

October 20, 2011

Exhibitors at Expo 2011 Awarded With Best Booth Awards

Toronto, Ont. – Winners of the Best Booth and Best Promotion awards were announced Wednesday at Expo 2011, running until today at the Toronto Congress Centre. The winning exhibitors were: Best Booth Award less than 200 sq ft – Jill Jensen Botanical Specialties, and the Best Booth Award over 200 sq ft went to Maple Leaf Nurseries.

“Our exhibitors go to great lengths to present their company and products at Expo, and it is only fitting that the hard work and passion put into their booths is recognized,” said Expo 2011 show manager Lorraine Ivanoff. “Choosing the winners is always a tough decision because there are so many deserving booths at Expo, but Jill Jensen and Maple Leaf stood out for their attention to detail and crisp layouts. They can serve as a learning tool for the various display and promotional tactics that are available in the garden industry.”

Jill Jensen and Maple Leaf were judged based on a set of pre-determined criteria. The criteria used to determine the winners of the Best Booth Award are:

- Design/Visual Impact (lighting, focal point)
- Quality of Exhibit Construction (cleanliness, safety)
- Client Identification (signage, staff identification, promotional product, product distribution to advertise the company)
 - Product Presentation (promotional material, layout, unique display techniques, visual aids)
- Booth Personnel (passion for their work, appearance, knowledge of their product, willingness to answer questions, pride in their company)

Newcastle, Ont.-based Jill Jensen Botanical Specialties had a booth showcasing a variety of plants in a welcoming manner.

“This is a great honour to be chosen from so many excellent booths,” said Henri Piersma, a representative from Jill Jensen. “We tried to bring a little bit of everything from our greenhouse to focus on how much variety we offer and how versatile we are.”

Maple Leaf Nurseries, located in Vineland, Ont., designed their booth around the idea of a backyard patio setting, creating a welcoming place to gather with friends and family.

“We’re flattered with this recognition,” said Harry Brower, a representative from Maple Leaf. “There are so many other beautiful and exquisite booths at this show. We are just thrilled with this honour.”

John Neofotistos, chief executive officer, Exhibitor Insurance.com, Concord, Ont., Tracy McKnight and Dave Brown, show managers, Seasons Christmas Show, Midhurst, Ont. were the 2011 judges.

“Both booths had very inviting, welcoming atmospheres,” said Neofotistos. “They used a layout that was really nice. The work done in their presentation was really clean and sharp.”

Winner Best Promotion

All exhibiting companies look to distinguish themselves from the competition and to attract show visitors to their booths at the show. To stand out from the crowd, an exhibitor needs to develop a strategic and measurable marketing mix that would include such things as: advertising, promotion, direct mail, social media, customer invitations and show specials. Many exhibitors collaborate with show management to bring their customers to the show in addition to asking them to visits their specific booth. Westbrook Floral Ltd., Grimsby, Ont., Booth #466 won the best promotion award at Expo 2011 for all their work in engaging their customers to attend the show.

“Westbrook exemplifies the marketing savvy that we look for in our exhibiting partners. Our exhibitors are the best conduit to reach out and engage our industry” said Beth Edney, chair of Landscape Ontario’s show committee. The best promotion award winner is determined by the committee after a careful review of the promotion efforts by exhibitors prior to the show.

Expo 2011 closes at 4 p.m. on Thursday, October 20th. Admission to Expo 2011 is \$15 for Landscape Ontario members or \$20 for non-members. Visit www.loexpo.cato register online and for information on the symposia and pricing.

One day left to visit the 12th edition of Expo:

Thursday, October 20, 2011 from 10 a.m. – 4 p.m.

About EXPO 2011, Landscape Ontario and strategic partners:

EXPO 2011 is Canada's fall show for the floral and garden industry. Over 3,000 buyers will attend the expo, which showcases new products, recent plant and floral introductions and product demonstrations. Information is available at <http://www.loexpo.ca>

Landscape Ontario Horticultural Trades Association, one of the most vibrant associations of its kind, is comprised of over 2,000 members, ten sector groups and nine local chapters. Its trade mission is to promote the horticulture industry in Ontario, and its public mission, Green for Life, promotes the joys and benefits of plants and green spaces. Visit <http://www.landscapeontario.com> for more information.