



# IOWA TURFGRASS CONFERENCE & TRADE SHOW

2024

IOWA'S PREMIER EDUCATIONAL & NETWORKING OPPORTUNITY FOR THE TURFGRASS INDUSTRY

## EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

HOLIDAY INN DES MOINES - AIRPORT/CONFERENCE CENTER

FEBRUARY 13 - 15, 2024 | DES MOINES, IA

# **ALL INDUSTRY** *silent* **AUCTION**

## ***HISTORY OF THE AUCTION***

FOR NEARLY TWO DECADES, THE IOWA SPORTS TURF MANAGERS ASSOCIATION HAS ANNUALLY ADMINISTERED A SILENT AUCTION DURING TRADE SHOW HOURS AT THE IOWA TURFGRASS CONFERENCE AND TRADE SHOW. AT THE 2023 SILENT AUCTION, A RECORD OF OVER \$15,000 WAS RAISED, WHICH SUPPORTS PROGRAMS AND INITIATIVES BENEFITING TURFGRASS STUDENTS AND PROFESSIONALS IN THE STATE OF IOWA.

## ***SEEKING YOUR DONATIONS***

THE IOWA SPORTS FIELD MANAGERS ASSOCIATION, IOWA PROFESSIONAL LAWNCARE ASSOCIATION AND IOWA GOLF SUPERINTENDENTS ASSOCIATION ARE SEEKING DONATIONS FOR THIS YEAR'S SILENT AUCTION. SHOWCASE YOUR COMPANY AND PRODUCTS, WHILE SUPPORTING A GREAT CAUSE. DONATED GOODS ARE APPRECIATED AND RANGE FROM APPAREL, TOOLS, IRRIGATION COMPONENTS, AND AGRICULTURAL PRODUCTS.

## ***HOW TO PARTICIPATE***

PARTICIPATING IN THE SILENT AUCTION IS A GREAT WAY TO GAIN ADDITIONAL EXPOSURE BEFORE, DURING AND AFTER THE IOWA TURFGRASS CONFERENCE AND TRADE SHOW. PLEASE BRING YOUR DONATION TO THE REGISTRATION TABLE AT THE CONFERENCE OR THE IOWA TURFGRASS OFFICE BEFORE FEBRUARY 2, 2024 TO BE INCLUDED IN THIS YEAR'S SILENT AUCTION.

# CONFERENCE SCHEDULE

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### TUESDAY, FEBRUARY 13, 2024

Registration Opens ..... 11:00 am  
 Educational Seminars ..... 12:30 pm - 6:00 pm  
 Association Membership Socials ..... 6:00 pm - 10:00 pm  
 IPLCA Annual Meeting..... 6:00 pm

### WEDNESDAY, FEBRUARY 14, 2024

Educational Seminars ..... 8:30 am - 11:45 pm  
 ITI Awards & Recognition Ceremony ... 11:45 am - 12:15 pm  
 Luncheon in Exhibit Hall ..... 12:15 pm  
 Trade Show Open ..... 12:15 pm - 3:15 pm &  
 4:15 pm - 6:00 pm  
 ISFMA Annual Meeting..... 1:00 pm - 2:00 pm  
 Iowa GCSA Annual Meeting..... 2:15 pm - 3:15 pm  
 Keynote ..... 3:15 pm - 4:15 pm  
 Tradeshow Happy Hour ..... 4:15 pm - 6:00 pm  
 All Industry Reception ..... 6:00 pm - 8:00 pm

### THURSDAY, FEBRUARY 15, 2024

Pesticide Applicator Training (Required).. 8:00 am - 9:00 am  
 Trade Show Open ..... 9:00 am - 11:00 am  
 Silent Auction ..... 9:00 am - 10:30 am  
 CAT 5&6 PAT ..... 9:00 am - 10:00 am  
 Exhibitor Tear Down ..... 11:30 am  
 3OT PAT..... 11:00 am - 12:00 pm

## ABOUT OUR CONFERENCE



750+

Turfgrass Professionals



70+

Exhibiting Companies



24

Education Sessions



24

Hours of Education

## HOLIDAY INN DES MOINES AIRPORT / CONFERENCE CENTER

### ADDRESS:

6111 FLEUR DR  
 DES MOINES, IA 50321

### PHONE:

(515) 287-2400

### RATES:

RATES START AT \$112 PER NIGHT  
 (INCLUDES BREAKFAST)

HOTEL CUTOFF DATE IS  
**FEBRUARY 9TH, 2024**

### BOOK ONLINE:

[HTTPS://WWW.IHG.COM/HOLIDAYINN/HOTELS/  
 US/EN/DES-MOINES/DSMAP/HOTELDETAIL](https://www.ihg.com/holidayinn/hotels/us/en/des-moines/dsmap/hoteldetail)

