



PRESS RELEASE

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People's Choice Booths Awarded at CalScape Expo

San Diego, CA – With a goal of helping interiorscape companies grow their businesses, CalScape Expo - *Where the interiorscape industry grows*, offered a wealth of new ideas & products for every area of business in a well stocked Exhibitor Showcase. CalScape Expo, the national interior plantscape conference and trade show, held by PIA, the Plantscape Industry Alliance, ran Aug. 31 - Sept. 3, 2010, in San Diego, CA.

Over 50 exhibitors showed their products and services at CalScape Expo's Exhibitor Showcase and attendees flocked to see new goods, old friends, and to learn from their suppliers. Greenwalls Vertical Planting System, Featherrock, Inc., Hawaiian Sunshine Nursery, Inc., Heartland Payment Systems, International Horticultural Technologies, Medusa Floral, ReachLocal, Inc., Vyn Flowers, West Coast Forest & Cinder Products, and Woolly Pocket were new to the show and were well received by attendees. A number of exhibitors displayed living wall systems which enabled visitors to easily compare the virtues and applications of the numerous systems.

Hawaiian Sunshine Nursery, Inc. was the first place winner of the People's Choice Booth award in the multiple-booth category with their fabulous Hawaiian volcano themed display including a luscious collection of specimen bromeliads. Medusa Floral was selected as the first place winner in the single booth category for their display of unique and green-sourced products. The beautiful Sunborne Nursery booth including a large living wall was voted second place winner in the multi-booth category. Divine Orchids took second place in the single booth category and was notable for the quality and range of beautiful orchids displayed. Leucadia Nursery won third in the multi-booth category and Architectural Precast's fun oversize holiday décor won them third in the single booth category.

CalScape Expo 2011 is scheduled for Aug. 30 through Sept. 1 in Las Vegas, NV.

The mission of the Plantscape Industry Alliance is to advance the professionalism of interior plantscapers and industry affiliates through quality programs, educational materials, and networking opportunities.

Photos & captions: (photo files attached)



Attendees get a closer look at the exciting collection of bromeliads in Hawaiian Sunshine Nursery's first place winning booth. (HawaiianSunshine_1st.jpg)



Medusa Floral's Melisa Farnsworth shows off their first place ribbon. (MedusaFloral_1st.jpg)

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