

## Exhibitor Space Application

Welcome and thank you for taking part in the 2010 iTurfExpo. The Illinois Turfgrass Foundation (ITF) is very excited about this venture with the Chicago District Golf Association, the University of Illinois and Southern Illinois University. The event will take place on September 22, 2010 on the grounds of the Midwest Golf House in Lemont, Illinois. The iTurfExpo combines key elements from previous Field Days, the Illinois Professional Turf Conference (IPTC) and many other opportunities.

### NEW IN 2010: (you requested it, we listened)

The iTurfExpo will be a one day event and moved a little later into the year.

All exhibitors will be in the same location and under three large tents.

Research stops will be conducted in the morning for all attendees (vendors are welcome).

Exhibits will run solely in the afternoon from 12 pm to 5 pm (non-concurrent with education).

All events will occur onsite at the Midwest Golf House.

There will be a contest to move attendees throughout the booths.

Product demonstrations (extra fee) will be unrestricted and can take place anytime in the afternoon.

A social atmosphere will be created where you can visit with attendees throughout.

Lunch is included in Vendor Registration.

Researchers from University of Wisconsin, Michigan State and Purdue University will present to attendees.

The iTurfExpo provides a unique opportunity for you and your company. Don't miss this chance to bring your commodities to the forefront during budget preparation time.

### iTurfExpo

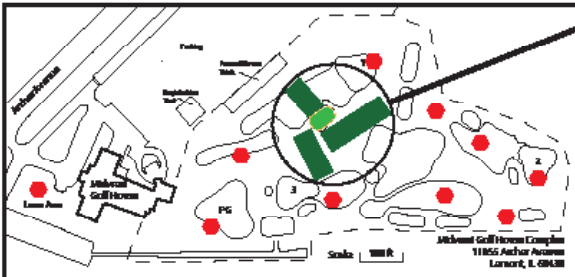
Midwest Golf House

September 22, 2010

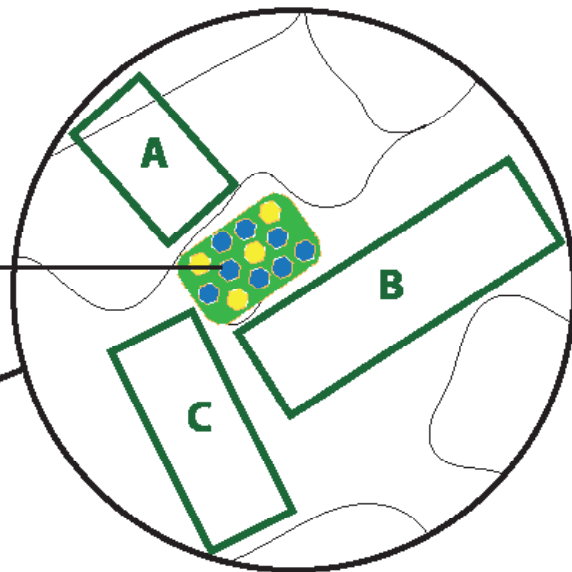
Exhibitor Overview Map

### Open Air Turf Patio

### Sunshine Course



◆ Research Stops



Exhibitor Tents A, B & C

**Exhibitors may register online: [iTurfExpo.com](http://iTurfExpo.com)**

# Exhibit Space Application and Contract

## iTurfExpo

Midwest Golf House  
September 22, 2010

### Instructions:

Print this application and complete all sections. Sign and return application with payment to: Illinois Turfgrass Foundation, 11855 Archer Avenue, Lemont, IL 60439 or fax with credit card payment to: 630-257-0362. You may also complete this application online at: [www.illinoisturfgrassfoundation.org](http://www.illinoisturfgrassfoundation.org)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Key Contact Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address1

\_\_\_\_\_  
Address2

\_\_\_\_\_  
City / State / Zipcode

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-Mail

\_\_\_\_\_  
Website

### Exhibit Space Rental:

All applications must be submitted with full payment. You may also submit application and payment online at: [www.illinoisturfgrassfoundation.org](http://www.illinoisturfgrassfoundation.org)

### Cancellation Policy:

All requests for cancellation of booth space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If iTurfExpo receives a written request of cancellation of space on or before August 27, 2010 the exhibitor will be eligible for a full refund minus a \$100 processing fee for each 10' x 10' booth space canceled. No refunds will be made after August 27, 2010.

**Exhibitors may register online**  
**[iTurfExpo.com](http://iTurfExpo.com)**

### OFFICE USE ONLY

Date Received \_\_\_\_\_ Payment \_\_\_\_\_

Space Assigned \_\_\_\_\_ Sq. Ft. \_\_\_\_\_

\*\*\*\*\*

1. Please select number of booth(s).

Each covered booth is 10' x 10' and supplied with one unskirted 6' table and two side chairs. The price per 10' x 10' booth is \$600 and includes two lunch tickets.

