



October 10, 2011

Greetings:

Thankfully, we are headed into conference season after a grueling summer of nasty weather. I am anticipating good attendance at the shows this year as we all try desperately to gain knowledge at every opportunity.

We understand that through your continued support we are able to educate all the turf professionals at our four conferences. We have spent the prior ten months visiting with lots of people and trying to get new ideas for our shows.

We welcome your ideas and are eager to implement change in our conferences. The PTC Board of Directors will do everything in their power to continue to manage expenses and put every available dollar towards educating our professionals.

Personally, as the President of The Pennsylvania Turfgrass Council, I am asking that everyone who gets this letter participates with a booth, silent auction donation and anything else that you can do.

Thank you so much for your continued support; it is never taken for granted and is always appreciated!

Respectfully,

A handwritten signature in blue ink that reads "Matthew G. Shaffer". The signature is written in a cursive, flowing style.

Matthew G. Shaffer
President, Pennsylvania Turfgrass Council



Pennsylvania Turfgrass Council
PO Box 550
Boalsburg PA 16827

To: 2012 Western PA Turf Conference Exhibitors

From: Kimberly Pagett

Re: 2012 Exhibitor Kit

Enclosed is important information for you to be able to participate in the 2012 Western PA Turf Conference at the **Sheraton Four Points North Pittsburgh, Mars, PA**, being held February 7-9, 2012. Please take time to complete the exhibit contract and return it to the PTC office prior to **January 18th**.

The on-site program booklet will again be packed full of information to enable attendees to find you, the exhibitor, quickly and easily. We've created a service checklist on the exhibit contract that will show attendees where to find the exhibitors that can fulfill their needs.

To enhance your Conference experience and make productive use of your valuable time again, we have included a Buffet Lunch as part of the Show. There are also various levels of **Sponsorship and Advertising** available to you. Please see the enclosed form to take early advantage of these opportunities!

The **silent auction** is an always popular area. Why not create a friendly competition between a competitor and yourself? See which donation to the silent auction receives the most bids, or whose item has the highest winning bid!

Should you have any questions, please do not hesitate to call. I look forward to working with you and to yet another successful show!

Encl.: President letter
Exhibitor Contract-including Butler diagram
Advertising & Sponsorship Opportunities
Silent Auction Donation

2012 Western PA Turf Conference & Trade Show Exhibitor Contract

A completed contract with payment MUST be submitted to reserve space. Your payment in full by check or credit card is required by **January 27, 2012**. No exhibitors will be allowed to move in and set up unless all balances have been paid. By submitting this contract, you agree to comply with the exhibit hall set-up and tear-down times.

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Web: _____

Pre-Show Contact: _____ On-Site Contact: _____

Service Checklist (Please check all the services and/or products that you provide.)

- | | |
|--|--|
| <input type="checkbox"/> Chemicals (i.e. Pesticides, Insecticides, Fungicides) | <input type="checkbox"/> Lighting Products |
| <input type="checkbox"/> Fertilizer/Mulch/Compost | <input type="checkbox"/> Lighting Design |
| <input type="checkbox"/> Golf Course or Athletic Field Design | <input type="checkbox"/> Seeding Equipment |
| <input type="checkbox"/> Irrigation Products | <input type="checkbox"/> Soil Care |
| <input type="checkbox"/> Irrigation Services | <input type="checkbox"/> Turf Maintenance Equipment |
| <input type="checkbox"/> Landscape Equipment | <input type="checkbox"/> Turf or Seed Care |
| <input type="checkbox"/> Landscape Maintenance or Nursery Product Care | <input type="checkbox"/> Turf Testing or Consulting |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Utility Vehicles |
| | <input type="checkbox"/> Wholesale or Nursery Products |

