

YOUR INVITATION TO EXHIBIT



THE PLACE TO BE

for Turf and Landscape Professionals

2010 OHIO TURFGRASS CONFERENCE & SHOW

DECEMBER 6 – 9, 2010

GREATER COLUMBUS CONVENTION CENTER • COLUMBUS, OHIO

WWW.OHIOTURFGRASS.ORG • 888-683-3445

SPONSORED BY: OHIO TURFGRASS FOUNDATION, THE OHIO STATE UNIVERSITY,
THE OHIO STATE UNIVERSITY EXTENSION AND THE OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER

THE OHIO TURFGRASS CONFERENCE & SHOW IS THE PLACE TO BE!

Face-To-Face Interaction Is More Important Than Ever

Missing the opportunity to meet with customers and prospects, face-to-face, is a big mistake during these challenging times. Exhibiting at any good show is beneficial – but exhibiting at the Ohio Turfgrass Conference & Show is especially beneficial.

If you sell products and services to turf and landscape professionals, the Ohio Turfgrass Conference and Show is THE Place to Be! The 44th annual OTF show will be held December 6 – 9, Greater Columbus Convention Center, Columbus, Ohio! Thousands of industry leaders from around the region will meet for 4 days to learn about the latest research and best management practices while exploring the trade show. They'll come seeking the latest products and services.

TOP 10 REASONS TO EXHIBIT

at the 2010 OTF Show

10. **CONNECT WITH EXISTING PROSPECTS.** This is your opportunity to put a face with a voice. By setting face-to-face meetings with your existing prospects at the show, you can take your relationship to the next level and expedite the sales process. Invite your prospects to meet you at the OTF Show.
9. **GET YOUR FOOT IN THE DOOR.** Fast and easy exposure to industry leaders and thousands of decision makers and influencers.
8. **PARTICIPATION IS AN INVESTMENT, NOT AN EXPENSE.** The exhibit fee you pay can generate BIG profits and customer loyalty for years to come.
7. **HIT HARD BY THE RECESSION?** Studies show, those who continue to market products in recessionary periods fare better in the long run. (70% growth for companies that reduce advertising/marketing expenditure, versus 150% growth for those who maintained if not increased publicity efforts)
6. **SHOW WHAT YOUR COMPANY HAS TO OFFER.** You have products to offer the turf-grass industry and our attendees need to know you're out there. It's also a great test market for launching new products.
5. **CHECK UP ON THE COMPETITION.** Who's competing for your customers, what can you learn from them and what can they offer you?
4. **EDUCATION IS THE KEY TO SUCCESS.** Stay abreast of what's happening in the industry through networking and education so you can better service your customers.
3. **AFFORDABILITY.** According to *Trade Show Week* magazine (September 8, 2008), Columbus, Ohio is the second most affordable convention city in the country.
2. **IF THEY CAN COME, THEY CAN BUY.** Need we say more?
1. **HISTORY IS ON YOUR SIDE.** For 44 years, thousands have made the Ohio Turfgrass Conference & Show THE Place To Be for Turf & Landscape Professionals.

SHOW SCHEDULE

Monday, December 6	8:00 am – 5:00 pm	Exhibitor Set Up
Tuesday, December 7	10:00 am – 5:00 pm	Show Open
	4:00 pm – 5:00 pm	Reception
	5:00 pm – 6:00 pm	Auction
Wednesday, December 8	9:00 am – 3:00 pm	Show Open
	3:00 pm – 7:00 pm	Exhibitor Move-Out

HOTEL INFORMATION

HYATT REGENCY COLUMBUS (HOST HOTEL)

