

Welcome to the Nor Cal Landscape & Nursery Show! Nor Cal has a rich 40 year history of bringing green industry members together. The show is a collaboration between the former Nor Cal Spring Trade Show and CLCA. We’re so glad to have you participate in northern California’s premier landscape and nursery show!

This exhibitor service kit contains the information you will need to successfully exhibit at the show. You can access the service kit, the decorator information, hotel room block and numerous other details online on our website ([www.norcaltradeshow.org](http://www.norcaltradeshow.org)). Please click on the tab labeled “Exhibitor Information” which includes the rules and regulations, contact information, floor plan, move-in and out information, name badge form and much more.

Select “Electrical, Furniture & Freight” or use this link to directly access the decorator forms <https://sundecorating.boomerecommerce.com/>. The decorator will be emailing links to this information separately as well to each exhibitor. Please be looking for it in July.

Don’t forget to book your hotel room by February 3, 2020 to be included in the room block. Click the “Information” tab and you’ll find the Hotel button to make your reservation. The Hyatt Regency San Francisco Airport Hotel is our host. The hotel is located at 1333 Bayshore Hwy., Burlingame, Ca. 94010. **The rate is $255** per night plus tax. This includes FREE self parking and WIFI. Please mention it at check-in. Since the show ends on a Thursday evening consider booking an extra night or two and making a weekend out of it. There’s so much to explore in the bay area.

You may register your team either by filling out the enclosed name badge form and sending it back to the office or go online and click “Exhibitor Information” tab and then select “Exhibitor Registration”.

If your company is planning on having a **Show Special or New Product** at Nor Cal this year let us know! Just send an email to [margoc@frontiernet.net](mailto:margoc@frontiernet.net) and we’ll list your company and booth number on the website for folks to come by your booth space and check it out.

Nor Cal is happy to provide 4x6 inch **promotional postcards** for your use. Bundled in 50’s. You may mail them to your clients and let them know you’ll be exhibiting at the show. The form is included in this mailing as well as listed online under the Exhibitor Information.

**Show Program listings –**  All exhibiting firm information will be listed online. The show will provide a handout with company name and booth numbers onsite at registration. In this packet there is an online listing form. Please fill it out and fax or scan it back to Margo. Your information will then be listed online. The online listing will be posted until the following July when the website is updated for the following year. Currently your listing contains the information furnished on your contract.

**As a word of caution** – Nor Cal has contracts with specific businesses to provide service to you. All necessary forms are posted on the website. ([www.norcaltradeshow.org](http://www.norcaltradeshow.org)).

Our show decorator is Sunrise Decorating Services. We have hotel rooms reserved at the Hyatt Regency San Francisco Airport. Electrical is provided by Edlen Electrical. Audio Visual services are provided by Audio Visual Resources, San Carlos. WIFI can be ordered directly from the San Mateo County Event Center.

**DO NOT DO BUSINESS WITH ANY OTHER COMPANIES! Call or email Margo if someone has contacted you or you aren’t sure!**

Thank you again for exhibiting with us. We are dedicated to making your experience with Nor Cal a success! If you have any questions please contact Margo Cheuvront, show manager at [margoc@frontiernet.net](mailto:margoc@frontiernet.net) or call 530-458-3190.

Sincerely,   
The Nor Cal Landscape & Nursery Show Committee  
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