\*\*\*\*\*

2. Figure payment amount

### Booth Rental

Number of 10' x 10' Booths

x \$600 = \$ \_\_\_\_\_

Total = \$ \_\_\_\_\_

\*\*\*\*\*

3. Locate our exhibit NEAR: (list company names)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*

4. Locate our exhibit AWAY from: (list company names)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*

5. Each exhibitor is allotted two (2) complimentary booth representative badges for each 10' x 10' booth. Exhibitors must pre-register these complimentary representatives in advance of the show. Representatives must be employees of the firm or distributors who will act as booth personnel. iTurfExpo reserves the right to request business cards from any exhibitor registrant. No one is admitted to the exhibit area without an official iTurfExpo badge.

Complimentary Badge Information  
(additional badges may be purchased online)

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\*\*\*\*\*

6. I agree to abide by ALL rules and regulations governing the iTurfExpo as printed within this application. Acceptance of this application constitutes a contract.

\_\_\_\_\_  
Authorized Signature (Exhibitor)

\_\_\_\_\_  
Date

**Applications received without an authorized signature and/or payment will not be processed.**

**iTurfExpo**

## 2010 iTurfExpo Exhibitor Partnerships

By exhibiting, the iTurfExpo provides a unique opportunity for you and your company. In addition, we offer several sponsorship options to increase your exposure to potential and current customers. Each opportunity has been developed to help you place your product or service at the forefront. Please take a look over the following options available to enhance your iTurfExpo experience.

### Advertise in iTurfExpo Source Book

All attendees will receive a source book upon entry. Advertising space in the source book are available at the following full color rates.

- 1/4 page (\$125)
- 1/2 page (\$200)
- Full page (\$350)
- Back cover (\$500)
- Inside cover (\$400)
- Inside back cover (\$400)

The deadline to have your company's advertisement is August 15, 2010. Covers are on a first come, first serve basis. (Ad specs online)

### New Format

#### Equipment Demonstration

The iTurfExpo provides a unique opportunity for you to demonstrate equipment in real turf settings. Register your company to operate and demonstrate your equipment during the afternoon portion of the iTurfExpo. Based upon the equipment you want to demonstrate, we will set up an area for you to operate the equipment anytime and as often as you would like during the afternoon.

**\$500 to register your company to be able to demonstrate equipment**

#### Product Testing / Demonstration

Do you have a new product that you would like to be applied to the turf at Midwest Golf House? We can do that. Work with us to set up the parameters for you application(s) and we will take care of the rest. Please note, we will not provide any results or collect data.

**Starting at \$500 based upon space requirements and applications schedules. - Please call ITF at (630) 243-9483**

#### Coffee and Water Sponsor

Coffee will be offered first thing in the morning during the research stops. Bottled water will be placed strategically within the Sunshine Course for all attendees. Place your company's name on each station and let them know who provided the refreshment.

**\$1,000 first come, first served basis.**

### New Event

#### Open Air Turf Patio

Take a look at the new map of the iTurfExpo. smack dab in the middle of the trade show tents is an open air patio where we will be serving refreshments (water, soda, and cold beer) for our attendees. Sponsor the beverages and help us to create a fun, social atmosphere all afternoon at the iTurfExpo.

**\$200 per company**

#### iTurfExpo Communications Sponsorship

iTurfExpo sends out programs to over 6,000 potential attendees. iTurfExpo sends out over 25,000 e-mails to potential attendees. iTurfExpo sends out confirmation emails to each attendee. iTurfExpo sends out thank you emails to each attendee after the event. iTurfExpo hosts a website dedicated to registration and program information. Sponsor the iTurfExpo communications and place your company's name on all of these items.

**\$500 per company**

### New Menu

#### iTurfExpo Lunch Sponsor

Butterfly porkchop sandwich hot off the grill, a cool drink and a friend to talk with. Planners are creating a memorable lunch for all the right reasons.

**\$2,500**

### New Event

#### Turf ID Cup

Build some traffic at your booth by participating in a fun event. Attendees will travel through all the trade show booths seeking out participating companies. Once they locate your booth, they will have to identify the turf (genus) or turf problem (weed, disease, insect). Participants will have to record and submit a completed form to organizers for verification. All verified forms will be entered into a drawing for an Apple iPad!

**\$100 per company**

### New Event

#### Golf Skills Challenge

There is nothing like a little competition to get our attendees and vendors talking and interacting. We are going to set up one of the golf holes on the Sunshine Course for a friendly little tournament in the afternoon. Sponsor the event, and your company can run it. We'll give you guidelines, but it is up to you to run it!

**\$2,500 first come, first serve**

## 7. Payment Totals

Booth Rental (page 1, item 2).....	\$ _____
Source Book Advertisement .....	\$ _____
Equipment Demonstration .....	\$ _____
Product Demonstration.....	\$ _____
Coffee and Water Sponsor.....	\$ _____
Open Air Turf Patio .....	\$ _____
Communications Sponsorship .....	\$ _____
iTurfExpo Lunch Sponsor.....	\$ _____
Turf ID Cup .....	\$ _____
Golf Skills Challenge .....	\$ _____
<b>Total .....</b>	<b>\$ _____</b>

## 8. Payment Method: (checks payable to Illinois Turfgrass Foundation)

Check  Visa  MasterCard

Card Number

Exp Date   /   V-code (3 or 4 digit number on card)

Name on Card \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

Billing Zipcode

## 9. Send application to:

Illinois Turfgrass Foundation  
11855 Archer Avenue  
Lemont, IL 60439  
Fax: 630-257-0362

Questions?: Email: [admin@illinoisturfgrassfoundation.org](mailto:admin@illinoisturfgrassfoundation.org)  
or phone 630-243-9483

# 2010 iTurfExpo Rules and Regulations

## Booth Location

There are three tents in which exhibitor booths will be located. Each area inside each tent will be set in a typical trade show format with adjacent booths to one another. The iTurfExpo committee will assign all booth spaces based upon your booth preferences. If you have special booth needs, please let us know. Please note, there will be no electric power supplied to any booth.

