



“Habits of Successful Arborists”

February 6-7, 2012



Photo by Jeff Grewe

Great Plains Tree Conference
Lied Lodge & Conference Center, Nebraska City, NE
Exhibitor Brochure

***Conference Honoring NAA's
29 Charter Members***

NAA Great Plains Tree Conference

You won't want to miss this opportunity to interact with arborists throughout the state of Nebraska and surrounding areas. Conduct business with your customers, and meet prospective customers. Showcase your company's products and services, build new relationships, and discuss the needs of professionals from the arboriculture industry.

Hotel Information

The Lied Lodge & Conference center is a full service facility and offers 144 well-appointed guestrooms featuring work-study areas and data-ports, a fine dining restaurant, a cocktail lounge, an indoor swimming pool, jacuzzi, sauna, and fitness center. Walking trails, jogging, and nearby golf are available for relaxation. Designed with you in mind, Lied Lodge offers 144 guest rooms to meet your needs. All rooms feature views of the arboretum or the hazelnut orchard, plus all the amenities you'd expect for a memorable visit.

Exhibitor Benefits

- Opportunities at breakfast, breaks and lunch to market to professional arborists & horticulturists.
- Recognition in the Conference Program.
- Recognition at the 2012 NAA Annual Meeting during the Conference.
- You may submit a flyer, coupon, or other advertisement (no larger than 8 1/2" x 11") to be given to registrants onsite at no extra charge.
- Exhibitors will be included in the NAA's *Out on a Limb* newsletter. This is a great opportunity for you to get your company spotlighted in our Association's highly acclaimed publication!

NAA Educational Fund Silent Auction

Exhibitors are invited to donate items for the NAA Silent Auction. Proceeds will benefit the NAA Educational Fund. On Monday, February 6, 2012, NAA members and guests will bid on the items throughout the Exhibit Hall.

The process is simple! Complete the enclosed 2012 Donation Form. Remember, no gift is too small for our auction.

Sponsorships Available

Don't miss the opportunity to have your company recognized at the Conference by sponsoring a coffee break, lunch, speaker or promotional item. Please refer to the enclosed sponsorship form for details on how you can support the conference and receive recognition.

There's always room for additional sponsorship opportunities. Please contact the NAA office at (402) 476-3865 to discuss additional opportunities to help maximize the value of your participation in the conference, and promote your business.

SPEAKER INFORMATION

Education sessions will include: the State of Arboriculture and the challenges for the profession; "Flooding Impacts on Trees"; safety considerations for tree workers; upgrading climbing skills and abilities; hazard tree recognition and risk assessment; and improving business practices and potential services for small businesses. Details about the conference sessions and other special events are available in the full conference brochure. Visit www.nearborists.org for more information.



NAA Charter Member Recognition Dinner

New to the conference this year is a recognition dinner for the NAA's 29 Charter members. We hope that you will join us as we pay tribute to those NAA charter members that recognized the need for a Nebraska Arborists Association and provided the leadership to make it happen. The Nebraska Forest Service's Justin Evertson will emcee the evening's events which will begin with a 5:30 p.m. social (complimentary soft drinks/cash bar), with dinner at 6:00 p.m., followed by the formal recognition of the 29 Charter members and the presentation of the NAA's Educator and Arborist of the Year Awards and ... the newly-instituted "Lifetime Achievement Award." Dr. John Ball will cap off the evening with his take on the history of arboriculture.

If you would like to attend this dinner, please be sure to mark the appropriate box on the enclosed registration form. The attire for this dinner is casual.

We are also asking exhibitors to sponsor a charter member and his/her guest for the recognition dinner. If you would like to be a sponsor, please contact Jim Keepers at (402) 332-0715 or jkeepers@msn.com.

Site Details

Lied Lodge & Conference Center
2700 Sylvan Road • Nebraska City

Need lodging? NAA has received a special room rate of \$93 + tax per night. Reserve your room by January 16, 2012 to receive this special rate. Call (800) 546-5433, or visit the website at www.liedlodge.org. Be sure to identify yourself as an attendee of the Nebraska Arborists Association's Great Plains Tree Conference.

