



CENTS BOOTH AWARDS

During the 2015 Central Environmental Nursery Trade Show (CENTS), held January 7-9, the Ohio Nursery & Landscape Association (ONLA) hosted an exhibit contest on the show floor to reward outstanding displays. The five awards categories were Large Exhibit (greater than 20' x 20'), Small Exhibit (20' x 20' or smaller), Most Attention Grabbing Display/Great Marketing, Best Demo and Most Creative Use of Space.

The 2015 CENTS Large Exhibit winner was Willoway Nurseries, Inc. of Avon, Ohio. Willoway Nurseries is a wholesale nursery and grower. (Image 1)

The 2015 CENTS Small Exhibit winner was Smith Brothers, Inc. located in Medina, Ohio. Smith Brothers is a retail garden center. (Image 2)

The 2015 CENTS Most Attention Grabbing Exhibit winner was Aqua Bella Designs located in Saginaw, Michigan. Aqua Bella Designs supplies water feature fountains and bubbling rock features. (Image 3)

The 2015 CENTS Best Demo Exhibit winner was Terrain Pro located in Canton, Ohio. Terrain Pro manufactures and distributes vacuum leaf collectors, snow and ice control equipment, vacuum catch basin cleaners, asphalt spreaders, dump truck bodies, truck accessories and a full line of service parts. (Image 4)

The 2015 Most Creative Use of Space Booth winner was Wolf Creek Company, Inc. located in Trotwood, Ohio. Wolf Creek is a distributor of irrigation & related landscape products. (Image 5)

Judges walked the show floor and evaluated booths on booth presentation, product presentation and exhibit personnel.

Judging Criteria Included:

Booth Presentation

- Integration of company identity in booth design
- Design and graphic elements
- Clearly communicates message to attendee (gives a reason to stop for further consideration)
- Adherence to show rules and exhibitor guidelines

Product Presentation

- Thoughtfulness, creativity and effectiveness of product display(s)
- Informative and/or benefit focused messaging
- Exhibit Personnel
- Professional appearance and etiquette
- Proactively engaging with visitors
- Number of staff adequate for booth size. ✪

