



Since 1995

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POINT OF PURCHASE SHOWCASE

ABOUT

The Point of Purchase, or POP, Showcase is like an on-site Lawn and Garden Center for buyers to view your products from the consumer's point of view: at the point of purchase. Buyers will have access to this area the entire event in order to familiarize themselves with your products before your pre-scheduled appointments. NLGS offers POP displays to reduce Vendor's complications and costs with decorating, shipping logistics, and set-up time. This is the standard for product displays at NLGS. We do not offer booths.

POP Specs

- Standard size: 2' x 2'
- Additional space up to 2' x 12'
- Tabletop and floor spaces
- Table covers included
- Located in VIA Happy Hour Mixer



Table Point of Purchase Display



Floor Point of Purchase Display

Considerations

- While we arrange for enough space for all, spaces are selected on a first come first serve basis
- Freestanding, tabletop, or shelving displays are optimal for this Point of Purchase display setting
- Limited spaces are located against a wall
- Electricity is limited. Please notify NLGS if electricity is a concern, and be prepared to bring your own extension cords
- We prohibit active grills, heating lamps, and discourage active water features, as NLGS does not provide gas or water hookups
- After setup, Vendors do not have access to the POP Showcase during appointment hours
- Secure and accessible storage is available outside of the POP Showcase for promotional material, return shipping boxes, etc.
- Breakdown begins after the last regularly scheduled appointment slot on the last day of the event