Includes full buffet breakfast each morning (\$17 value) and free internet

350 North High Street • Columbus, OH 43215 • 614-463-1234

\$142 + tax Single / Double

\$162 + tax Triple

\$172 + tax Quad

Cut-off Day: November 10, 2010

HAMPTON INN & SUITES

501 North High Street • Columbus, OH 43215 • 614-559-2000

\$122 + tax King

\$132 + tax Double

Cut-off Day: November 12, 2010

DRURY INN & SUITES COLUMBUS CONVENTION CENTER

88 East Nationwide Boulevard • Columbus, OH 43215 • 614-221-7008

\$106 + tax Single / Double

\$112 + tax Triple / Quad

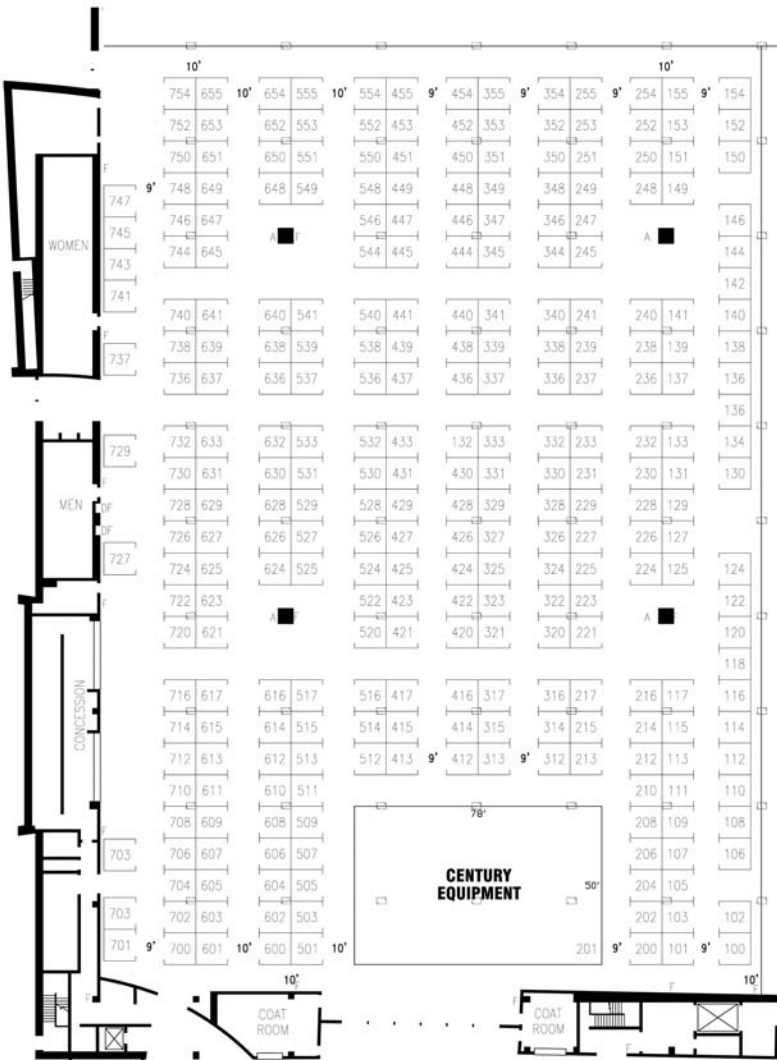
Cut-off Day: November 6, 2010

EXHIBITORS

For a complete list of exhibitors already reserving space, visit
www.OhioTurfgrass.org

FLOOR PLAN

Management reserves the right to change floorplan.



EXHIBITING IS SIMPLE

Booth locations are assigned based upon a priority point system. Points are earned for the number of booths and the number of years in the show. Spaces will be assigned on a first-come, first-served basis. Reserve your space today!

WHAT'S INCLUDED IN YOUR BOOTH

- The opportunity to see thousands of current and prospective customers
- All spaces are 10' x 10' unless noted
- 8' high draped backwall, 3' draped sidewalls, booth ID sign
- Complimentary exhibitor badges
- Post show registration list (for your post show marketing efforts)
- Website link on OTF website
- Listing in the official OTF show directory
- Admission to all educational sessions
- Security from show set-up through dismantling
- Right-to-work facility enables you to install/dismantle your exhibit on your own
- Sponsorship and advertising opportunities

BOOTH FEES

Make sure to reserve your space before September 10, 2010 to receive the discounted rate.

# of Booths	Before September 10	After September 10
1 Booth	\$800/each	\$900/each
2 – 4 Booths	\$650/each	\$750/each
5 – 8 Booths	\$600/each	\$700/each
9 – 12 Booths	\$550/each	\$650/each
13+ Booths	\$500/each	\$600/each

FOR MORE INFORMATION

Ohio Turfgrass Foundation
 1100-H Brandywine Blvd.
 Zanesville, OH 43701-7303
 Phone: 888-683-3445 • Fax: 740-452-2552
 Email: info@OhioTurfgrass.org
www.OhioTurfgrass.org
 The Ohio Turfgrass Conference & Show is managed by Offinger Management Co.
www.Offinger.com

CONTRACT & SPACE RESERVATION FORM

2010 Ohio Turfgrass Conference and Show December 6 – 9 (Conference) • December 7 – 8 (Trade Show) Greater Columbus Convention Center • Columbus, OH

Sponsored by The Ohio Turfgrass Foundation. Managed by Offinger Management Co.
Exposition property of OTF. Trademark and Service Marks property of OTF.

Fill in boxed areas

**PLEASE PRINT. A countersigned copy of this contract confirming
your space and an Exhibit Kit will be mailed to you.**

Address all Applications and Make Checks Payable to:

Ohio Turfgrass Foundation • 1100-H Brandywine Blvd • Zanesville OH USA 43701-7303
Ph: 888.683.3445 • Fax: 740.452.2552 • E-mail: info@OhioTurfgrass.org

Assignments will be made on a first-paid, first-served basis.

FOR OFFICE USE ONLY

Confirmed Space _____ Priority Points _____
Event Code: E06210 Acct. #062 Exhibitor # _____
Recd _____ Amt _____ Ck# _____ Ackd _____
Accepted by Show Management _____ Date _____

2 THIS CONTRACT IS IN THE NAME OF (to appear in the Show Directory)

Mr. Mrs. Miss Ms.

