket
- Up to four complimentary exhibitor staff badges per booth

MOVE-IN & EXHIBITOR SUPPORT

- **Load-In** — Tuesday, June 22 | 7:00 AM–4:30 PM
- **Complimentary Move-In Assistance** — Hand trucks, dollies, and forklift service are available at no charge during official load-in.
- **Decorator Services** — RPM Xpo is the official show decorator. Garden and soil exhibitors may arrange protective floor covering in advance.
- **Early Load-In** — Available to GGIA Partners and Southeast Green Event Sponsors at the \$2,500 level and above. Scheduling details will be provided in advance.

Ready to Register?

Talk With Us: (706) 443-1440

Learn More Online: southeastgreen.org

EXHIBITOR BOOTH PRICING

Booth Option	GGIA Member Price	Non-member Price
10'x10' Standard	\$925	\$1,425
10'x10' Corner	\$1,100	\$1,600
10'x15' — NEW for 2027 <i>Very Limited Supply</i>	\$1,575	\$2,325
10'x20' Standard	\$1,850	\$2,850
10'x20' End Cap	\$2,200	\$3,200
Bulk Space <i>400 sq. ft. minimum</i>	\$9.75/sq. ft	\$14.75/sq. ft

Visit southeastgreen.org to view the current floor plan.





GGIA
GEORGIA GREEN INDUSTRY ASSOCIATION

MEMBERSHIP HAS ITS PERKS

Your GGIA membership can pay for itself at Southeast Green.

GGIA members receive substantial discounts on exhibit space, and Southeast Green sponsorship opportunities are available exclusively to GGIA members.

Even a standard 10'×10' booth costs less overall when you join GGIA and register at the member rate.

Membership also connects your company to year-round value through:

- Industry advocacy
- Timely industry information
- Education and professional development
- Connections across Georgia's green industry
- Member discounts on events and advertising

Hey Friend!

You want the Member Discount?

Join GGIA today!