SHADE TREE SHORTCOURSE | IOWA TURFGRASS INSTITUTE



2027

Iowa Shade Tree & Turfgrass Conference + Trade Show

FEBRUARY 9-11 | IOWA EVENTS CENTER

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

Why Exhibit?

REACH MORE PROFESSIONALS AT THE LARGEST
GREEN INDUSTRY GATHERING IN IOWA!







One Event. Multiple Markets.

Rather than exhibiting at separate conferences, you'll have the opportunity to connect with professionals from across the industry, including:

- Golf course management
- Arborists and urban forestry professionals
- Lawn care and landscape professionals
- Sports field managers
- Tree care companies
- Municipal parks departments
- Universities and educational institutions
- Suppliers and distributors

Great Exposure For Your Brand

- Nearly 140 exhibit booths creating Iowa's largest green industry trade show.
- Dedicated trade show hours designed to maximize attendee traffic.
- Sponsorship opportunities that extend your visibility before, during, and after the conference.

Build Relationships That Last

- Meet new customers while strengthening relationships with existing clients.
- Face-to-face conversations continue to be the most effective way to build trust and influence purchasing decisions.
- Connect with professionals who rely on your products and services every day.

Quality Attendees

- Professionals seeking continuing education and industry solutions.
- Business owners, managers, superintendents, foresters, and key purchasing personnel.
- Attendees actively looking for products, equipment, technology, and services to improve their operations.



SHADE TREE
SHORTCOURSE

IOWA TURFGRASS
INSTITUTE

One Industry. One Conference. Unlimited Opportunities

Iowa's green industry is stronger when we learn, collaborate, and innovate together. By bringing together shade tree and turf grass professionals under one roof, this conference creates unmatched opportunities for exhibitors to connect with a broader audience, strengthen existing relationships, and discover new business opportunities–all at a single event.

900+
Expected Attendees

140
Exhibit Booths

12
Trade Show Hours







ALL-INDUSTRY SILENT AUCTION

HISTORY OF THE AUCTION

The Iowa Turfgrass Institute's annual Silent Auction has supported Iowa students and turfgrass professionals for nearly two decades. Funds raised help provide scholarships, educational programs, and industry initiatives throughout the state.

SEEKING YOUR DONATION

The Iowa Sports Field Managers Association, Iowa Professional Lawn Care Association, Iowa Golf Course Superintendents Association, and Shade Tree Short Course are seeking donations for this year's Silent Auction. This is a great opportunity to showcase your company and products while supporting valuable industry programs and initiatives.

Donations of all kinds are appreciated, including apparel, tools, irrigation components, agricultural products, and other industry-related items. Your contribution helps support students and professionals throughout Iowa's green industry.

HOW TO PARTICIPATE

Participating in the Silent Auction is a great way to gain additional exposure before, during and after the Iowa Shade Tree and Turfgrass Conference + Trade Show. please bring your donation to the registration table at the conference or the Iowa turfgrass office before January 30, 2026 to be included in this year's silent auction.

CONFERENCE SCHEDULE

*TRADE SHOW RELATED ITEMS IN GREEN

DAY 1

TUESDAY
February 9, 2027

11:00 AM	REGISTRATION OPENS
12:30 PM - 5:00 PM	EDUCATIONAL SEMINARS
1:00 PM - 5:00 PM	BOOTH SET-UP
5:00 PM - 10:00 PM	ASSOCIATION MEMBERSHIP SOCIALS

DAY 2

WEDNESDAY
February 10, 2027

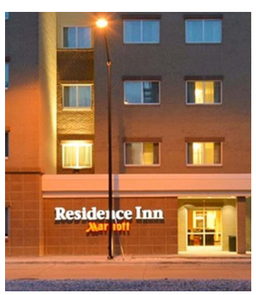
6:30 AM - 10:30 AM	BOOTH SET-UP
7:00 AM	REGISTRATION OPENS
8:00 AM - 10:15 AM	EDUCATIONAL SEMINARS
10:30 AM - 11:30 AM	OPENING SESSION
11:30 AM - 12:15 PM	ITI AWARDS & RECOGNITION CEREMONY
11:30 AM	LUNCHEON IN EXHIBIT HALL
11:30 AM	TRADE SHOW OPENS
1:00 PM - 4:30 PM	MEETINGS & EDUCATIONAL SESSIONS
4:00 PM - 6:00 PM	ALL-INDUSTRY TRADE SHOW RECEPTION

