



# NEW JERSEY SHADE TREE FEDERATION 100<sup>th</sup> ANNUAL CONFERENCE

trees@njstf.org  
(732) 246-3210  
NJ Shade Tree Federation  
Blake Hall, Cook College  
93 Lipman Drive  
New Brunswick, NJ 08901

To be released March 2025

Dear Friends and Colleagues,

it is our honor to invite you to our 100<sup>th</sup> Annual Conference!

The New Jersey Shade Tree Federation is a nonprofit organization celebrating its 100<sup>th</sup> year of assisting individuals and organizations with the selection, planning, and management of trees. The New Jersey Shade Tree Federation 100<sup>th</sup> Annual Conference is to be held **Thursday October 16 & Friday October 17, 2025 at Harrah's Resort Atlantic City, 777 Harrah's Blvd, Atlantic City, NJ 08401.**

This year's centennial celebration is a culmination of the NJ Shade Tree Federation's longstanding tradition of pulling community forestry folk and industry professionals together. We were born out of a need for collaboration, communication, and the belief that a little bit of help can be powerful. We're certain our founders had no idea what would result of the statement they made at the 1<sup>st</sup> Annual Meeting in 1925:

*"The New Jersey Federation of Shade Tree Commissions will be what we make it. It can be a real help to each community and to New Jersey as a whole. Let's get back of it and push." -Nelson T. Kessler, Assistant NJ State Forester & 1<sup>st</sup> Secretary of the Federation*

Community forestry is at its core a collaborative process, and the Shade Tree Federation exists to help foster relationships, educate on proper tree care practices, and give people the information they need to have informed conversations. Residents, volunteers, shade tree commissioners, local government officials, tree care companies, suppliers, nurseries, utility line clearance, forestry professionals, academics and researchers, state government, non-profits, and federal organizations. Together we work to push the boundaries of our industry. And while it is exceedingly tempting to add to Kessler's inspirational statement using Salt and Pepa song lyrics, we'll end on this note: Our work was never designed to have an end. There will always be a tree to plant or a helping hand to offer. Don't stop putting in the effort when the future needs us most.

You've surely noticed that this packet has been released much earlier than previous years. That is because we're offering early-bird discounts on exhibit space. The big 100 only happens once, and while we've planned accordingly, availability is limited. Kindly submit your applications by June 30<sup>th</sup>, 2025 to secure your early-bird exhibit space discount.

We look forward to celebrating with you this fall. If you have any questions about the contents of this packet, please don't hesitate to reach out to us.

Sincerely, . . .

