



# IOWA TURFGRASS CONFERENCE & TRADE SHOW

2022

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

## EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

HOLIDAY INN DES MOINES - AIRPORT/CONFERENCE CENTER

FEBRUARY 22 - 24, 2022 | DES MOINES, IA

# ***ITI PRESIDENT***

## ***YOU ARE INVITED***



I WOULD LIKE TO CORDIALLY INVITE YOU AND YOUR COMPANY TO JOIN US AT THE 88TH ANNUAL IOWA TURFGRASS CONFERENCE AND TRADE SHOW ON FEBRUARY 22 - 24, 2022. THIS YEAR'S CONFERENCE AND TRADE SHOW WILL BE HELD AT THE HOLIDAY INN IN DES MOINES. OUR 2020 TRADE SHOW FLOOR WAS SOLD OUT - WITH 73 EXHIBITING COMPANIES OCCUPYING 99 BOOTH SPACES! EVEN WITH LAST YEAR'S VIRTUAL SUCCESS, OUR BOARD OF DIRECTORS AND STAFF HAVE WORKED DILIGENTLY TO MAKE CONTINUAL IMPROVEMENTS TO THIS GREAT EVENT. WE'RE EXCITED TO CONTINUE OUR SCHEDULE AND PROGRAM THAT WE HAVE WORKED ON FOR THE 2022 CONFERENCE AND TRADE SHOW.

THE IOWA TURFGRASS CONFERENCE AND TRADE SHOW IS THE PREMIER LEARNING AND NETWORKING EVENT FOR THOSE IN THE TURF INDUSTRY ACROSS THE STATE OF IOWA, AS WELL AS THE MIDWEST. IT IS AN EXCELLENT TIME TO GENERATE LEADS, STRENGTHEN EXISTING RELATIONSHIPS, PROMOTE YOUR PRODUCTS, AND SUPPORT A BETTER FUTURE FOR TURFGRASS EDUCATION AND RESEARCH IN THE STATE OF IOWA.

WHETHER YOU ARE A LONG-TIME EXHIBITOR OR CONSIDERING JOINING US FOR THE FIRST TIME, WE WELCOME YOU. IT IS THROUGH EXHIBITOR SUPPORT THAT WE HAVE CONTINUED TO BE SUCCESSFUL.

I LOOK FORWARD TO SEEING YOU THIS COMING FEBRUARY AND ON BEHALF OF THE IOWA TURFGRASS INSTITUTE, APPRECIATE YOUR COMMITMENT TO MAKING OUR INDUSTRY BETTER.

SEE YOU AT THE HOLIDAY INN!

A handwritten signature in black ink that reads "Matt Kruse". The signature is written in a cursive, flowing style.

**MATT KRUSE**  
**IOWA TURFGRASS INSTITUTE PRESIDENT**



# **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 2020 SILENT AUCTION, A RECORD OF OVER \$14,000 WAS RAISED, WHICH SUPPORTS PROGRAMS AND INITIATIVES BENEFITING TURFGRASS STUDENTS AND PROFESSIONALS IN THE STATE OF IOWA.

## ***SEEKING YOUR DONATIONS***

THE IOWA SPORTS TURF 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 10, 2022 TO BE INCLUDED IN THIS YEAR'S SILENT AUCTION.

# CONFERENCE SCHEDULE

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### TUESDAY, FEBRUARY 22, 2022

Registration Opens ..... 11:00 am  
 Educational Seminars ..... 12:15 pm - 5:45 pm  
 Association Membership Socials ..... 7:00 pm - 10:00 pm

### WEDNESDAY, FEBRUARY 23, 2022

Large Equipment Move In ..... 7:00 am  
 Educational Seminars ..... 9:00 am - 12:15 pm  
 Luncheon in Exhibit Hall ..... 12:30 pm  
 Trade Show Open ..... 12:30 pm - 6:00 pm  
 IPLCA Annual Meeting ..... 1:00 pm - 2:00 pm  
 ISTMA Annual Meeting ..... 2:15 pm - 3:15 pm  
 Iowa GCSA Annual Meeting ..... 4:00 pm - 5:00 pm  
 All Industry Reception ..... 6:00 pm - 8:00 pm

### THURSDAY, FEBRUARY 24, 2022

Trade Show Open ..... 9:00 am - 12:00 pm  
 Silent Auction ..... 9:00 am - 10:30 am  
 Educational Seminars ..... 9:00 am - 11:30 am  
 Exhibitor Tear Down ..... 12:30 pm  
 Lunch ..... 11:30 am - 12:15 pm  
 Pesticide Applicator Training (ALL) ..... 12:15 pm - 2:15pm