DAY 3

THURSDAY
February 11, 2027

7:30 AM	REGISTRATION OPENS
8:00 AM - 12:00 PM	PAT & EDUCATION SESSIONS
7:30 AM - 1:00 PM	TRADE SHOW OPENS
7:30 AM - 12:00 PM	SILENT AUCTION
12:00 PM - 1:00 PM	OPTIONAL LUNCH FOR ATTENDEES
1:00 PM - 4:00 PM	EXHIBITOR TEAR DOWN

HOTEL OPTIONS



Residence Inn by Marriott

100 SW Water Street
Des Moines, IA 50309

Room Rate: $127 + Tax

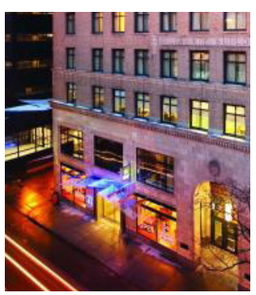
Book Here

Hyatt Place - Downtown

418 6th Ave
Des Moines, IA 50309

Room Rate: $129 + Tax

Book Here



TRADE SHOW

DETAILS

EXHIBIT SPACE FEES

- 1 booth space: $1,050 ($1,200 after 12/31/26)
- 2 booth spaces: $1,850 ($2,000 after 12/31/26)
- 3 booth spaces: $2,650 ($2,800 after 12/31/26)
- 4 booth spaces: $3,400 ($3,600 after 12/30/26)
- 5+ booths: Contact Turfgrass office for pricing

EXHIBIT BOOTH INCLUDED

- One 8′ deep by 10′ wide booth
- Standard booth drapery and two chairs
- One 8′ draped and skirted table
- Wastebasket
- Identification sign with company name
- Two exhibitor badges for first booth purchased. One exhibitor badge for each additional booth purchased.
- Complimentary lunch with attendees during Trade Show on Wednesday
- Optional Thursday lunch available for purchase

GENERAL INFORMATION

Exhibit booths will be set up in Hall B of the EMC ExpoCenter. The trade show area has 25-foot ceilings and is column free, except for booths 125 and 19. All exhibitor badges are picked up on site.

EXHIBIT INSTALLATION & BREAKDOWN

Exhibitor load in/set-up will take place Tuesday, February 9th from 1:00 PM - 5:00 PM and Wednesday, February 10th from 6:30 AM to 10:30 AM. All exhibits must be completely assembled by 11:30 AM. Late exhibits will not be allowed to set up during exhibit hours. Exhibit dismantle times will depend on where your booth is located. Only exhibitors will be allowed in the exhibit hall during set up and breakdown. Iowa Event Center will have personnel available during exhibit set up and during all conference hours.

Other Services - Iowa Events Center has an exhibitor order form for additional items such as electricity, internet, additional tables and chairs, etc. www.iowaeventscenter.com/convention-center/exhibitors

CANCELLATION POLICY

The application for space and formal notice of assignment constitutes a contract for the right to use the space allowed. The Iowa Turfgrass Institute reserves the right to cancel any contract with any exhibitor any time prior to or during the Conference and Trade Show. All exhibit booth deposits are non-refundable. No refunds will be given after January 30, 2027.

USE OF SPACE

All demonstrations and distributions of advertising materials, or other activities must be confined to the limits of the exhibit booths. Excessively loud music of PA systems are not allowed. No exhibitor shall assign or share the whole or any part of the space allotted without the knowledge and approval of the Iowa Turfgrass Institute.

FIRE MARSHALL REQUIREMENT

Liquid- and gas-fueled and electric vehicles, boats or other motor-craft and equipment used for display, competition or demonstration within a building shall be in accordance with the following:

a. Batteries are disconnected.
b. Fuel in fuel tanks does not exceed one-quarter tank or 5 gallons (19 L) (whichever is least).
c. Fuel tanks and fill openings are closed and sealed to prevent tampering.
d. Vehicles, boats or other motorcraft equipment are not fueled or defueled within the building.

