Don’t miss your chance to promote your products or services and generate sales as the world’s top turfgrass producers join together in Orlando, February 17-20, 2020.

Visit www.TurfGrassSod.org for more information.
Our members produce more than 400,000 acres of turfgrass and have over $1 billion in sales for clients in all 50 states and more than 40 countries through-out the world. Their farms range in size from fewer than 100 acres to more than 1,000 acres and they rely on your products and equipment such as trucks, tractors, implements, irrigators, seeds, fertilizers, plant protection products, and more. This is your opportunity to showcase your products or services, create greater brand awareness, and develop relationships through face-to-face interaction with producers.

**Conference Sponsorships**

**Bronze - $750**
- Logo on TPI website and in all conference marketing emails
- Acknowledgement in conference PowerPoint slides
- Identified as sponsor in Pocket Program distributed to all conference attendees
- Signage at conference
- Identified as sponsor with logo in:
  - pre- and post- event issues of *Turf News*
  - pre- and post- event publications of TPI’s *Morning Harvest*
  - conference registration brochure mailed to all TPI members and regional non-members

  (sponsorship commitment must be received prior to 9/01/19 for September/October Turf News issue and 10/01/19 for November/December Turf News issue)

**Silver - prices vary by opportunity**

All of the bronze sponsorship benefits, plus
- One (1) complimentary conference package registration
- TPI electronic mailing list for use in one (1) promotional mailing
- One-Page promotional insert for producer registration packets (collateral to be provided by sponsor)

**Silver Sponsorship Opportunities Include:**

- **Badge Holder - $1,500**
  - Logo recognition on badge holders worn by all attendees (badge holders provided by sponsor)

- **Breakout Session - $2,000**
  - Opportunity to introduce session speaker(s) from the podium during the breakout session
  - Signage at the session with your company logo

- **Directional Floor Clings - $2,500**
  - Your company logo on customized floor clings that will be placed on the floor leading attendees to the exhibit hall
  - (sponsor to provide camera ready artwork)

- **Registration Foyer Clings - $3,000 (one set of four available)**
  - Your company logo on four customized wall clings that will be placed in frames on the walls in the registration area foyer; each cling is approximately 16 ft²
  - (sponsor to provide camera ready artwork)

- **Ballroom Entrance Clings - $3,500 (one set available)**
  - Your company logo on customized wall clings that will be placed above (two that are each 17 ft²) and between (one at 6 ft²) the entrance doors leading to the main ballroom where events such as the general sessions, inspirational breakfast, and annual business meeting will be held
  - (sponsor to provide camera ready artwork)

- **Hotel Key Cards - $3,500**
  - Your company’s logo on customized hotel key cards that will be provided to each TPI guest as they check into the Hilton Orlando Buena Vista Palace (keycards provided by TPI)

**Create a Sponsorship**

Don’t see a package that’s “just right?”
Work with TPI to create a unique package to maximize your exposure.
Contact Geri Hannah, TPI Administrative Manager at 847-649-5555 or ghannah@TurfGrassSod.org to discuss.
Conference Sponsorships

GOLD - prices vary by opportunity

All the bronze and silver sponsorship benefits, plus
- An additional complimentary conference package registration (two total)
- Opportunity to distribute promotional item with your company logo at on-site registration desk
(promotional items to be provided by the sponsor - i.e. pens, bags, mugs, hats, etc.)

GOLD SPONSORSHIP OPPORTUNITIES INCLUDE:

President’s Welcome Reception - $4,000
- Customized drink ticket with your company logo
- Opportunity to create a “specialty cocktail” and name it after your company or product
- Signage at the welcome reception with your company logo

Stay Connected - Conference Center Wi-Fi - $4,000
- Your company logo included on all postings with the Wi-Fi access instructions provided to attendees throughout the conference
- Custom SSID and custom splash page; dedicated bandwidth for TPI use only!
- Signage recognizing your company as the Wi-Fi sponsor

Exhibit Hall Entrance Clings - $4,000 (one available)
- Your company logo on a customized wall cling (approximately 91 ft²) that will be placed next to the doors leading into the exhibit hall (sponsor to provide camera ready artwork)