## ABOUT OUR CONFERENCE



750+

Turfgrass Professionals



70+

Exhibiting Companies



26

Education Sessions



20

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 18TH, 2022**

### BOOK ONLINE:

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



# 2020 TRADE SHOW EXHIBITORS

## **ACME Materials Company - Bronze Sponsor**

Agriland FS  
Amvac Environmental Products  
Aquatrols  
Arborjet, Inc

## **Bayer - Gold Sponsor**

Blue Star Mills  
BRANDT Consolidated, Inc

## **Bush Turf - Bronze Sponsor**

Cahoy Pump Service  
Commercial Turf & Tractor  
Concepts by Iowa Hearing Aid Centers  
Contract Specialty

## **Corteva - Bronze Sponsor**

## **D & K Products - Platinum Sponsor**

DuraEdge Engineered Soils  
Echo, Inc.

## **Floratine Central Turf Products - Bronze Sponsor**

FMC Corporation  
Ground Effect Innovative Attachments  
Harris Golf Cars  
Healthy Ponds by Bioverse  
Herfort Norby Golf Architects  
Howrey Construction

## **Hunter Industries - - Bronze Sponsor**

Iowa Athletic Field Construction Company  
Iowa Golf Course Superintendents Association

## **Iowa Golf Association - Gold Sponsor**

Iowa Section PGA  
Iowa Sports Turf Managers Association  
Iowa Turfgrass Institute  
LaCrosse Seed  
MBA Incorporated  
Midwest Premier Turf

## **Miller & Sons Golf Cars - Bronze Sponsor**

Mowbility Sales & Service

## **MTI Distributing - Platinum Sponsor**

Musco Sports Lighting  
NB Golf Cars

## **Nufarm - Bronze Sponsor**

Par Aide Products  
Paul Miller Design

## **PBI / Gordon Corporation - Silver Sponsor**

Pioneer Athletics  
Quinn Equipment, Inc.  
Redexim Turf Products

## **Redline Construction, Inc - Bronze Sponsor**

River City Turf and Ornamental  
Schaffer Mfg. Co.  
SePRO Corporation  
Sherwin Williams  
Shiller Grounds Care

## **SiteOne Landscape Supply - Silver Sponsor**

Soil Tech Corp  
Speeds Golf Cars

## **Standard Golf Company - Silver Sponsor**

Stout Seed

## **Syngenta - Gold Sponsor**

The Andersons  
The Cutting Edge  
Titan Pro

Top Notch Mower Lifts

## **Turfwerks - Silver Sponsor**

United Seeds Inc  
Van Diest Supply Company

## **Van Wall Equipment - Gold Sponsor**

VGM Club  
Watertronics  
Watters Landscaping

Williams Lawn Seed

## **Zimco Supply Company - Silver Sponsor**

# TRADE SHOW DETAILS

## EXHIBIT SPACE FEES

- 1 booth space: \$745 (\$825 after 1/15/22)
- 2 booth spaces: \$1,300 (\$1,380 after 1/15/22)
- 3 booth spaces: \$1,850 (\$1,925 after 1/15/22)
- 4 booth spaces: \$2,450 (2,750 after 1/15/22)

## 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 on Monday, December 13, 2021. A non-refundable \$150 deposit is required with the completed contract to reserve booth space. Full payment of your booth space is due prior to your exhibit installation on February 22, 2022. 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 23rd 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 31, 2022.

## 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.

## All Necessary COVID-19 Protocols

The health and safety of our attendees, vendors, and speakers are a priority. Current protocols from the state of Iowa include a mask mandate in some public buildings but not at the convention center, recommends masks when around people who live outside of your household and anywhere that you cannot easily stay 6 feet away from others. Iowa Turfgrass Institute asks attendees to be vaccinated, and if unable to be vaccinated, to please wear a mask at conference events. The situation remains fluid, and we will update you as the state, city and sites update their protocols.

Sanitation stations will be set-up throughout the conference center. Conference center staff will properly and regularly disinfectant all surfaces and high-traffic area. Anyone that has tested positive for COVID-19 or are showing COVID-19 symptoms should not attend.

# TRADE SHOW LAYOUT

Exhibit booth sales begin on Monday, December 13th, 2022. 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 1, 2022.  
No refunds given after January 31, 2022.**