Your Name _____

Company _____
Company names may be abbreviated.

Address _____

City, State _____

ZIP+4 _____ Nation _____

Phone () _____ Toll Free # () _____

Fax () _____

E-mail _____

Web _____

Completing this form serves management notice that you agree to be contacted by mail, phone, fax and/or e-mail.

3 SPACE CHOICES

I would like the following spaces or as close as possible to them:

1. _____
2. _____

I prefer **NOT** to be located near (not guaranteed) _____

I prefer **TO BE** located near (not guaranteed) _____

Location Option: Linear – in-a-row Corner – one booth at end Peninsula – both at end
 Island – four or more booths Other _____

Product Information: Description of products/services in 25 words or less.

1 PLEASE RESERVE FOR US

SPACES	# BOOTHS	RATES		=	RATES
		Before	After		
		09/10/10	09/10/10		
1 Booths	ONE	X \$ 800	\$ 900	=	\$ _____
2 – 4 Booths	_____	X \$ 650 ea.	\$ 750 ea.	=	\$ _____
5 – 8 Booths	_____	X \$ 600 ea.	\$ 700 ea.	=	\$ _____
9 – 12 Booths	_____	X \$ 550 ea.	\$ 650 ea.	=	\$ _____
13+ Booths	_____	X \$ 500 ea.	\$ 600 ea.	=	\$ _____

MEMBERSHIP

Individual \$85 Organizational \$170 = \$ _____

TOTAL AMOUNT DUE: (U.S. Dollars) = \$ _____

LESS DEPOSIT ENCLOSED: (50% of total required with contract) = - \$ _____

BALANCE DUE: Any balance must be paid no later than 45 days = \$ _____

prior to the Show or space can be reassigned. A 10% additional charge will be added to balance due if not paid in full 45 days prior to Show, October 22, 2010. Payment made within 45 days of Show must be by credit card or cashier's check and there will be a 10% penalty applied to any unpaid balance due.

PLEASE SIGN CONTRACT AT THE BOTTOM

4 PLEASE READ

- The undersigned agrees to abide by the Conditions, Rules and Regulations of the Show as set forth here, enclosed and in the Exhibit Kit issued in advance of the Show. Acceptance of this contract binds us to the payment as set above. Deposits are non-refundable if assignments are made. No refunds within 45 days of the Show's opening date. We understand Management reserves the right to: contact us via any of the means above; demand release of our space for failure of ourselves or our representatives to conform to the rules; reallocate space; offer requested space when available; and reject any and all applications.
- All notices of exhibit space cancellation must be submitted to Management in writing and will be officially dated when received by Management. Cancellations may be accepted at the sole discretion of Management. A \$100 processing fee will apply to all cancellations regardless of cancellation date. Under all circumstances, Management retains the right to sell any space cancelled by exhibitor.
- In the event of cancellation of the Show due to fire, strikes, act of God, government regulations, or any cause beyond control, the Management shall determine an equitable basis for the refund of such portion of Entrance, Publicity, Directory and Exhibit Fee as possible, after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of the Management.
- OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY AN EXHIBITOR, HIS AGENTS,

- OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES OR BY A PARTY OR PARTIES OTHER THAN OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES. THE UNDERSIGNED EXHIBITOR HEREBY AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUSTAINED BY AN EXHIBITOR OR ANY OTHER PERSON CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER RESULTING FROM THE ACT OR FAILURE TO ACT OF THE UNDERSIGNED EXHIBITOR, HIS AGENTS OR EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES.
- Exhibitors will display only merchandise regularly sold by them. **No space may be shared or sublet.** Failure to list and pay fees for any and all displayed merchandise by exhibitors shall be deemed cause for cancellation of space.
- Exhibits must remain open until the closing of the Show. Early packing is prohibited. All sales gimmicks, promotions and giveaways must be approved by the Management. Soliciting of trade must be confined to within your own exhibit booth.
- With my attendance at this event, I realize that I and/or my products may be included in publicity photos. I hereby give my consent to the event's producers to use in future promotional materials any such photos and/or comments.

5 AUTHORIZATION

CLIENT'S NAME (please print) _____ CLIENT'S AUTHORIZED SIGNATURE _____ DATE _____

6 METHOD OF PAYMENT (50% payment due at time of order) All payments in US funds drawn on US banks. \$25 fee charged for returned checks.

Check (Make payable to Ohio Turfgrass Foundation) Cashier's Check/Money Order Debit Card
Credit Card American Express Discover MasterCard VISA
Name on Card (Print) _____
Billing Address _____
Exp Date _____ 3-Digit Security Code _____ Amt to be Charged \$ _____
Card Number _____

NOTE: Any remaining balance due on October 22, 2010 will be charged to credit card provided.



OHIO TURFGRASS FOUNDATION
1100-H Brandywine Boulevard
Zanesville, OH 43701-7303