



**EXHIBITOR PROSPECTUS &
SPONSORSHIP OPPORTUNITIES**

ITI CONFERENCE & TRADE SHOW

February 10th - 12th, 2026 | Des Moines, IA

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

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 2025 Silent Auction, a record of over \$18,000 was raised, which supports programs and initiatives benefiting turfgrass students and professionals in the state of Iowa.

SEEKING YOUR DONATION

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 January 30, 2026 to be included in this year’s silent auction.

CONFERENCE SCHEDULE

TUESDAY, FEB. 10th

Registration Opens..... 11:00 am
Educational Seminars 12:30 pm - 5:00 pm
Association Membership Socials 5:00 pm - 10:00 pm
IPLCA Annual Meeting 5:00 pm

WEDNESDAY, FEB. 11th

Registration Opens 7:30 am
Educational Seminars 8:30 am - 1130 am
ITI Awards & Recognition Ceremony ..11:30 am - 12:15 pm
Luncheon in Exhibit Hall 12:15 pm
Trade Show Opens 12:15 pm - 4:00 pm
Trade Show Happy Hour 3:00 pm - 4:00 pm
IGCSA Annual Meeting 1:00 pm - 2:00 pm
ISFMA Annual Meeting 2:15 pm - 3:15 pm
Featured Speaker 4:15 pm - 5:30 pm
Happy Hour 5:30 pm - 6:00 pm
All Industry Reception 6:00 pm - 8:00 pm

THURSDAY, FEB. 12th

Registration Opens 7:30 am
Pesticide Applicator Training (Required) 8:00 am - 9:00 am
Trade Show Opens 9 :00 am - 11:00 am
Silent Auction 9:00 am - 10:30 am
CAT 5 & 6 PAT 9:00 am - 10:00 am
3OT PAT 11:00 am - 12:00 pm
Exhibitor Tear Down 11:30 am

ABOUT OUR CONFERENCE

	750+	Turfgrass Professionals
	60+	Exhibiting Companies
	21	Education Sessions
	21	Hours of Education



ADDRESS:
6111 Fleur Dr
Des Moines, IA 50321

PHONE: (515) 287-2400
RATES: Rates start at \$125 + tax per night
(Includes Breakfast)

Hotel Cutoff Date is
January 21, 2026

BOOK ONLINE:
click [HERE](#) and enter in the dates of
Feb. 9th – 11th, 2026 to receive the special
room block rate

2025 TRADE SHOW EXHIBITORS

AE Outdoor Power	Par Aide Products
AGRILAND FS, Inc. - Bronze Sponsor	PBI-Gordon Corporation
The Andersons	Pioneer Athletics
Aquatrols	Plant Food Company, Inc.
Arborjet/Ecolgel - Bronze Sponsor	Plumbing & Heating Wholesale
BASF - Bronze Sponsor	Quest Products
Bush Sports Turf	Redline
Calcium Products - Bronze Sponsor	Riverbend Sport Turf
Commercial Turf	River City Turf
Corteva - Bronze Sponsor - Bronze Sponsor	RJ Performance Turf
D&K Products - Platinum Sponsor	Rogers/Covermasters
MRG Hauff/Dakota Sports	See Innovations
EarthBrew for Life	SePro
Envu	Siteone Landscape Supply - Silver Sponsor
FieldTurf	Soil Technologies Corp.
Grass Masters LLC	Standard Golf Company - Silver Sponsor
Harris Golf Cars	Syngenta - Bronze Sponsor
Hunter Industries - Bronze Sponsor	The Grow Group
Iowa Golf Association	Traqnology
Iowa Golf Course Superintendents Association	Turf Tank
Iowa Professional Lawn Care Association	Turfwerks - Gold Sponsor
Iowa Sports Turf Managers Association	United Seeds Inc. - Bronze Sponsor
La Crosse Seed	Van Wall Equipment - Gold Sponsor
MBA Incorporated - Bronze Sponsor	VanDiest Supply
Midwest Turf Support - Bronze Sponsor	Washburn Turf Specialties
Miller & Sons Golf Cars - Bronze Sponsor	Watertronics
MTI Distributing - Platinum Sponsor	Weather Guys
NexLevel Turf LLC	Williams Lawn Seed
Norby Golf Course Design	Wood Bay Turf Technologies
NuFarm	World Class Athletic Surfaces, Inc.
Ogden Turf and Grading	Zimco Supply Company - Silver Sponsor

TRADE SHOW DETAILS

- EXHIBIT SPACE FEES**
 - 1 booth space: \$895 (\$945 after 1/2/26)
 - 2 booth spaces: \$1,550 (\$1,630 after 1/2/26)
 - 3 booth spaces: \$2,200 (\$2,425 after 1/2/26)
 - 4 booth spaces: \$2,850 (\$3,150 after 1/2/26)
- 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
 - Electrical connection at each booth
- 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 4, 2026. 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 11th 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, 2026.

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 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 3, 2026.*