



IOWA TURFGRASS CONFERENCE & TRADE SHOW

2023

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

EXHIBITOR PROSPECTUS AND SPONSORSHIP OPPORTUNITIES

HOLIDAY INN DES MOINES - AIRPORT/CONFERENCE CENTER

FEBRUARY 14 - 16, 2023 | DES MOINES, IA

ITI PRESIDENT

YOU ARE INVITED



As the President of the Iowa Turfgrass Institute Board of Directors I would like to formally invite you and your company to join us at the 89th Annual Iowa Turfgrass Conference & Trade Show on February 14-16, 2023. This year's show will again be held at the Holiday Inn Airport in Des Moines.

This conference will mark my 25th year in attending this event as an attendee and/or exhibitor. I look forward to attending every year to network with colleagues, walk through the trade show and continuing education. I truly believe the Iowa Turfgrass Conference & Trade Show is one of the premier turf events in the state and Midwest.

The 2022 Conference & Trade Show returned to in-person and provided some real excitement to visit with colleagues and representatives. Over the course of the three days the show provided 438 attendees ranging from students, parks & rec, lawn care professionals, sports field managers, and golf course superintendents. The show provided 79 Booths in an 18,000 Square foot room for the attendees to roam, visit, and educate themselves. With your help we would love to exceed these numbers!

The 2023 Conference & Trade Show preparation by several individuals began the day after 2022 Show ended and we are really excited about a couple changes to the program. The 3-day event is packed with continuing education, 9 hours of exhibiting, silent auction, and networking receptions.

This event is an excellent opportunity to generate new leads, strengthen existing relationships, promote your products, and support turfgrass research in the state of Iowa. With your support the future of the turfgrass industry will be brighter.

On behalf of the Iowa Turfgrass Institute we appreciate your commitment to making the turfgrass industry better and look forward to seeing you in February at the Holiday Inn Airport!

Thank You!
Brian D. Abels
President,
Iowa Turfgrass Institute

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 2022 SILENT AUCTION, A RECORD OF OVER \$11,000 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 LAWN CARE 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 3, 2023 TO BE INCLUDED IN THIS YEAR'S SILENT AUCTION.

CONFERENCE SCHEDULE

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TUESDAY, FEBRUARY 14, 2023

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 15, 2023

Large Equipment Move In 7:00 am
Educational Seminars 8:30 am - 11:45 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 16, 2023

Pesticide Applicator Training (Required).. 8:00 am - 9:00 am
Trade Show Open 9:00 am - 11:30 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
Category 3 T, O&T..... 11:00 am - 12:00 pm

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 10TH, 2023*

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**



2022 TRADE SHOW EXHIBITORS

Above Par Tech - Bronze Sponsor

AE Outdoor Power

Agriland FS

Aquatrols

Arborjet Ecologel - Bronze Sponsor

Autmow

BASF - Bronze Sponsor

Bayer

Bush Sports Turf

Cahoy Pump Service

ClubProCure

Commercial Turf

Contract Specialty

Corteva

D & K Products - Platinum Sponsor

Dave's Dozing & Excavating

DryJect

EC Grow

EarthWorks

FMC Corporation - Bronze Sponsor

GCSAA

Grass Masters

Harris Golf Cars

Healthy Ponds by Bioverse

Hunter Industries

Iowa Athletic Field Construction Company

Iowa Golf Course Superintendents Association

Iowa Golf Association

Iowa Sports Field Managers Association

Iowa Turfgrass Institute

La Crosse Seed

MBA Incorporated

Midwest Premier Turf

Midwest Turf Support - Silver Sponsor

Miller & Sons Golf Cars - Silver Sponsor

MTI Distributing - Gold Sponsor

Musco Sports Lighting

NB Golf Cars

Nufarm - Bronze Sponsor

Par Aide Products

PBI / Gordon Corporation - Bronze Sponsor

Pioneer Athletics

Plant Food Company, Inc.

Prime Source: A Division of Albaugh LLC

Reams Landscare Supply

Redline - Bronze Sponsor

River City Turf and Ornamental

See-Innovations Inc.

SePRO Corporation

SiteOne Landscape Supply - Silver Sponsor

Soil First

Soil Technologies Corp.