Optional Activity Transportation - $4,000 (one available)
- Opportunity to play a promotional video on the bus while driving to the farm (video to be provided by sponsor)
- Opportunity to distribute company collateral on field day buses (collateral to be provided by sponsor)
- Identified as Field Day Sponsor in Pocket Program
- TPI electronic mailing list for use in one (1) promotional mailing

Keynote Speaker - $4,500
- Opportunity to introduce TPI's keynote speaker from the podium at the general session
- Signage at the session with your company logo

Drink Ticket Sponsor for Tuesday Evening Bar Service in Exhibit Hall - $5,000
- Customized drink ticket with your company logo
- Opportunity to create a “specialty cocktail” and name it after your company or product
- Signage at the entrance to the exhibit hall on Tuesday evening with your company logo

Inspirational Breakfast on Thursday - $5,000
- Opportunity to welcome attendees to the inspirational breakfast from the podium
- Signage at the continental breakfast with your company logo

Conference Bags - $5,000
- Your company logo, along with TPI’s logo, on conference bags that will be distributed to all attendees (bags provided by TPI)

Wall Cling at Base of Escalator - $7,000 (one available)
- Your company logo on one large (approximately 260 ft²) customized wall cling placed on wall at bottom of escalator that travels between education breakout rooms and convention floor area; TPI registration, ballroom, and exhibit hall are located on convention floor area (sponsor to provide camera ready artwork)
Field Day Sponsorships

Field Day Banner - $1,500
- Banner with your company logo displayed at Field Day
- Identified as Field Day Sponsor in Pocket Program

Field Day Breakfast - $2,500
- One (1) complimentary conference package registration
- Opportunity to distribute company collateral during breakfast
  (collateral to be provided by sponsor)
- Identified as Field Day Sponsor in Pocket Program
- Signage at Field Day
- TPI electronic mailing list for use in one (1) promotional mailing

Field Day Lunch - $4,000
- Two (2) complimentary conference package registrations
- Opportunity to distribute company collateral during lunch
  (collateral to be provided by sponsor)
- Identified as Field Day Sponsor in Pocket Program
- Signage at Field Day
- TPI electronic mailing list for use in one (1) promotional mailing

Field Day Transportation - $5,000
- Two (2) complimentary conference package registrations
- Opportunity to play a promotional video on the bus while driving
to the farm (video to be provided by sponsor)
- Opportunity to distribute company collateral on field day buses
  (collateral to be provided by sponsor)
- Identified as Field Day Sponsor in Pocket Program
- TPI electronic mailing list for use in one (1) promotional mailing

NEW THIS YEAR
Equipment can be displayed in the exhibit hall. All equipment MUST fit entirely in your assigned booth space and cannot intrude upon adjacent booths, designated aisles, or walkways. Equipment weight restriction is 12,000 lbs. maximum. Also, the battery must be disconnected and the equipment must be empty of all fuel, etc. Additional fees from the exhibit service contractor may apply.

Hotel Exhibits | Member | Non-Member
--- | --- | ---
8’ x 10’ Booth | $1,150 | $2,400

Field Day Demos | Member | Non-Member
--- | --- | ---
Harvester 75’ x 100’ | $1,500 | $2,700
Premium Harvester 150’ x 200’ | $3,250 | $4,700
Mower 75’ x 100’ | $1,500 | $2,700
Premium Mower 150’ x 200’ | $3,250 | $4,700
Unfilled Fallow 75’ x 100’ | $1,500 | $2,700
Seed Bed Fallow 75’ x 100’ | $1,500 | $2,700
Miscellaneous 75’ x 100’ | $1,500 | $2,700
Forklift 50’ x 50’ | $1,500 | $2,700

Field Day Statics | Member | Non-Member
--- | --- | ---
Booth Under the Main Tent 8’ x 10’ | $900 | $2,000
Outdoor Booth 20’ x 20’ | $1,250 | $2,500
Outdoor Booth 50’ x 50’ | $1,500 | $2,700

* See pricing on previous page

IMPORTANT NOTE:
The entrance to the field day location includes a tunnel that measures 12’ wide x 12’6” high. Pieces of equipment that are wider or taller than these dimensions may be required to be brought onto the farm using an alternate process or route. If you believe your equipment will not fit through this tunnel, please contact Karen Cooper at kcooper@turfgrasssod.org so alternate arrangements can be made.

