



FOR IMMEDIATE RELEASE  
November 15, 2006

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## NEW ENGLAND GROWS Named Fastest Growing Association Show in North America by Tradeshow Week

BOSTON, Mass.— New England Grows, the Northeast's premier green industry show, took top honors as North America's fastest-growing association show in 2006 at the 4th Annual Tradeshow Week Fastest 50 awards celebration. The gala honoring all 2006 Fastest 50 winners was held Saturday, November 11, 2006 at the Boston Convention & Exhibition Center (BCEC) and was hosted by the Boston Convention Marketing Center (BCMC) and the Massachusetts Convention Center Authority (MCCA).

Tradeshow Week's 2006 Fastest 50 award was based upon percentage growth and net square footage of growth between 2003 and 2005. The award follows New England Grows' first-time inclusion in Tradeshow Week's 32nd edition of Tradeshow Week 200, an annual ranking of the largest shows in North America, which was released in April. The educational conference and green industry exposition first occupied the BCEC in January 2005. From 2003 to 2005, the annual green industry show grew from 566 exhibitors spanning 91,700 square feet to 697 exhibitors and 152,400 square feet.

"We are honored to win this prestigious award," said Cricket Vlass, president of New England Grows. "Recognition by a national exhibition industry publication highlights the success of our association-led show and to receive the award in Boston was the icing on the cake!"

The conference and trade show has become a must-attend event for nursery growers, retail garden centers and landscape professionals in the Northeast. Each year, New England Grows' educational program features well-respected green industry professionals, academics, researchers, and high-caliber marketing specialists from across the nation and around the globe. In addition to targeted learning sessions, New England Grows also features live, hands-on demonstrations where participants can learn the latest field skills such as tree climbing—complete with a real, 40 foot tree installed on-site.

The 15th annual New England Grows will again offer world-class learning opportunities for green industry professionals when it returns to Boston's BCEC this winter from Tuesday, February 6 through Thursday, February 8. For more information about the conference or to reserve exhibition space, please visit [www.NEGrows.org](http://www.NEGrows.org) or call (508) 653-3009.

About New England Grows—New England Grows is an educational partnership between the New England Nursery Association, Associated Landscape Contractors of Massachusetts, Massachusetts Arborists Association, Massachusetts Nursery & Landscape Association, and its network includes more than 30 allied green industry organizations.

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