



MIDWEST ECOLOGICAL LANDSCAPING ASSOCIATION

## VENDOR FAIR APPLICATION

**MELA 10<sup>th</sup> Annual Conference 2012**

**Balance: Natural Systems and the Built Environment**

**Thursday February 23, 2012**

**University Center  
Grayslake, IL**

### Vendor Fair Information

The Vendor Fair at the 2012 Winter Conference will include 18 exhibitors who demonstrate their capacity to provide sustainable products and/or services to MELA member companies. **We have great space for vendors at the Conference this year!** Plenty of room and you'll have lots of traffic. We're also adding benefits this year that you won't want to miss.

As in the past, vendors will be selected by the Conference Committee, and the application form includes a questionnaire that should be filled out *if you have not exhibited at the MELA Conference in previous years*. The questions on this application are designed not only to help us learn about you, but also to help you learn about the questions our members will ask exhibitors. Our members are looking for products and services to help them adopt sustainable practices. Tell us all about your company and how you further sustainability in landscape design, installation, maintenance or an overall environmental capacity.

This year we are offering two unique opportunities to fit **every budget** with some really incredible promotional ideas that will help you advertise your business throughout the entire year. The advertising dollars you spend for our MELA Convention will place your business in front of thousands of sustainable individuals with the same mission...sustainability!

1) Exhibit Vendor Fair Space - \$550 (only 18 spaces available make your reservations asap!)

- 8' Display table in Vendor Fair area (electrical access available upon request)
- Listing in the Conference Agenda
- Free ticket for one person staffing your exhibit to attend Conference sessions
- Advanced recognition on MELA's Facebook Page
- Promotional recognition on [www.melaweb.org](http://www.melaweb.org)
- Video production and interview of your company and exhibit, which will be shared on MELA's YouTube Channel and Facebook Page.

2) Session Sponsor – \$200 (Only 12 hot spots available offered on a first come, first served basis)

- Your session sponsorship will allow you to introduce one of our 12 sessions.
- You will be allowed a 3 minute segment to speak about your company before introducing the speaker.
- Featured Logo during speaker session
- Promotional recognition on [www.melaweb.org](http://www.melaweb.org)

The Vendor Fair will be held from 7:30 a.m. through 1:30 p.m. and vendor personnel (1 person for each vendor) will be free to participate in the remainder of the conference at no extra charge.

Please submit your application by January 23, 2012. Selected vendors will be asked to pay the fee by February 15, 2012.

### **Application Form**

**Company** \_\_\_\_\_ **Date** \_\_\_\_\_

**Contact Person** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Address** \_\_\_\_\_ **Fax** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email** \_\_\_\_\_ **Business website** \_\_\_\_\_

**Please answer the remaining questions if you have not exhibited at the MELA Vendor Fair previously.**

**Products or services you provide:** \_\_\_\_\_

**Describe how your product or service promotes sustainability. Please include its effect on energy consumption/ labor.** \_\_\_\_\_  
\_\_\_\_\_

**Please provide some examples of how your product or service is used:** \_\_\_\_\_  
\_\_\_\_\_

**What is the economic benefit of your product or service? Can you put a timeframe on the ROI?**  
\_\_\_\_\_

**How long have you been offering this product or service?** \_\_\_\_\_

**Is your product or service regulated by the EPA or another agency?**

**Yes**

**No**

**Is your exhibit appropriate for outdoor exhibition?**

**Yes**

**No**

**Additional comments you wish to make:**

Return this form to:  
MELA 2011 Conference Committee  
310 Busse Hwy #265  
Park Ridge, IL 60068  
Or fax to MELA at:  
847-823-6914