Host Farm
**Exhibit Packages**

**HOTEL BOOTH PACKAGES INCLUDE:**
- Two (2) Complimentary Conference Package Registration
- One (1) 6’ Draped & Skirted Table
- Two (2) Chairs
- Wastebasket
- Company Identification Sign

**FIELD DAY DEMO PACKAGES INCLUDE:**
- Two (2) Complimentary Full Conference Package Registrations
- One (1) 6’ Draped & Skirted Table
- Two (2) Chairs
- 150’ x 200’ demos include four (4) Complimentary Full Conference Package Registrations, two (2) 6’ draped & skirted tables and four (4) chairs.

**FIELD DAY STATIC BOOTH PACKAGES INCLUDE:**
- Two (2) Complimentary Full Conference Package Registration
- One (1) 6’ Draped & Skirted Table
- Two (2) Chairs
- 50’ x 50’ outdoor booths include four (4) Complimentary Full Conference Package Registrations.
- 8’ x 10’ booths under the main tent include pipe & drape (weather permitting).
* See pricing on previous page

**FIELD DAY**

**HOTEL EXHIBITS**
- Tuesday, February 18, 2020
- 5:00 – 7:30 pm
- Dinner will be served in the exhibit hall on Tuesday and lunch will be served in the exhibit hall on Wednesday.

**FIELD DAY**
- Wednesday, February 19, 2020
- 8:30 am – 1:30 pm
- Breakfast and lunch will be served at field day.

**CANCELLATION POLICY**

Cancellation requests received in writing on or before December 1, 2019 will be subject to a $100 administrative processing fee. No refund is possible for cancellations received after December 1, 2019.

All cancellation requests must be made in writing and emailed to ghannah@TurfGrassSod.org.
SUPPLIER PARTICIPATION IN CONFERENCE
All supplier organizations, both members of TPI and non-members, are required to exhibit at either the hotel exhibits or field day or be a sponsor in order to attend the TPI 2020 International Education Conference & Field Day. If a supplier organization elects not to sponsor or display an exhibit at either the hotel exhibits or field day, they will still be required to pay the appropriate sponsor or exhibit fee in order to participate in the conference.

SPACE ASSIGNMENT
Space assignments will be made in the order in which applications accompanied by full payment and proof of insurance are received. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application for exhibit space. Careful consideration will be given to such requests. Turfgrass Producers International reserves the right to alter the floor plan at any time.

PAYMENT
Full payment of the contracted exhibit space must be submitted with the application for exhibit space. Applications will not be processed without full payment.

INSTALLING EXHIBITS
The exhibit area will be available for set up beginning at 8:00 am on Tuesday, February 18, 2020 for the hotel exhibits and at 8:00 am on Tuesday, February 18, 2020 for field day. All exhibits must be installed by 4:00 pm on Tuesday, February 18, 2020 for hotel exhibits. Assembly of exhibits during the regularly scheduled exhibit hours is not permitted. Times are subject to change. Please review your exhibit confirmation letter for final times.

DISMANTLING EXHIBITS
All exhibits must remain intact until the official closing time of 1:30 pm on Wednesday, February 19, 2020 for Field Day and 2:00 pm on Thursday, February 20, 2020 for hotel exhibits, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all material must be removed on Wednesday, February 19, 2020 for Field Day and by 5:00 pm on Thursday, February 20, 2020 for hotel exhibits.

EXHIBIT PERSONNEL
All participants affiliated with exhibits must be registered through TPI's online registration system. Once an exhibit purchase is confirmed, a complimentary registration code will be emailed to the primary contact along with instructions on registering exhibit personnel. Each person registered will be issued an exhibitor badge and must be employed by the exhibiting organization or have a direct business affiliation. All organizations represented within a booth must be fully disclosed to TPI in advance of the conference. TPI reserves the right to deny access to any personnel not directly employed by the exhibitor of record.

HOSPITALITY SUITE/EVENT SCHEDULING
Exhibitors and sponsors are welcome to host hospitality suites or other events during the TPI 2020 International Education Conference & Field Day. However, as a courtesy to TPI speakers, sponsors, and attendees, these events cannot conflict with any scheduled TPI activities. If you wish to schedule an event or program, please notify Geri Hannah at TPI HQ at +1-847-649-5555 or ghannah@TurfGrassSod.org.