Speeds Golf Cars

Standard Golf Company - Silver Sponsor

Syngenta

T3 - TurfThreat Tracker

The Andersons - Silver Sponsor

Trimax Mowing Systems

Turfwerks - Silver Sponsor

United Seeds Inc - Bronze Sponsor

Van Diest Supply Company

Van Wall Equipment - Gold Sponsor

Watertronics

Watters Landscaping

Waupaca Sand & Solution

Williams Lawn Seed

Zimco Supply Company - Gold Sponsor

TRADE SHOW DETAILS

EXHIBIT SPACE FEES

- 1 booth space: \$795 (\$875 after 1/6/23)
- 2 booth spaces: \$1,400 (\$1,480 after 1/6/23)
- 3 booth spaces: \$2000 (\$2,075 after 1/6/23)
- 4 booth spaces: \$2,650 (2,950 after 1/6/23)

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 10, 2023. 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 15th 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, 2023.

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.

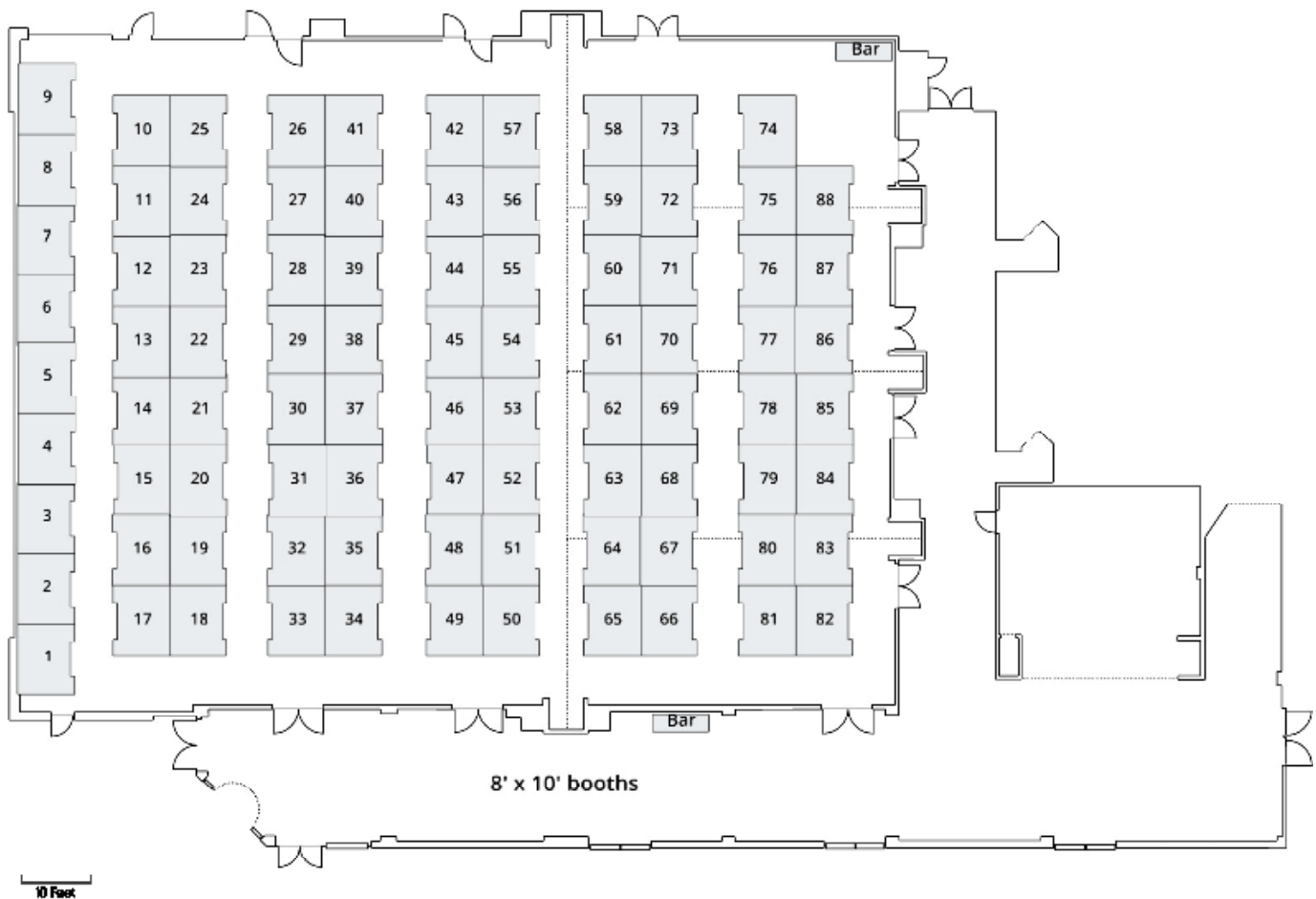


Exhibit space fees increase January 6, 2023.