Richard Wolowicz  
Executive Director



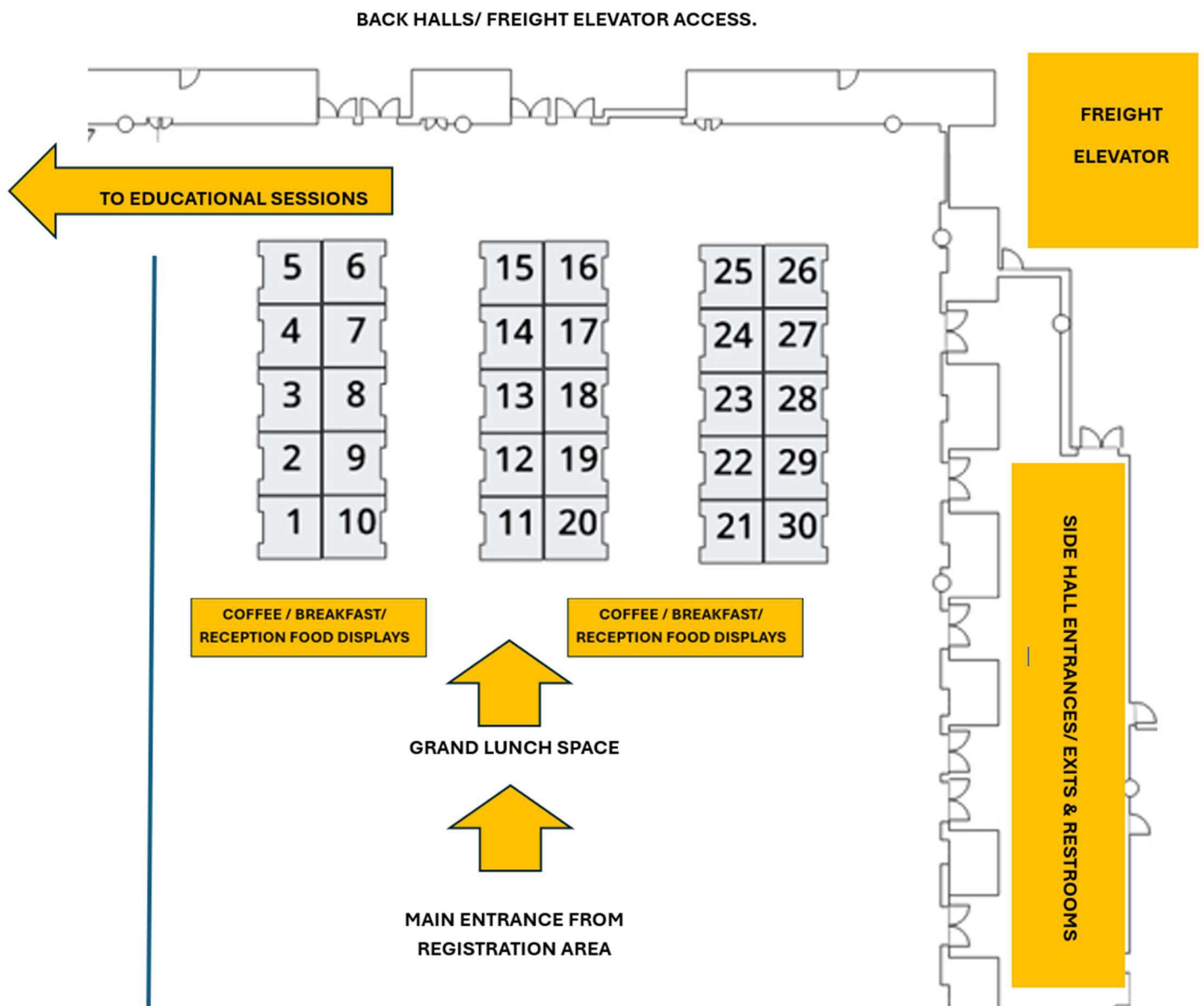
# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## EVENT INFORMATION

### EXHIBIT HALL

We were thrilled to discover that our new venue space can accommodate the size of our growing audience of over 500 people in 2024, and look forward to an even busier conference this year as we come together to celebrate a century of NJ community forestry! This is a great opportunity for folks to meet you, the leaders in the arboricultural field as suppliers of nursery stock, equipment, trucks, technology and services.

**We are taking full advantage of venue space for the grand centennial:** We've worked with Harrah's to design a bigger, better floorplan that still features you and your exhibits as the central hub of our event space. Booth location requests will be assigned on a first come first served basis when possible.





# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## EVENT INFORMATION

### EXHIBIT HALL continued...

**IT'S BACK! The Meet & Greet Networking Event:** Wow, we had fun last year! The feedback was ridiculously positive with regards to our new networking event's timing and layout. This fun social time begins Thursday evening after the educational sessions end. With hors d'oeuvres and cash bar, this time gives folks the chance to make meaningful connections after the educational sessions amongst your displays before they flit off into Atlantic City nightlife.

Again, participation comes at no additional cost to attendees or exhibitors. That said, the drink tickets were a hit! So, remember to save a little cash to buy tickets from Harrah's so your connections can trade in for a free drink at the cash bars. Exhibitors looking to purchase drink tickets from Harrah's for use at the Meet & Greet Cash Bar will be able to do so with our Convention Services Manager Dennis Vrba onsite Thursday morning.

### Exhibit Hall Set Up Information:

- **The Waterfront Conference Center Loading Dock:**
  - Load in: 2:00pm - 6:00pm on Wednesday, October 15, 2025.
  - Load out: 1:30pm- 3:00pm on Friday, October 17, 2025
  - See attached Waterfront Conference Center Loading Dock map.
- **Maximum dimensions:** Any equipment going into the exhibit area must fit through a doorway that is 5'-3" wide x 7'-8" high.
- **The Exhibit Hall doors will lock at 10:00pm Wednesday, October 15, 2025**, after which no persons may enter until 7:00am Thursday, October 16, 2025.
- **Outdoor Space:** Limited outdoor space is available upon request. First come, first served.
- **Exhibitors with handheld, light loads, or passengers to drop off:** There is no need to lug your items or persons through the casino. Proceed around to the back of the venue towards the loading dock. See map to triangle lot, where there is a vestibule with entrance doors and standard elevators at the Waterfront Conference Center. Please be aware that vehicles standing for excessive time in this passenger drop-off area or wrongfully parked in this area may be ticketed.