Tabletop Selection

1 8' Tabletop

Tabletop Cost

PRIME Tabletop= \$1000 each
Regular Tabletop=\$700 each

Representatives

3 Registrations per tabletop
2 Registrations per tabletop

Representative 1 Name _____

Representative 2 Name _____

Representative 3 Name (PRIME /HOSPITALITY ONLY) _____

**Additional Representatives are \$30/day

Hospitality Room Selection*

1 Hospitality Room
*includes \$700 tabletop

Room Rental Cost

700 sq. feet = \$1,750 each

Representatives

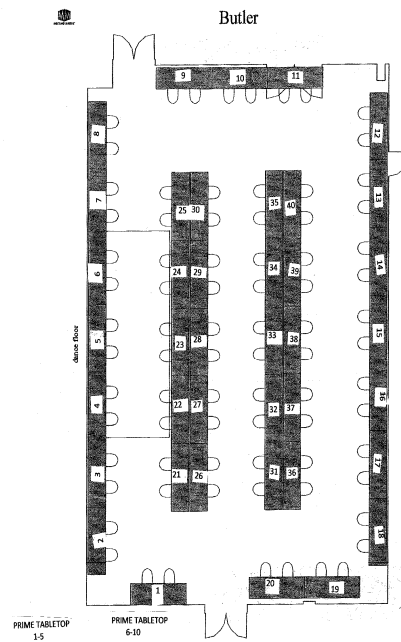
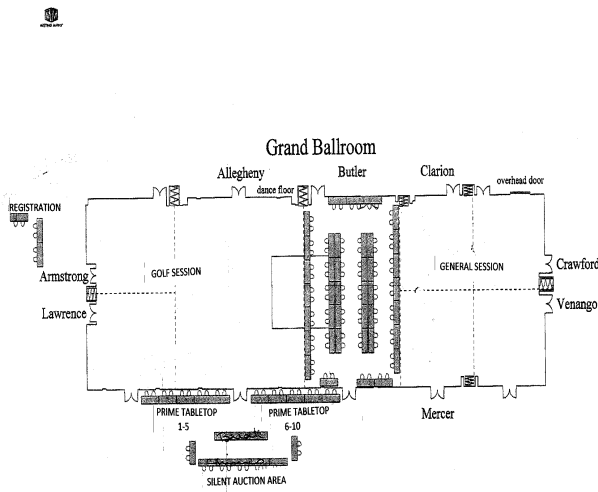
Please provide separate sheet of names of those representatives present at the show (up to 6)

Total Amount Due: \$ _____

Method of Payment: Check made payable to: PA Turfgrass Council Visa MasterCard
Credit Card #: _____ Expiration Date: _____

Security Code: _____ Cardholder Signature: _____

Mail or fax this form with payment to:
PA Turfgrass Council – PO Box 550 - Boalsburg, PA 16827 or to 814-237-0767



10 PRIME Tabletops Outside Rooms

Exhibitor Tabletops in Butler Room

Inclusions: Each exhibitor will be provided with two chairs & one 8' draped table for each tabletop space. Each registered exhibitor representative will receive complimentary lunch with the attendees on February 7th & 8th, 2012. All exhibiting companies will receive the conference attendee listing.

Hospitality Room Furnishings: Exhibitors interested in renting a Hospitality Room are required to have a tabletop space on the trade show floor. Companies with a Hospitality Room will have the ability to order food, beverages, and furniture for an additional fee. All orders will be placed through the PTC office. Exhibitors will not be permitted to bring in any of the above items. From February 7 & 8th, the room that has been rented by the exhibitor is available for their use 24 hours a day, regardless of the trade show hours.

Move In/ Set Up: Monday, February 6, 6 pm – 10:00 pm

Vendor Hours: Tuesday, February 7, 8:00 am – 5:00 pm
 Wednesday, February 8, 8:00 am – 4:00 pm
 Thursday, February 9, No Vendor Show

Tear Down/ Move Out: No tabletops may be dismantled until 4:00 pm on Wednesday, February 8. All tabletops and hospitality rooms must be completely removed by 8:00 pm on Wednesday, February 8th.

By submitting this contract, you agree to comply with the set-up and tear-down times.

Questions? Contact PTC Headquarters at 814-237-0767 or by emailing admin@paturf.org.