Suggested times for vendors to schedule an event or program are:

- Sunday, February 16: Anytime
- Monday, February 17: After 7:30 pm
- Wednesday, February 19: After 3:00 pm
- Thursday, February 20: After 5:00 pm

The TLI After Hours Dessert Reception and Auction will be held on Tuesday evening, February 18 after the close of the exhibit hall. Please do not schedule any activities on Tuesday evening.

SECURITY
Exhibit management provides peripheral security during the conference. However, it is the responsibility of each exhibitor to protect display material from loss or damage. Be certain that all small display and personal items are secure before leaving the display, even temporarily.

SPECIAL NEEDS
If you will require special accommodations for a disability or food allergy, contact Geri Hannah, Administrative Manager, at +1-847-737-7631 or ghannah@TurfGrassSod.org.

TPI has negotiated with the Hilton Orlando Buena Vista Palace to offer the special room rate of $229 (Resort Fees Waived) USD for single or double occupancy. All rates are subject to state and city taxes.

RESERVATIONS
To reserve a room, go to www.TurfGrassSod.org and select the hotel reservation link under the event tab or call the Hilton Orlando Buena Vista Palace (Disney Springs Area) at (855) 757-4984 and be sure to tell them you are with Turfgrass Producers International (TPI) to receive the discounted rate. Reservations must be made at the Hilton Orlando Buena Vista Palace (Disney Springs Area) by Monday, January 27, 2020. The TPI room rate is based on availability so make your reservations early!

HILTON ORLANDO BUENA VISTA PALACE
1900 East Buena Vista Drive
Lake Buena Vista, Florida 32830
(855) 757-4984

* Important Note: There are two Hilton hotels with similar names across the street from each other. Please be sure you go to the Hilton Orlando Buena Vista Palace on Buena Vista Drive (not the Hilton Orlando Lake Buena Vista on Hotel Plaza Boulevard).

FOR MORE INFORMATION, CONTACT:
Geri Hannah, Administrative Manager
Phone: +1-847-649-5555 or e-mail: ghannah@TurfGrassSod.org

FUNDRAISING OPPORTUNITIES
- Breakfast Sponsor: $2,000
- Contest Sponsor: $200
- Bucket Drawing Sponsorship: $1,500 (Three sponsorships available)
- Dinner Sponsor: $2,000
- Champagne Sponsor: $1,000
- Reception Sponsor: $1,500
- Lunch Sponsor: $1,500
- Cocktail Sponsor: $1,000
- Entertainment Sponsorship: $1,000
- Auction Sponsorship: $1,000

ROOTIN’ TOOTIN’ CLAY SHOOTIN’

Back by popular demand, The Lawn Institute will again host the Rootin’ Tootin’ Clay Shootin’ Tournament in 2020. Support TLI and help fund research and scholarships for the turfgrass industry!

Station Sponsor: $500
• Includes a flag at the station with your farm or company logo and recognition as a sponsor in the onsite Pocket Program, distributed to all conference attendees.

Contest Sponsor: $200
• Provide cash prizes of $100 each to Top Shooter and Top Team.

Breakfast Sponsor: $2,000
• Includes a sign at breakfast with your farm or company logo and recognition as a sponsor in the Pocket Program, distributed to all conference attendees.

Beverage Sponsor: $750
• Includes a sign with your farm or company logo at the beverage station and recognition as a sponsor in the onsite Pocket Program, distributed to all conference attendees.

Information about registering to participate in Rootin’ Tootin’ Clay Shootin’ will be included in the TPI 2020 International Education Conference & Field Day Registration Brochure or visit www.TurfGrassSod.org.

TLI “AFTER HOURS” DESSERT RECEPTION: FUN FOR A CAUSE

Tuesday, February 18, 7:30 pm – 9:30 pm

Relax with your friends and colleagues for the delightful “After Hours” Dessert Reception and help raise funds for The Lawn Institute with a series of raffle drawings and live auction items, including a brand-new Donkey Forklift, courtesy of Hol-Mac. All proceeds from TLI fundraising activities will benefit research and promotion of natural grass. These funds go towards university research on the environmental benefits of natural grass as well as a public relations campaign to promote its safety and health benefits. TLI is currently funding 8 university research projects, a social media campaign, and creation of new materials that members can use to promote natural grass locally. So, come join us for an evening of fun and thanks for your support!

