



Jan. 9-10, 2011
St. Louis, MO

The Leader in Education and Trade.

Presented by the Western Nursery & Landscape Association

www.nationalgreencentre.org

The WESTERN to Become the National Green Centre – and alternate between St. Louis and Kansas City!

The Western Nursery and Landscape Association is proud to announce the expansion and rebranding of its successful annual trade show and conference "The Western". Beginning **January 9-10, 2011** the event will become the **National Green Centre** and begin alternating between St. Louis and Kansas City.

"This rebranding will build upon the historical success of the Western while expanding the event to serve the national nursery, lawn and garden retail, and landscape contractor markets" commented Executive Director Sarah Woody Bibens. The 2010 event features a tremendously expanded educational program featuring five concurrent educational programs with an internationally acclaimed faculty of speakers.

"As the horticulture markets continue to change, the need for a powerful, national event to help bring the industry together and provide deep and meaningful educational programming and networking opportunities has never been greater" added Jim Mason of Country Landscapes and 2010 association president. "The Western Nursery and Landscape Association is uniquely positioned to expand and rebrand our already successful annual show. By alternating the show between St. Louis and Kansas City we'll be delivering a conference in the center of the country and maximizing the potential for growth, as the fact is a third of the country's population is within one day's drive of St. Louis. The center of the U.S. is ideal for a true national conference."

The tradeshow at the conference has typically featured some 400 industry suppliers from throughout the United States and Canada, providing a tremendous showcase of products and services for industry growers, retailers and contractors. Combining this show floor with the five educational tracks provides a learning and networking event unmatched anywhere in the country. Presented by the Western Nursery and Landscape Association, the National Green Centre and the association members who exhibit and attend the event benefit from the Association's year-round focus on education, networking and trade. The weekly e-newsletter, product search feature on the website, and social media communication support the Association's goals both at the National Green Centre and throughout the year.

Future **National Green Centre** events will alternate between the world class America's Center in downtown St. Louis and the same Overland Park, Kansas location the industry has come to know over the years.

The **National Green Centre**, presented by the Western Nursery and Landscape Association will become the industry's premier national event for education and trade by featuring:

- **World-class education** - Fived education streams will address the diverse needs of retailers, growers of all types and industry contractors. The core of the program will be designed to focus on timely business topics, innovative industry trends and provide critical insight in complex times. Topics to be addressed in 2010 include social media marketing, new plant introductions, stormwater management, university research, energy efficiency, design workshops, lean flow, wind turbine technology and more.
- **Exhibitors** from throughout the United States and Canada featuring the new products you need.
- Industry information via our weekly e-newsletter to 10,000 inboxes every Monday morning.

How do you find out more about the **National Green Centre**?

- Sign up for our weekly e-newsletter, featuring national industry information.
- Visit our website: www.nationalgreencentre.org
- Follow us on Twitter, friend us on Facebook, connect with us on LinkedIn, and subscribe to our YouTube feed.
- Call 888-233-1876
- Email exhibits@nationalgreencentre.org for exhibit information.

We hope you'll join us at the center: The National Green Centre in the center of the United States. It's the perfect opportunity for your company .to take advantage of world-class education, connect with exhibitors from across North America, and take your company to the next level as we take the WESTERN to the next level with the National Green Centre show, presented by the Western Nursery and Landscape Association.

The 2011 National Green Centre, presented by the Western Nursery and Landscape Association is Jan. 9-10 at the America's Center in St. Louis, MO. For updates and more information, visit www.nationalgreencentre.org or e-mail info@nationalgreencentre.org.