INSURANCE COVERAGE & LIABILITY

The Iowa Events Center, Shade Tree Short Course, and the Iowa Turfgrass Institute will not be responsible or liable in case of fire, theft, or damage of any exhibitor's equipment on the premises. Exhibitors must provide their own insurance coverage to protect themselves, their equipment, and to cover damages that may be inflicted to the building and/or property of The Iowa Events Center. The exhibitor shall indemnify and hold harmless Shade Tree Short Course, the Iowa Turfgrass Institute, Iowa Events Center agents, servants, and employees from any and all such losses, damages, and claims.

RESTRICTIONS

The Iowa Turfgrass Institute & Shade Tree Short Course reserve the right to restrict exhibits which, because of noise, method of operation, or any other reason become objectionable, and also to prohibit or evict any exhibit, which in the opinion of the Planning Committee, may detract from the general character of the show. This restriction includes conduct, printed matter, or anything of a character which may be objectionable to the Trade Show as a whole. In the event of such restrictions or evictions, ITI/Shade Tree is not liable for any refunds or rentals or other exhibit expenses. Any person who fails to reserve an exhibit space and who persists in soliciting in any manner at any time during the length of the time of the show and/ or related activities may be ejected from the premises. Any exhibitor wishing to have food or drink samples must receive prior approval from ITI/Shade Tree and comply with Iowa Events Center policies. Animals are not permitted without prior approval. No helium balloons are allowed.

CARE OF BUILDINGS & BOOTHS

Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles shall be attached in any way to the walls or floors. No painting.

EXHIBITOR CONTRACT

These regulations become a part of the contract between the exhibitor and the Iowa Turfgrass Institute. They have been formulated for the best interest of both parties. The Iowa Turfgrass Institute asks the full cooperation of the exhibitors in the observance of these regulations. All points not covered are subject to the decision of the Executive Committee. The Executive Committee reserves the right to make changes as necessary for the best interest of the convention.