### NEW! Early-Bird Discount on Exhibit Space:

We appreciate your returning to our conference, and this year we're doing our best to combat rising costs and increase participation by offering an early-bird rate for exhibitors who submit application and payment by June 30, 2025. After 6/30/2025 we'll accept late applications until August 1, 2025.

Fees:	EARLY-BIRD RATES (prior to 6/30/2025)	LATE RATES (after 6/30/2025)
single booth (10' x 8')	\$950	\$1,350
double booth (20' x 8')	\$1,600	\$2,150



# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## EVENT INFORMATION

### SPONSORSHIP OPPORTUNITIES

**This is the centennial celebration, don't miss the (literal) once in a lifetime chance to stand out!** Our committee has also worked hard to ensure we have visibility opportunities that accommodate all budgets. Co-sponsorship opportunities similar to previous years' conferences have been retained. If you're looking to push a little harder this year please ask about premiere Space & Sponsorship Packages.

#### Co-Sponsorship Opportunities:

- **General Conference Sponsor - \$1,000**
  - Full page PowerPoint slide advertisement in the rolling conference slideshow: Use images, logos, text, and/or QR codes to create a custom PowerPoint slide that tells our attendees what you're all about!
  - Your logo printed on conference materials
  - Thank you message in The Shade Tree newsletter
- **Meet & Greet Networking Reception - \$1,000**
- **Food & Beverage Break Availabilities:**
  - **Lunch - \$2,000**
  - **Coffee Break - \$1,000**
  - **Breakfast Display - \$2,000**

#### Non-traditional Giving Options:

##### **Donation to the Porter Scholarship & Tree Project Award Program (Intervals of \$2,500)**

- For every \$2,500 donated the NJSTF education committee will be provided with the opportunity to present an additional Arboriculture Scholarship or Community Tree Project Award.
- Acknowledgement of your donation will be listed in the commemorative centennial program booklet & thank you message included in The Shade Tree newsletter
- A verbal acknowledgment crediting your donation for the availability of funds awarded during the presentation ceremony at the Conference.

**Non-monetary donations** such as books, equipment, art, and woodworkers' crafts are also accepted for use in Awards, Scholarship presentations, and fundraiser door prizes.



# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## EVENT INFORMATION

### THE COMMEMORATIVE CENTENNIAL PROGRAM

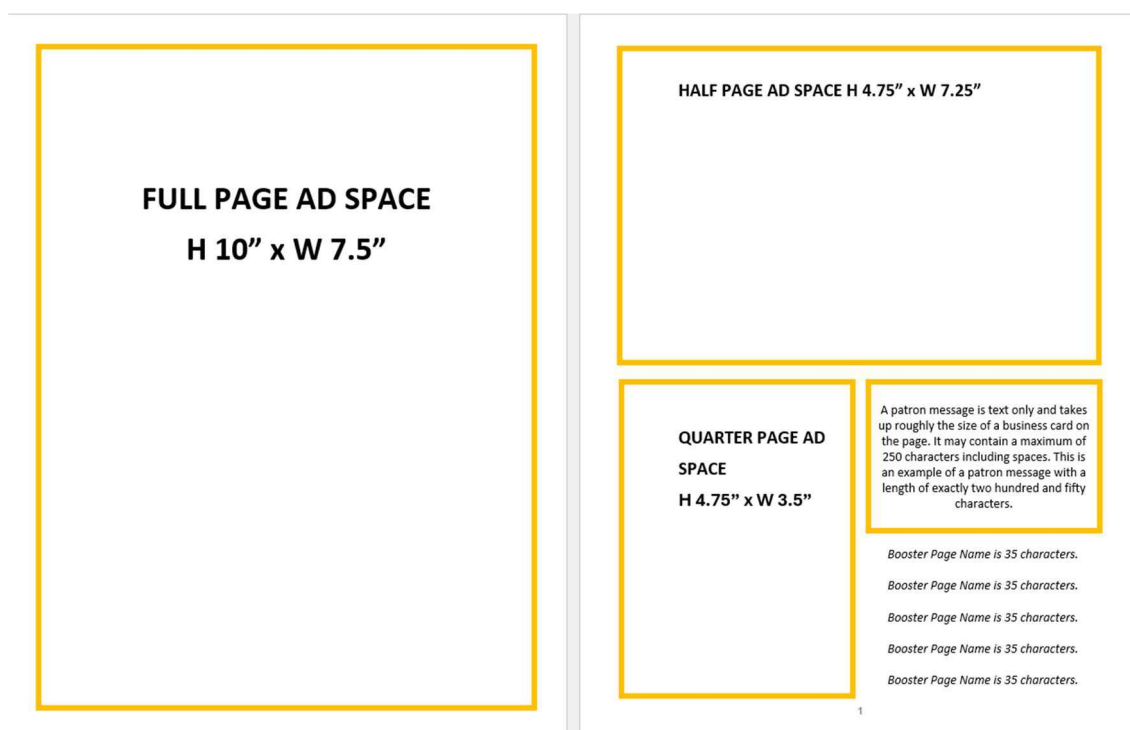
What's a conference attendee without a program book? Lost and confused. We're not doing our usual booklet this year. No-no, this isn't just a conference program book. It's *the commemorative centennial* program booklet. Specifically designed to be a keepsake item, this booklet presents a unique option for companies and organizations seeking visibility.

