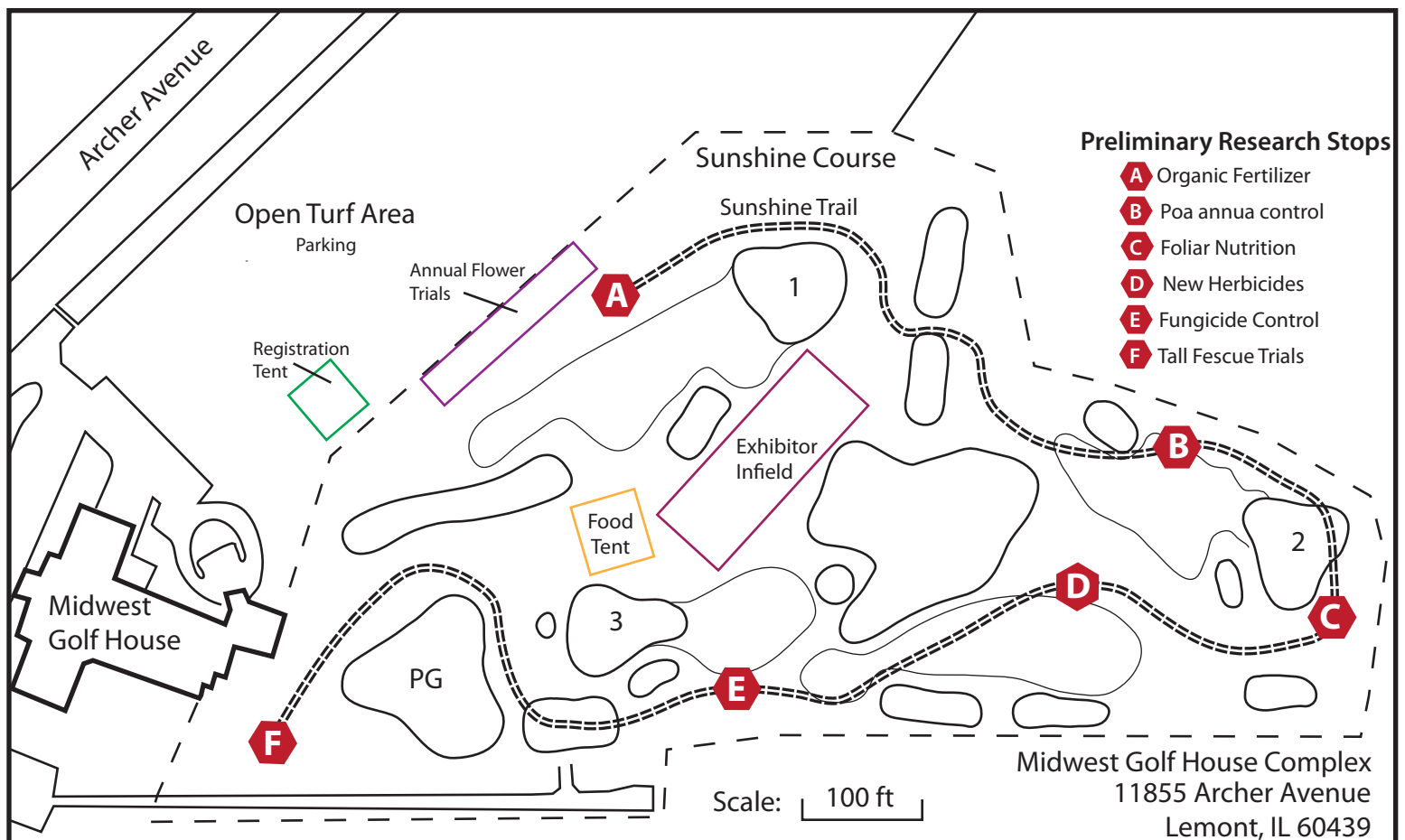


iTurfExpo Exhibitor Application

Welcome and thank you for taking part in the 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 over two days, August 25 and 26, 2009 on the grounds of the Midwest Golf House in Lemont, Illinois. The iTurfExpo will combine key elements from previous Field Days, the Illinois Professional Turf Conference (IPTC) and new opportunities not offered before. Highlights include:

- Turf Research Stops
- Trade Show
- Attendees from Golf, Sportsturf, Lawn Care, Landscape and Sod Industries
- Product and Equipment Demonstrations
- Hands On Teaching and Instruction
- Golf Event at Cog Hill's Dubsdread

The iTurfExpo provides a unique opportunity for you and your company. Attendees will experience real turf conditions, interactive training and education, equipment in action and products put to use. Exhibitors have expressed their interest because they will have a one of a kind opportunity to educate potential customers on products, equipment and services by utilizing the natural setting at the Midwest Golf House. Don't miss this chance to bring your commodities to the forefront during budget preparation time.



**Exhibitors may register online:
illinoisturfgrassfoundation.org**

iTurfExpo

Exhibit Space Application and Contract

iTurfExpo

Midwest Golf House

August 25 & 26, 2009 (Rain or Shine Event)

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

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

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 July 24, 2009 the exhibitor will be eligible for a full refund minus a \$200 processing fee for each 10' x 10' booth space canceled. No refunds will be made after August 7, 2009.

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1. Please select booth(s) location.

There are two areas in which exhibit booths will be located. The first is located along the Sunshine Trail. Booths designated on the Sunshine Trail will be interspersed between Research Stops (see map). The second location is the Exhibitor Infield. This area will be set in a typical trade show format with adjacent booths to one another (see map). Please select booth location.