TRADE SHOW LAYOUT

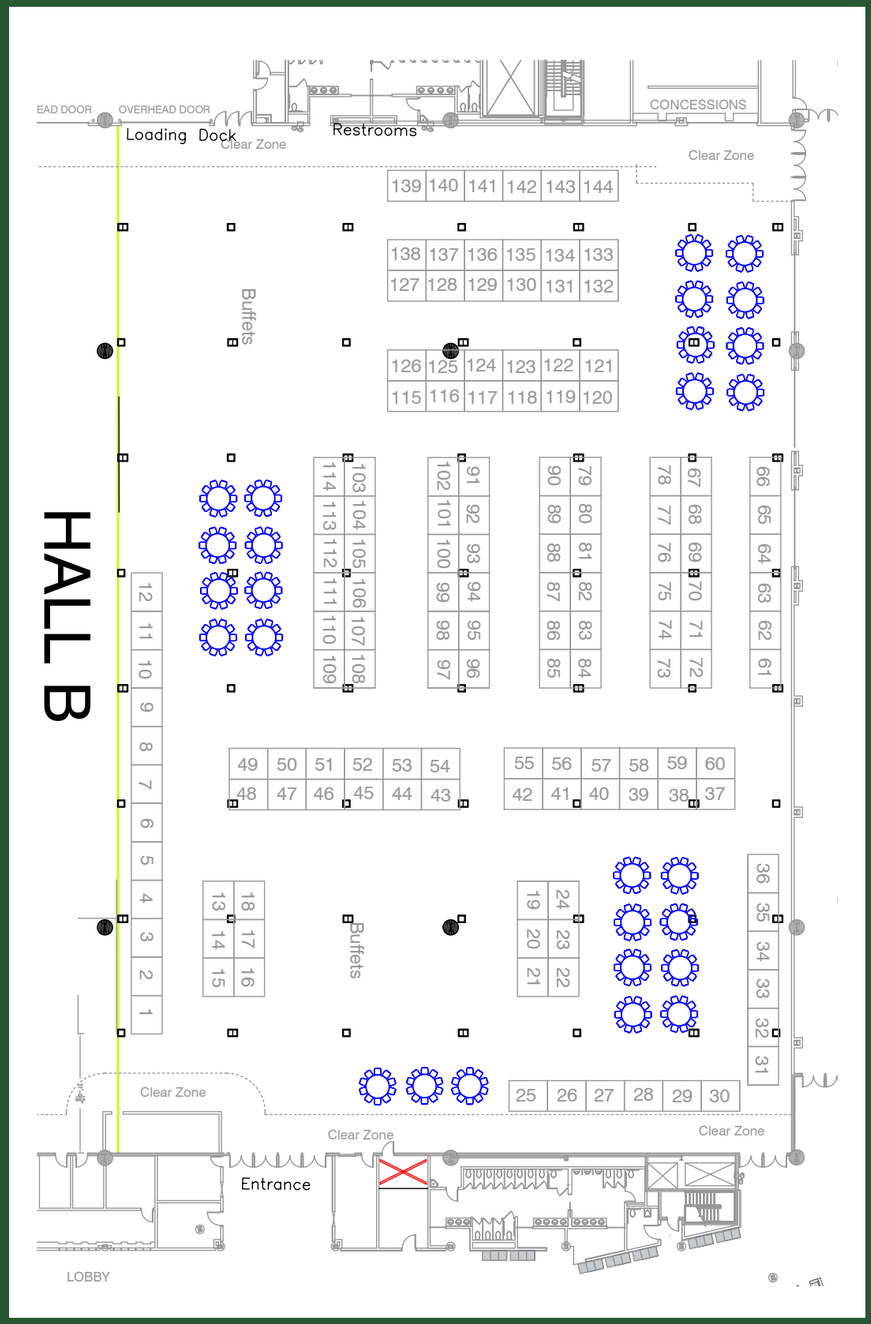


Exhibit booth sales begin today! Reserve your booth by registering online or by mailing or emailing your completed contract.

Booth assignments will be selected by non-exhibiting members of the Shade Tree and Iowa Turfgrass Conference Committee

Once your exhibit booth selection has been confirmed by ITI, you will receive a confirmation packet that includes your assigned booth number and additional information to help you prepare for your exhibit experience.

**Exhibit space fees increase December 31, 2026*

2026 TRADE SHOW EXHIBITORS

IOWA TURFGRASS INSTITUTE

AE Outdoor Power
AGRILAND FS, Inc. - Bronze
ALBAUGH, LLC
Aquatrols Company
Arborjet/ecologel - Bronze
Backslope Inc.
BASF
Bryan Rock Products
Bush Sports Turf - Bronze
Calcium Products - Bronze
Central Iowa Farm Store
Chemical Warehouse
CIT Sewer Solutions
Commercial Turf
Corteva
D&K - Platinum
DMF Gardens
EarthWorks
Elite Turf Management
ENVU
FieldTurf
Grass Masters LLC
GCSAA
Harris Golf Cars
Helena Agri-Enterprises
Hotsy Equipment Company
Howrey Construction
Hunter Industries - Bronze
Iowa Athletic Field Construction
Iowa Golf Association
Iowa PGA
ISBGA
MBA
Midwest Turf Support- Bronze
Miller Golf Cars - Bronze
MRG Hauff / Dakota Sports
MTI Distributing - Gold
NB Golf Cars
Nufarm
Ogden Turf & Grading LLC.
Par Aide Products
PBI Gordon
Pioneer Athletics
Plaisted Companies
Plant Food Company LLC
Ramy Turf Products
Redline
Redox Bio-Nutrients
Riverbend Sports Turf
River City Turf
Ogden Turf & Grading LLC.
Par Aide Products
PBI Gordon
Pioneer Athletics
Plaisted Companies
Plant Food Company LLC
Ramy Turf Products
Redline
Redox Bio-Nutrients
Riverbend Sports Turf
River City Turf
RJ Golf & Sports Turf
See Innovations
SePRO Corporation
SiteOne Landscape Supply - Silver
Soil Technology Corp.
Speeds Golf Cars
Standard Golf -Silver
SynaTek
Syngenta
taskTracker/turfRad
The Andersons
Tifco Industries
TinyMobileRobots
Trimax Mowers
Turf Tank
Turfwerks -Gold
United Seeds Inc. - Bronze
Van Diest - Bronze
Van Wall -Gold
Viridity
Watertronics
World Class Athletic Surfaces
Zimco - Silver
Zyme Co