HELP BRING SOME DISNEY MAGIC TO THE EVENING!

You can sponsor a pair of Disney characters to be available for Meet & Greet photo opportunities at the “After Hours” Dessert Reception! You can sponsor two characters for one 30-minute segment: $1,500. Your company logo will be presented on signage in Meet & Greet photo area. (Three sponsorships available)

2020 BUCKET DRAWING SPONSORSHIP

The Lawn Institute is hosting a series of drawings for several exciting items. Individuals purchasing tickets for the drawings will have the opportunity to enter their ticket(s) in the drawing for specific prizes!

Choose an item to sponsor on the next page, and then be on site to award that prize to the lucky winner. The winning tickets will be pulled during the “After Hours” Dessert Reception at the TPI 2020 International Education Conference & Field Day. Winners need not be present to win.

GET YOUR BUCKET DRAW TICKETS!

Bucket Draw tickets will be available to all members and can be purchased in advance at www.TheLawnInstitute.org or you can call TPI at +1-847-649-5555 if you would like to have any books of raffle tickets mailed to you for purchase. Tickets are $25 each or five for $100 and will be on sale through up until the night of the drawings (February 18). Official rules are posted at www.TheLawnInstitute.org.
### Six Months of Snacks: $400
Each month features a different region of the US; a selection of unique food items from small and independent regional retailers and manufacturers.

### Relaxing Spa Basket: $400
Enjoy a Resort-style plush bath robe, a collection of exclusive bath products, and a VISA gift card for a visit to a spa near you!

### Smart Home Sound Speaker: $450
The Bose Home Speaker 500 delivers wall-to-wall stereo sound from a single speaker; built-in voice control from Alexa puts songs, playlists, and more at the tip of your tongue.

### Coffee and Chocolate: $500
A selection of coffees from the Kona Blue Sky Coffee Company paired with a basket of some of the world’s finest chocolates. This outstanding coffee is grown and roasted on the Twigg-Smith Estate in Holualoa, Hawaii, heart of the Kona coffee belt, nestled in the Kona district on beautiful 8,271 foot. Mt. Hualalai.

### Wine Basket: $500
Six bottles of specially selected wine, shipped to your home (US shipping only)

### Pasta Dinner of the Month Club: $500
Italian cuisine lovers rejoice! Our Gourmet Monthly Pasta Dinner Club makes a gourmet dinner for four in as little as 10 minutes. Package is 12 months of deliveries.

### 6 Months of BBQ from the Pig of the Month BBQ: $500
Each month brings a selection of different meats and assorted accompaniments.

### Kansas City Steaks 6 Month Custom Choice Club: $550
Choose what you’d like delivered, and they’ll send it! A unique gift for steak lovers! Pick from a long list of delicious steaks, steakburgers, and more! You can pick a new item for each delivery or have the same one delivered each month.

### A Pair of Benchmade Presidio II Knives: $600
This automatic-opening knife with a 3.72” steel blade is an industry leader. Made in the USA.

### Baking Basket: $600
An assortment of high-end kitchen items plus a Williams Sonoma gift card personalized with your company’s logo

### A Pair of Facebook Portal+ Devices: $600
Unlike the video calling you’re used to, Portal has Smart Camera so it feels like being together in the same room even when you’re far apart. Portal makes it easier to connect more regularly with the most important people in your life.

### Game Night: $650
A pair of Nintendo 2DSXL game units and four games

### Yeti Cooler Bundle: $760
A great bundle including a Tundra 110, a Roadie 20, and two 20oz tumblers

### Great Wolf Lodge Weekend: $750
Certificate to be used towards the weekend of winner's choice at any Great Wolf Lodge

### iPad Pro: $850
Includes 11" Liquid Retina display, A12X Bionic chip, and Face ID.

### Ready to Travel: $900
A new family-sized carryon backpack filled with travel supplies and a $750 American Airlines gift certificate

### Six Months of Date Nights: $900
A selection of restaurant, movie, and entertainment gift certificates

### Green Egg Grilling Package: $1,100
A selection of tools grilling and a certificate to a Green Egg dealer of winner’s choice