## Booth Size

Standard iTurfExpo booth size is 10' x 10' or multiple increments of 10' x 10'. In no event will a contract be accepted for a booth that is less than 100 square feet.

## Booth Fees

All booth space is \$6 per square foot (\$600 per 100 square feet minimum booth).

iTurfExpo will provide one six foot non-draped table and two side chairs for each booth rented.

## Allocation of Booth Spaces

Request for space must be made and included with a signed contract and accompanied by full payment. Booth assignments are made by iTurfExpo only upon receipt of a signed contract and payment. Priority consideration is given to past participation and order of receipt of application and payment.

## Booth Construction

Exhibits must conform to the size of the contracted space and height limit of 10' (excepting equipment therein) unless prior permission has been granted by iTurfExpo to exceed limitation. Exhibits must not be constructed or arranged so as to obstruct the view or interfere with the displays of others. Any exposed part of a display must be covered so it will not be objectionable to other exhibitors.

## Dismantling Exhibits

Exhibits must remain full intact and no equipment can be removed from the display before the official closing time at 5:00 pm

## Exhibitor Registration

Each exhibitor is allotted two (2) complimentary booth representative badges for each 10' x 10' booth. Exhibitors must pre-register these complimentary representatives in advance of the show. Representatives must be employees of the firm or distributors who will act as booth personnel. iTurfExpo reserves the right to request business cards from any exhibitor registrant. No one is admitted to the exhibit area without an official iTurfExpo badge.

## Payment Schedule

Full payment is required upon receipt of your application/contract. All requests for cancellation of booth space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If iTurfExpo receives a written request of cancellation of space on or before August 27, 2010 the exhibitor will be eligible for a full refund minus a \$100 processing fee for each 10' x 10' booth space canceled. No refunds will be made after August 27, 2010. Any space not claimed or occupied by 8 am on September 22, 2010 may be reassigned without refund.

## Check In / Check Out

Move In for all exhibitors will begin on Tuesday, September 21, 2010 at 12 pm until 5 pm. Smaller booths with table top displays may move in Wednesday, September 22, 2010 (6 am - 8 am). Move Out may begin on Wednesday, September 22, 2010 after 5 pm and continue on September 23, 2010 if needed. Security will be provided for all booths overnight. (9/21 to 9/23).

## Security

Show management will provide overall security guard service for the conference period but neither iTurfExpo, the Illinois Turfgrass Foundation (ITF), its employees, sponsors, co-sponsors, nor the Midwest Golf House will guarantee exhibitors against loss and will not be responsible for loss of any materials or equipment by or for any cause. Each exhibitor must make provisions for safeguarding his goods, materials, equipment and display at all times. Exhibitors are urged to carry their own insurance through their own sources and at their own expense.

## Safety Regulations

Gasoline, kerosene, acetylene or other flammable or explosive substances will not be permitted in the exhibit area.

## Show Cancellation

In case the facilities shall be destroyed by fire, the elements or any by any other cause, or if circumstances make it impossible for show management to permit an exhibitor to occupy the space assigned during any part of the whole period covered, then the exhibitor will be charged for space only for the period the space was or could have been occupied. iTurfExpo is released from any and all claims for damages that may arise in consequence thereof.

The iTurfExpo is a *rain or shine* event of which NO Refunds will be granted because of rainouts, inclement weather, acts of Nature or any other unfortunate events.

## Liability and Indemnification

The exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or damage to property done or occurring in or about the premises used by any exhibitor, his employees, servants, agents, licensees, distributors or contractors occasioned by their negligence and the exhibitor agrees to indemnify and hold harmless the iTurfExpo, the Illinois Turfgrass Foundation (ITF), its employees, its sponsors, co-sponsors, and the Midwest Golf House and their employees and agents. The exhibitor is required to present evidence of adequate insurance to cover indemnification set forth in this paragraph. The exhibitor is required to carry insurance to cover such conditions as loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, civil commotion, smoke, motor vehicle damage and aircraft damage. Cancellations due to weather or other events are at the sole discretion of the iTurfExpo. The iTurfExpo is a "rain or shine" event of which NO refunds will be granted or given because of rainouts, inclement weather, acts of Nature or other events that disrupt the iTurfExpo.

The exhibitor acknowledges responsibility for obtaining insurance in such amounts as deemed necessary to comply with obligations contained herein and for protection during the course of the event including transit.

**Exhibitors may register online:  
iTurfExpo.com**