Minimum of 600 units printed and made available during our 2 days of celebrations, plus this document will have a digital life hosted and shared through our website. The commemorative centennial program book is our attempt to take the last century and squash it into a document that people actually want to read; Educational information, fun forestry facts, membership listings and most importantly for you-commercial advertisements from the best in business.

Choose the ad size that works best for you, and for those on a budget, text only listings, roughly the size of a business card are available. For those who just want their name to go down in history, sign up for the Booster page!

- Full Page - \$1,000
- Half Page - \$500
- Quarter Page - \$250
- Patron Message (Text Only, 250 characters including spaces) - \$50
- Booster Page Name Listing (Text Only, 35 characters including spaces) - \$25

The below illustration contains the actual print sizes in inches and an example of how advertisements may be laid out throughout the booklet. Not to scale, our booklet is full color, standard letter size measuring 11 x 8.5"





# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## RULES AND REGULATIONS GOVERNING COMMERCIAL EXHIBITS

**Venue:** Harrah's Resort Atlantic City  
777 Harrah's Blvd, Atlantic City, NJ 08401

**Exhibits Open:** Thursday, October 16, 2025  
Friday, October 17, 2025

Exhibits will be open at 7:00am on Thursday morning and remain open until the close of the post-educational sessions Meet & Greet Networking Hour. The Networking Hour is to be held inside the Exhibit Hall, be sure to have your booth attended from 4:30-6:00pm Thursday, October 16. On Friday, exhibits will open at 7:00am and close at 1:30pm. Vendors will be allowed to dismantle their booth(s) on Friday, October 17, starting at 1:30pm.

**Installation and Dismantling:** The Exhibit Hall will be open for Display installation starting at 2:00pm, Wednesday October 15, 2025. The Exhibit Hall Doors will lock at 10:00pm Wednesday, October 15, 2025, after which no persons may enter until 7:00am Thursday, October 16, 2025. The Display must remain intact and in its designated booth space until closing at 1:30pm on Friday, October 17, 2025. Dismantling and removal of exhibits shall commence immediately thereafter and be completed no later than 3:00pm. The Waterfront Conference Center

**Use of the Waterfront Conference Center loading dock & freight elevator is permitted during the following times:**

**Load-in: Wednesday, October 15, 2:00pm-6:00pm**

**Load-out: Friday, October 17, 1:30pm-3:00pm**

**Booths:** An identification sign will be furnished for each exhibit booth. Single Booth size is 10' W x 8' D. Double booths are available. A 6' table, two chairs, and a wastebasket will be furnished as standard equipment in each booth. Nothing shall be placed within the booth which will interfere with or obstruct neighboring exhibits.

**Contract for Space:** Applications and payments for early bird discounted exhibit space & 100<sup>th</sup> Annual Conference sponsorship shall be received no later than June 30<sup>th</sup>, 2025. Late applications for exhibit hall space are subject to availability, will be held to late rates, and must be received no later than August 1<sup>st</sup>, 2025. Exhibit hall space will be assigned on a first come first served basis if possible. In the event of fire, strikes, and other uncontrollable circumstances, this contract will not be binding. The NJ Shade Tree Federation reserves the right to cancel, for cause, any contract with any exhibitor at any time prior or during the meeting.

