

MNLA/MTGF Announce Changes to Northern Green Expo For the 2012 Show at the Minneapolis Convention Center

By **BOB FITCH**
MNLA Executive Director

Responding to ideas and input from exhibitors and attendees and with the blessing of the MNLA-MTGF Expo Trade Show Committee and the MNLA-MTGF Joint Programming Board, we are pleased to announce the following changes to the Northern Green Expo, effective for the 2012 event.

The trade show will move to Halls D-E, at the west of the end of the Minneapolis Convention Center. While the total footprint of these exhibit halls is slightly smaller, Expo is actually planning for more exhibit space to be sold for the 2012 event, based upon early demand from exhibitors following this year's 15% increase in attendance. The other advantages of moving down the hall will be slightly lower expenses and closer proximity to the headquarters hotel, the Hyatt Regency. A new trade show floor plan and new location request form will soon be sent to all exhibitors from the 2011 Expo.

The reconfigured trade show will have a "bulk space area" where large equipment exhibitors will be able rent substantially more square footage for the same price they paid this past January.

The reconfigured trade show will have two "front doors" to facilitate balanced traffic flow for exhibitors.

Hall D Front Door: Lobby area includes morning coffee, MNLA and MTGF Community Center.

Hall E Front Door: Lobby area includes registration, landscape awards, job boards.

The Casino Party will not be held in 2012 so that financial resources can be devoted to an attendee trade show lunch. The goal is to increase the value of the trade show as a center of networking and commerce. However, Green Expo hopes that Thursday evening will remain an important time for networking. Any exhibitors wanting help from Expo in promoting their Thursday evening parties

should contact Trade Show Manager Mary Dunn.

Exhibitors will now be able to attend the opening Keynote on Wednesday because the session will not overlap with trade show hours.

2012 Trade Show hours:

Wednesday

10:30 a.m.-5:30 p.m.

Dedicated Trade Show Time:

10:30-12:30, 1:20-2:40; 3:40-5:30

Thursday

9:30 a.m.-5:30 p.m.

Dedicated Trade Show Time:

10:30-2:00; 3:50-5:30

Friday

9:30 a.m.-1:00 p.m.

Dedicated Trade Show Time:

9:30-10:35; 11:30-1:00

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Territory Managers:

Jeremy Stafne 612-802-3149

Greg Bondy 612-308-0102

Mitch Stewart 515-240-8974

Rich Mining 605-201-2971

jstafne@turfwerks.com

gbondy@turfwerks.com

mstewart@turfwerks.com

rvining@turfwerks.com

Parts Manager:

Mark Anderson 605-336-1578

m.anderson@turfwerks.com