**\*USE BOOKING CODE: TUR**



# ***2023 TRADE SHOW EXHIBITORS***

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**Above Par Tech - Silver Sponsor**

**AE Outdoor Power - Bronze Sponsor**

**Agriland FS - Bronze Sponsor**

Anderson

Aquatrols

**Arborjet/Ecolgel - Bronze Sponsor**

**BASF - Bronze Sponsor**

**Bayer/Envu - Bronze Sponsor**

Bush Sports Turf

Contract Specialties

**Corteva - Bronze Sponsor**

**D&K Products - Platinum Sponsor**

Earthworks

EC Grow

**FMC - Silver Sponsor**

Grass Masters

Greenskeeper

**Harris Golf Cars - Bronze Sponsor**

**Hunter Industries - Bronze Sponsor**

Iowa Athletic Field Construction

Iowa Golf Association

Iowa Golf Course Superintendents Association

Iowa PGA

Iowa Professional Lawn Care Association

Iowa Sports Turf Managers Association

La Crosse Seed

**MBA Incorporated - Bronze Sponsor**

**Midwest Turf Support - Bronze Sponsor**

**MTI Distributing - Platinum Sponsor**

NB Golf Cars

Norby Golf Course Design

NuFarm

Par Aide Products

**PBI-Gordon Corporation - Bronze Sponsor**

Pioneer Athletics

Plant Food Company Inc

Redline

Rhino Ag

SePro

**Siteone Landscape Supply - Silver Sponsor**

Soil Technologies

**Standard Golf Company - Bronze Sponsor**

**Syngenta - Bronze Sponsor**

Tifco Industries

Trimax Mowing Systems

Turf Tank

**Turfwerks - Silver Sponsor**

**United Seeds Inc. - Bronze Sponsor**

**Van Wall Equipment - Gold Sponsor**

**VanDiest Supply - Bronze Sponsor**

Watertronics

Watertronics

Watters Landscaping

Williams Lawn Seed

**Zimco Supply Company - Gold Sponsor**

# TRADE SHOW DETAILS

## EXHIBIT SPACE FEES

- 1 booth space: \$795 (\$875 after 1/5/23)
- 2 booth spaces: \$1,400 (\$1,480 after 1/5/24)
- 3 booth spaces: \$2000 (\$2,275 after 1/5/24)
- 4 booth spaces: \$2,650 (\$2,950 after 1/5/24)

## EXHIBIT BOOTH INCLUDES

- One 8' deep by 10' wide booth
- Standard booth drapery and carpet
- One 8' draped and skirted table
- Two plastic folding chairs
- 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

## GENERAL INFORMATION

- Exhibit booths will be set up in either the Iowa Hall or immediately outside the entrance to the Iowa Hall
- The trade show area is column free with 25-foot ceilings
- All exhibitor badges are picked up on site

## RESERVING YOUR EXHIBIT BOOTH

Exhibit booth space reservations will begin today. Full payment of your booth space is due prior to your exhibit installation on February 9, 2024. Sponsorships are reserved upon payment. You may reserve your booth(s) by registering online, or mailing or emailing your completed contract. Please see the contract for submission details.

## EXHIBIT INSTALLATION AND BREAKDOWN

Installation of exhibits will begin Wednesday, February 14th at 7:00 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. The Holiday Inn Des Moines - Airport will have personnel available during exhibit set up and during all conference hours. Any other services rendered will be appropriately billed to the exhibitor if a charge is necessary.

## 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, 2024.

## 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 or 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 REQUIREMENTS

Fueled equipment must have gas cap taped shut and one battery cable removed to prevent fires. Please bring equipment with the lesser of 1/5 tank or five gallons of fuel in the tank. Ignition keys for vehicles must be in Banquet Staff's key box during the event. Vehicles must be clean and dry, have plastic underneath to catch any leakage and

carpet pads under each wheel. Vehicles with treads are not allowed. Exhibitors CANNOT start their engines during show hours.

## INSURANCE COVERAGE AND LIABILITY

The Holiday Inn Des Moines - Airport 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 Holiday Inn Des Moines - Airport. The exhibitor shall indemnify and hold harmless the Iowa Turfgrass Institute, The Holiday Inn Des Moines - Airport agents, servants, and employees from any and all such losses, damages, and claims.

## RESTRICTIONS

The Iowa Turfgrass Institute reserves 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 ITI Executive 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, the Iowa Turfgrass Institute 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. The Holiday Inn prohibits the distribution of food within the exhibit hall, unless purchased through Holiday Inn.

## CARE OF BUILDINGS AND 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. You may reserve your booth(s) by registering online, or mailing or emailing your completed contract.

Booth assignments will be selected by the non-exhibiting members of the ITI Board.

Once exhibit booth choices have been confirmed by the ITI, you will receive a confirmation packet, which includes your confirmed booth number and additional information regarding your experience.



**Exhibit space fees increase January 5, 2024.**