**Use of Space:** All demonstrations, interviews, or sales activities must be confined to the limits of the exhibit booth or outdoor exhibit space. Exhibits should be arranged so that salesperson(s) would be inside the space rented.

**Note:** No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of the NJ Shade Tree Federation and not without approval of the terms thereof.





# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## RULES AND REGULATIONS GOVERNING COMMERCIAL EXHIBITS

**Shipping Information:** Exhibitors who wish to ship materials to Harrah's Resort must make arrangements directly with Harrah's Resort Business Center. A brochure is attached, contact the Harrah's Business Center for prevailing rates/fees/instructions.

**All materials brought into the Exhibit Hall must be removed at the end of the conference.**

**Liability:** The exhibitor indemnifies and agrees to hold harmless Harrah's Resort, Atlantic City, the NJ Shade Tree Federation, their officers, directors, employees, and agents from and against any actions, losses, costs, damages, claims, and expenses (including attorney's fees) arising from and damage to property or bodily injury to exhibits, their agents, representatives, employees by reason of the exhibitor's occupancy or use of the exhibition facilities.

Furthermore, the exhibitor shall make no claims against Harrah's Resort or the NJ Shade Tree Federation, their officers, directors, employees, and agents for any loss or damage of any nature for the failure to provide exhibit space or for the failure of the NJ Shade Tree Federation or their employees to hold the 100<sup>th</sup> Annual Conference as scheduled.

**Insurance:** Exhibitors wishing to insure their display must do so at their own expense.

**Distribution of Advertising Matter:** Circulars or advertising matter may be distributed only within the booth assigned to the exhibitor presenting such material, unless otherwise pre-approved by the NJ Shade Tree Federation.

**Restrictions:** Harrah's Resort and the NJ Shade Tree Federation request exhibitors to refrain from displaying materials which might cause objectionable noise or be offensive to the general display area in any manner and reserve the right to restrict or eliminate such objectionable exhibits. In the event an exhibitor or an exhibitor's material is subjected to restriction or elimination of a display, Harrah's Resort and the NJ shade Tree Federation shall not be liable for any refund or rental fees nor loss of income to the exhibitor as a result of such restriction or elimination of display.

**Care of Building and Equipment:** Exhibitors or their agents shall not damage or deface the building (including but not limited to walls and floors). If damage appears, the exhibitor will be liable to Harrah's Resort and the NJ Shade Tree Federation. Exhibitors or their agents who may otherwise damage or lose the booth pipe and draping or other rented material shall be liable for replacement or repair thereof. Please note the floor of the Exhibit Hall is carpeted and exhibitors should refrain from bringing any equipment or materials that might soil or otherwise damage the carpet. Electric-powered vehicles are not permitted inside the Harrah's Resort Waterfront Conference Center. All requests to bring equipment inside are subject to review by Convention Services Manager Dennis Vrba. Any questions or concerns regarding equipment indoor eligibility may be directed to Convention Services Manager Dennis Vrba.

**These Regulations** become a part of the Contract between the exhibitor and the NJ Shade Tree Federation. Exhibitors are requested to provide full cooperation in their observance of this contact. Any points not covered are subject to decision of the NJ Shade Tree Federation. Such questions will be decided in the best interests of the conference.



# NJ SHADE TREE FEDERATION 100<sup>TH</sup> ANNUAL CONFERENCE

## RULES AND REGULATIONS GOVERNING COMMERCIAL EXHIBITS

<b>Fees:</b>	<b>EARLY-BIRD RATEs (prior to 6/30/2025)</b>	<b>LATE RATEs (after 6/30/2025)</b>
<b>single booth (10' x 8')</b>	<b>\$950</b>	<b>\$1,350</b>
<b>double booth (20' x 8')</b>	<b>\$1,600</b>	<b>\$2,150</b>

**Refunds:** refunds, less a \$400 service charge, due to cancellation of the exhibit space shall be made at the discretion of the NJ Shade Tree Federation if received early enough to provide for advertising the availability and to re-rent the space.

