

Several years ago, the Texas Nursery & Landscape Association Board of Directors went through a thorough evaluation process of the Nursery/Landscape EXPO. The trade show remains strong and is an important part of the member benefits provided by TNLA. There was also a consensus that times had changed after 2008, and the EXPO would probably never be as big in square footage or overall attendance - but that was OK. The focus needed to be getting the RIGHT people to the show, so that exhibitors' and attendees' ROI could be realized. If we didn't have decision-makers on the show floor quantity was meaningless. Our goal has always been to assist the industry in doing business better, faster, more easily and economically.

There was a clear message being sent by our attendees - Houston was not a desirable place to go and the preference was San Antonio. Since the Nursery/Landscape EXPO travels around Texas (our pattern has been - Dallas/Houston/Dallas/San Antonio) we lose attendees because they are waiting for EXPO to "get back to their city." This led to some exhibitors feeling that their customer base only attended certain shows. Because of this roller coaster affect it has been hard to create a strong synergy within the Green Industry servicing Texas.

Several years ago The TNLA Board of Directors asked show management to send to Dallas and San Antonio an RFP. We received proposals from both. After a thorough vetting we chose to move the show to San Antonio for 5 years (2020-2024).

The plan was to return to Dallas for one more year (2019). However, because of lack of cooperation with the Kay Bailey Hutchinson Convention Center that would affect our exhibitors, the TNLA Board made the very HARD decision to move the 2019 EXPO to San Antonio to protect the interests of exhibitors and assure a successful show. What that means is that beginning in 2018 the Nursery/Landscape EXPO will be held in San Antonio until 2024.

Show management is excited about the opportunity this brings TNLA. We have a home for several years for the show. The Nursery/Landscape EXPO was the only Green Industry expo that traveled. The family-friendly atmosphere of San Antonio, the ease of getting to great restaurants and the new facilities that have been constructed at the convention center will make the Nursery/Landscape EXPO productive and memorable.

If you have any questions about this decision, please do not hesitate to contact me or Chairman of the Board Bill Carson (512-589-2992).

Sincerely,

Amy Graham, President/CEO
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