Sunshine Trail

Exhibitor Infield

OFFICE USE ONLY

Date Received _____ Payment _____

Space Assigned _____ Sq. Ft. _____

■■■■■■■■■■

2. Figure payment amount (based upon location)

Sunshine Trail

Number of 10' x 10' Booths

x \$750.00 = \$ _____

Or

Exhibitor Infield

Number of 10' x 10' Booths

x \$500.00 = \$ _____

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 100 square feet of space. 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. We 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.



2009 iTurfExpo Exhibitor Partnerships

iTurfExpo Program

The iTurfExpo provides a unique opportunity for you and your company. Attendees will experience real turf conditions, interactive training and education, equipment in action and products put to use. Exhibitors have expressed their interest because they will have a one of a kind opportunity to educate potential customers on products, equipment and services by utilizing the natural setting at the Midwest Golf House. Don't miss this chance to bring your commodities to the forefront.

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 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 July 15, 2009. Covers are on a first come, first serve basis.

Equipment and Product Demonstration

The iTurfExpo provides a unique opportunity for your company to be a part of the program of events. There are a limited number of 20-minute slots available to show your product or equipment to the attendees. Only one demonstration will take place during each slot. Each demonstration will be listed in the event program and run alone. **\$2,000 for each slot, limited slots available.**

Product Testing

Do you have a new product that you would like to be applied to the turf at Midwest Golf House? We can do that. Get us the product, set up the parameters and we will take care of the rest. We will place your booth (you must register for booth on the Sunshine Trail) right next to your application. Please note, we will not provide any results or collect data. **\$1,000 per product, \$250 each additional application.**

Rehydration Station

Bottled water will placed strategically along 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.**

Dunk Tank

Who says the iTurfExpo is all work? What could be better than to dunk your friends and co-workers? iTurfExpo is planning to have a dunk tank onsite. Sign up to sponsor this break from business. **\$1,000 first come, first served basis.**

Badge Holder and Lanyard Sponsor

Place your name around each attendees' neck and on each individual badge. iTurfExpo will have your company name, slogan, or message imprinted onto each lanyard and badge holder given to every attendee. **\$3,000 first come, first served basis.**

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. **\$1,000 per company.**

iTurfExpo Golf Event - Coghill's Dubsdread

Participants at the iTurfExpo will have the opportunity to play golf across the street at Coghill's famous #4 Dubsdread, home of the BMW Championship on Tuesday afternoon (iTurfExpo closes at 12:30 pm, golf begins at 1:30 pm). In fact, our group will be the last players on the course before superintendent Ken Lapp and his staff start to place the finishing touches for the PGA touring pros.

Company Sign

Purchase a sign and support the golf event. **\$250**

Sponsor a Tee and Proximity Prize

Includes a sign and the opportunity to have two staff members sit on a tee as players come through. A proximity prize will be given away in your company's name as well. **\$500**

Lunch Sponsor

All golfers will be fed lunch – sponsor the lunch provided to each participant. **\$1,500 first come, first served basis.**

Title Sponsor

Want your name on top? Become the title sponsor for the golf event. [Your Company's Name] Golf Championship at the iTurfExpo. In addition your logo will be placed on the golfer giveaway bag (golf shirt, balls, etc.). Included with the title sponsorship is the reception after golf. **\$5,000 first come, first served basis.**

7. Payment Totals

| | |
|--|-----------------|
| Booth Rental (page 1, item 2) | \$ _____ |
| Source Book Advertisement | \$ _____ |
| Equipment / Product Demonstration..... | \$ _____ |
| Product Testing..... | \$ _____ |
| ReHydration Station | \$ _____ |
| Dunk Tank..... | \$ _____ |
| Badge Holder and Lanyard Sponsor | \$ _____ |
| Communications Sponsorship | \$ _____ |
| Golf Company Sign | \$ _____ |
| Golf Tee Sponsorship..... | \$ _____ |
| Golf Lunch Sponsor..... | \$ _____ |
| Golf Title Sponsor | \$ _____ |
| Total | \$ _____ |

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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
or phone 630-243-9483

2009 iTurfExpo Rules and Regulations



Booth Location

There are two areas in which exhibit booths will be located. The first is located along the Sunshine Trail. Booths designated on the Sunshine Trail will be interspersed between Research Stops (see map). The second location is the Exhibitor Infield. This area will be set in a typical trade show format with adjacent booths to one another (see map). The iTurfExpo committee will assign all booth spaces based upon your booth preferences.

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. Space is available for free-form islands.

Booth Fees

All Sunshine Trail booth space is \$7.50 per square foot (\$750.00 per 100 square feet minimum booth).

All Exhibitor Infield booth space is \$5.00 per square foot (\$500.00 per 100 square feet minimum booth).

iTurfExpo will provide a standard sign for each booth plus one six foot non-draped table and two side chairs.

Tent Purchase

iTurfExpo will have available 10' x 10' tents available for purchase.

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 12' (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. No equipment can be removed from the display before the official closing time:

Wednesday, August 26, 2009 at 3:00 pm

Exhibitor Registration

Each exhibitor is allotted two (2) complimentary booth representative badges for each 100 square feet of space. 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 July 24, 2009 the exhibitor will be eligible for a full refund minus a \$200 processing fee for each 10' x 10' booth space canceled. No refunds will be made after August 7, 2009. Any space not claimed or occupied by 8:00 am on August 25, 2009 may be reassigned without refund.

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:
illinoisturfgrassfoundation.org**