Exhibit Booth Set-up

Sunday, February 5, 2012

4:00 – 6:00 p.m.

Monday, February 6, 2012

7:00 – 8:30 a.m.

Exhibiting Hours

Monday, February 6, 2012

9:45 – 10:30 a.m.

12:00 – 1:45 p.m.

2:45 – 3:30 p.m.

Exhibit Booth Breakdown

Monday, February 6, 2012

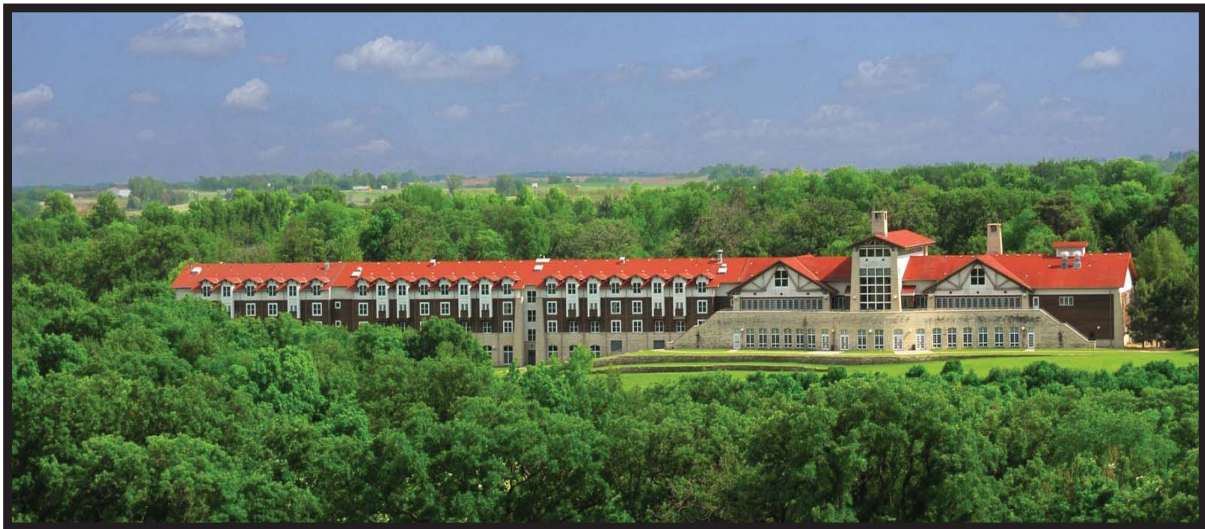
3:30 p.m.

Early Registration Deadline:
January 13, 2012



Nebraska Arborists Association
6201 S. 58th St, Ste. B
Lincoln, NE 68516
www.nearborists.org

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***Great Plains Tree Conference
Lied Lodge - Nebraska City, NE
February 6-7, 2012***

NAA Great Plains Tree Conference
February 6-7, 2012 • Lied Lodge & Conference Center • Nebraska City, Nebraska

Company: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____

Exhibitor Registration:

Note: NAA is offering the same fee amounts as the 2011 conference, but with added value to you!

Discount (postmarked by Jan. 13) \$250
 Standard (postmarked after Jan. 13) \$265
 Nonprofit organizations \$ 75

Each booth display will be 10' wide, 6' deep, with one 6' covered table, two chairs and registration for one representative (exhibitor registration does include one meal ticket). Please note the additional fee for special needs such as electricity or meals for additional reps.

Exhibitors who are members of the NAA will receive a \$25 discount.	\$ _____
Meal ticket (1st Booth Rep): \$35 For Add'l Rep (Includes Breakfast/Lunch/Two Breaks)	\$ _____
Electricity Charges: \$15 For 110v & \$60 For 220	\$ _____
NAA Charter Member Dinner: \$35 per person	\$ _____
<u>Sponsorship Amount</u>	\$ _____
Total Fee:	\$ _____

<p>Payment Method</p> <p><input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Check enclosed (Payable to NAA)</p> <p>Name as it appears on credit card _____</p> <p>Account # _____ Expiration Date ____/____</p> <p>Signature _____</p>

Please make checks payable to the Nebraska Arborists Association. Send registration form and payments to: NAA, 6201 S 58th St., Ste. B, Lincoln, NE 68516.