PA TURFGRASS COUNCIL ADVERTISING & SPONSORSHIP OPPORTUNITIES

Western Show: February 7-9, 2012

PTC SPONSORSHIP OPPORTUNITIES

PTC offers its supporters more visibility at the conference and trade show through its sponsorship opportunities. Please consider one of the following levels:

- **Exclusivity - \$5000** - Recognition at the Educational Sessions and Registration desk via Power Point, Silent Auction recognition PLUS Company name and Logo on the program COVER.
- **Name Badge Sponsorship - \$2,000** – Recognition at the Educational Sessions and Registration desk via Power Point, Silent Auction recognition, Company name on name badges or lanyard.
- **Registration Sponsorship - \$1000**– Recognition at the Educational Sessions and Registration desk via Power Point, Silent Auction recognition, company name and logo on registration mailing
- **Lunch Sponsorship - \$750** - Recognition via Power Point at Registration Desk, Company name printed inside brochure indicating sponsorship, Signage during lunch
- **Snack Break Sponsorship - \$500** – Recognition via Power Point at Registration Desk and Signage during specified break
- **Coffee Break Sponsorship - \$250** – Signage during specified break

Deadline: To be included in the 2012 Program Booklet as a Sponsor and receive Sponsorship Signage, you must have your contract in by **Wednesday, January 18, 2012**

Simply complete and submit page two of this form to sign on as a sponsor or advertiser.

PA TURFGRASS COUNCIL ADVERTISING & SPONSORSHIP INSERTION CONTRACT
WESTERN SHOW FEBRUARY 7-9,2012

ADVERTISER/COMPANY NAME

DATE

CONTACT PERSON

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

EMAIL

COMPLETE INFORMATION BELOW:

SPONSORSHIP - please mark applicable circle (s)

- EXCLUSIVE Sponsorship \$5000
- Name Badge Sponsorship \$2000
- Registration Brochure Sponsorship \$1000
- Lunch Sponsorship \$750
- Snack Break Sponsorship \$500
- Coffee Sponsorship \$250

METHOD OF PAYMENT -

Total Amount Enclosed \$ _____

Check enclosed. Make check payable to PTC.

MasterCard

VISA

Credit Card #: _____

Exp. Date ____ / ____

Signature: _____

Security Code (3-digit #): _____

Please return Insertion Contract, payment and materials by **January, 18 2012** to:

PTC – PO Box 550, Boalsburg, PA 16827 – (814)-237-0767 Fax

2012 Western PA Turf Conference & Trade Show Silent Auction Donation Form

Each year the silent auction that is held at the Western PA Turf Conference & Trade Show helps to raise money that supports research projects that takes place at Penn State University. The only way to continue this activity is if great items are donated to the silent auction for attendees to bid on. This is where you can help out!

Companies that commit to supporting the 2012 silent auction by returning this form by **January 27, 2012** will receive recognition in the onsite program booklet that is distributed at the show. We will continue to accept donations right up until the start of the auction on Monday, February 6, but cannot offer the same level of recognition for donations accepted at a later date. Silent auction items in the past have included autographed sports memorabilia, pesticides, gift certificates to country clubs, rounds of golf, and vacation packages.

Think outside the box – donate an item that will have attendees fighting for not only the winning bid, but to get to the company that donated it!

Donor Company or Individual: _____

Contact Name of Company Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Description (including quantity, if applicable) of item(s) to be donated: _____

To increase bidder satisfaction as well as expediting the delivery of items that have been successfully won, we will be accepting payment from the winning bidders and providing them with the items that they won at the conclusion of the silent auction at noon on Wednesday, February 7th. Therefore, we ask that you arrange delivery of your donations to the PTC office prior to February 19, or bring the donation with you to the show. This will also save you the time and expense of having to arrange delivery at a later point in time!

Thank you in advance for helping us to exceed the 2009 silent auction proceeds!

Mail or fax this form to:

PA Turfgrass Council – PO Box 550 – Boalsburg, PA 16827 or to 814-237-0767