As part of booth pricing, 2 representatives (hosts) of the exhibitors are invited to participate in the various scheduled activities of the conference including attending educational sessions for credit. Food & Beverage is included in booth the pricing for these 2 representatives. These representatives must be named as 'Booth Hosts' on the Exhibit Space Application & Acceptance Form.

Admission badges will be made available for your hosts. Badges must be worn at all times within the event space during the 100<sup>th</sup> Annual Conference October 16-17, 2025.

**For Further Information:**      **NJ Shade Tree Federation**  
   **(732) 246-3210**  
   [TREES@NJSTF.ORG](mailto:TREES@NJSTF.ORG)



## PACKAGE HANDLING

### INBOUND SHIPMENTS

To ensure that your shipments are routed in a timely fashion, use the following addressing format for your labels on each package:

Recipient Name (GUEST)  
Group Name/Arrival Date  
c/o Harrah's Resort  
Business Center  
777 Harrah's Blvd  
Atlantic City, NJ 08401  
\_\_\_\_ of \_\_\_\_ (ex. 1 of 10)

### INBOUND RECEIVING FEES

Boxes/Tubes By Weight In Pounds:

Envelope . . . . .	\$5 each
10 lbs & Under . . . . .	\$10 each
11 to 20 lbs. . . . .	\$15 each
21 to 30 lbs. . . . .	\$20 each
31 to 40 lbs. . . . .	\$30 each
41 to 60 lbs. . . . .	\$40 each
61 to 80 lbs. . . . .	\$50 each
81 to 100 lbs. . . . .	\$80 each
100+ . . . . .	\$ .80 each pound
Pallet/Skid/Crate . . . . .	\$400 each flat fee

All pricing subject to change

Package Storage Fees, per package, per day:

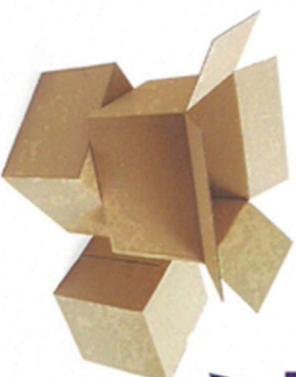
Package . . . . .	\$15 each
Pallet/Skid/Crate . . . . .	\$40 each

Storage fees may apply for items arriving more than 48 hours early.

**Storage space is limited! Large Volume Shippers call 609-441-5703 in advance or contact your convention representative.**

### OUTBOUND SHIPMENTS

We utilize FedEx, UPS and USPS for Domestic & Worldwide Shipping Service Carriers. The Harrah's Resort Business Center is glad to be able to assist you with your outbound shipments.



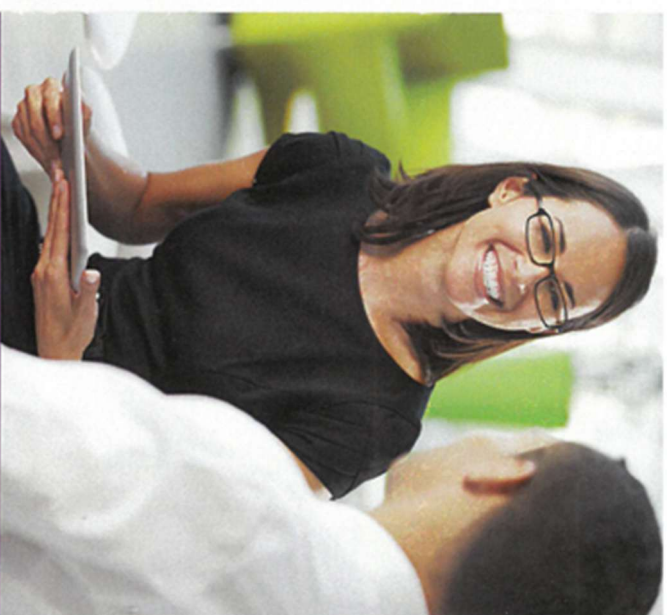
### OUTBOUND HANDLING SERVICE

Envelope . . . . .	\$5 each
10 lbs & Under . . . . .	\$10 each
11 to 20 lbs. . . . .	\$15 each
21 to 30 lbs. . . . .	\$20 each
31 to 40 lbs. . . . .	\$30 each
41 to 60 lbs. . . . .	\$40 each
61 to 80 lbs. . . . .	\$50 each
81 to 100 lbs. . . . .	\$80 each
100+ . . . . .	\$ .80 per pound
Pallet/Skid/Crates . . . . .	\$400 each flat fee

For your convenience, we also sell various sizes of cardboard boxes, tubes and packaging supplies.