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account, or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.

Promotional Flyer for Attendees

If you wish to send a 1-Page Flyer (insert) to be distributed to attendees when they are registering, please send materials no later than January 17, 2011 to the NAA office.

Exhibitor Registration

Complimentary Rep Name: _____ Additional Rep Name (@ \$35 each):
 _____ Additional Rep Name (@ \$35 each):

I understand that the NAA has no obligation to refund part or all of the exhibit fee. I have read this 2012 Exhibitor brochure and agree to comply with the terms.



YES! Count us in! We will support the Silent Auction for the Nebraska Arborists Association (NAA).

I/Our Company will donate the following gift for the NAA Education Fund Auction held during the NAA Conference. Scholarship funds are available to individuals with personal interest in tree care, or individuals who are new to the tree care industry. Your contribution will make it possible for individuals to attend the NAA educational events.

I would like to provide a Silent Auction item. (Please include a description of the item below).

Retail Value of Gift: \$ _____

Company/Individual: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact Person: _____

E-Mail Address: _____

A listing of auction items will be compiled prior to the event, so we ask that you please fax this form to the NAA office at 402.489.0336 by January 20, 2012.

We ask that you bring the gift to the NAA Convention and drop it off at the NAA Auction registration table at the Lied Lodge.

Have questions? Contact the NAA office at (402) 476-3865, or contact Jim Keepers at (402) 332-0715 or jkeepers@msn.com.

SILENT AUCTION & EXHIBIT HALL

Let NAA attendees know that you support continuing education through your sponsorship. Don't miss a valuable opportunity to enhance the visibility of your company or business at this event.

Estimated costs of the event activities are listed merely for informational purposes. Any sponsorship amount is welcomed and appreciated. Multiple sponsors are encouraged for the breaks, meals and speakers. If there are additional ideas for support of NAA or this event, please contact the NAA office at (402) 476-3865.

- Continental breakfast (estimated investment of \$400 for each day of the conference)
- Morning refreshment breaks (estimated investment of \$300 for each day of the conference)
- Afternoon refreshment breaks (estimated investment of \$300 for each day of the conference)
- Lunch (estimated investment of \$3,500 for day 1 and \$2,000 for day 2)
- Speaker sponsorship (estimated investment of \$3,000 for speaker honorarium and/or travel reimbursement)
- Lanyards with sponsor's name and/or logo (estimated sponsorship investment of \$250)
- Underwrite costs for 150 copies of *Landscape Diagnostic Guide* for attendee gift (estimated investment is \$2,000)
- Sponsor NAA charter member and guest for recognition dinner (\$35 per sponsorship)
- USB flash drive containing education session slide presentations with sponsor's logo (estimated investment of \$2,000)
- Pens with sponsor's logo (estimated investment of \$250)

Recognition

All sponsors' names and logos will be printed in the onsite schedule of events, and will be printed on event signs. A list of sponsors will be printed in the 1st quarter 2012 issue of *Out on a Limb*, NAA's newsletter. Sponsors' names will also be posted on the NAA website with post-conference information.

Session speaker sponsors have the option of introducing the speaker prior to the session, and will have a sign with their company's name and logo displayed at the respective session.

2012 Great Plains Tree Conference Sponsorship Form

Company / Organization Name _____

Representative's Name _____

Address _____

City, State, Zipcode _____

Daytime Phone Number _____

Email Address _____

I wish to support NAA through one of the following sponsorship opportunities: (please list)

Please send payment for your sponsorship contribution to:

Nebraska Arborists Association
6201 S. 58th Street, Suite B
Lincoln, NE 68516

Questions?

Please contact the Nebraska Arborists Association at (402) 476-3865.