### HARRAH'S RESORT BUSINESS CENTER

777 Harrah's Blvd. PHONE: 609-441-5703  
Atlantic City, NJ 08401 FAX: 609-441-5867  
EMAIL: HACBUSINESSCENTER@harrah.com



## BUSINESS CENTER SERVICES & PRICE LIST

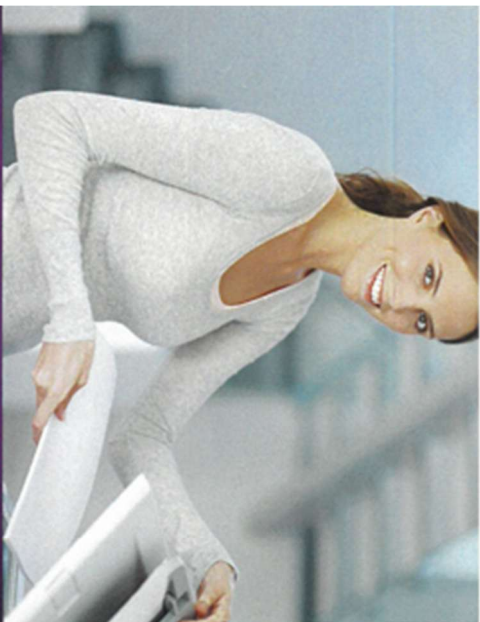
### HOURS OF OPERATION

**Monday – Friday: 9am to 5pm\***

\* Hours subject to change  
For assistance outside of business hours,  
Contact Destinations Gift Shop  
(609) 441-5670

Located off the hotel lobby  
near the Atrium Tower

**Harrah's**  
RESORT  
ATLANTIC CITY



For your convenience the Business Center offers a variety of services for conference and meeting sponsors as well as attendees.

## WE ARE PROUD TO OFFER THE FOLLOWING SERVICES:

- Shipping & Receiving
- Boarding Passes
- Faxing/Scanning
- Photocopying
- Printing Services
- Office Supplies
- Internet & Computer Access

### FAXING SERVICES

609-441-5867

#### RECEIVING FAX

Per Page Black & White. . . . . \$1  
Per Page Color . . . . . \$2

#### SENDING DOMESTIC

Per Page. . . . . \$2

#### SENDING INTERNATIONAL

Per Page. . . . . \$3

#### SCANNING

Per Page. . . . . \$1

#### PRINTING

Per Page, Single Sided

Black & White . . . . . \$0.75  
Color . . . . . \$1.50  
Boarding Pass . . . . . \$5

### PHOTOCOPYING

#### BLACK PRINT ON WHITE PAPER

Per Copy Plus Tax

8.5" X 11" & 8.5" X 14" SINGLE-SIDED  
1 - 1,999 pages . . . . . \$ .25  
2,000 - 3,999 . . . . . \$ .19

#### 8.5" X 11" & 8.5" X 14" DOUBLE-SIDED

1 - 1,999 pages . . . . . \$ .35  
2,000 - 3,999 . . . . . \$ .29

#### SPECIALTY PAPER

In addition to per copy price

Color Paper or White Card Stock. . . . . \$ .03  
Color Card Stock . . . . . \$ .06

Hand Placing on Glass

In addition to per copy price. . . . . \$ .20

Reductions/Enlargements

In addition to per copy price. . . . . \$ .20

#### COLOR COPIES

Per Copy Plus Tax

8.5" X 11" & 8.5" X 14" SINGLE-SIDED  
1 - 249 pages . . . . . \$1  
250 - 499 . . . . . \$0.85

#### 8.5" X 11" & 8.5" X 14" DOUBLE-SIDED

1 - 249 pages . . . . . \$1.65  
250 - 499 . . . . . \$1.50

### COMPUTER SERVICES

#### COMPUTER WORKSTATIONS • 3 AVAILABLE

Internet Access (High-Speed Cable)

15 Minute Minimum . . . . . \$5  
16 - 30 Minutes . . . . . \$10  
Per Minute After 30 Minutes . . . . . \$ .50





# **Directions to Waterfront Conference Center Loading Dock**

**777 Harrah's Blvd Atlantic City NJ 08401**