

# EXHIBITOR INFORMATION



## This is MY Conference and Show

**2014 CONFERENCE AND TRADE SHOW**

**NOVEMBER 17-19, 2014  
MYRTLE BEACH CONVENTION CENTER  
MYRTLE BEACH, SOUTH CAROLINA**



**CAROLINAS**  
GOLF COURSE SUPERINTENDENTS ASSOCIATION



**President**  
Brian Powell, CGCS

It is my honor and privilege to invite your company to participate in this year's Carolinas GCSA Conference and Trade Show in Myrtle Beach, SC in November. While setting attendance records nearly every year for qualified buyers, this event remains the largest regional showcase and gathering of superintendents in the country. We are keenly aware that exhibitor participation is the lifeblood of that success and greatly appreciate the loyalty and support of our industry partners.

The success of our Conference and Trade Show helps provide the foundation for all we do as an association to keep our members up to date with technology, research, education and to deliver the valuable commodities superintendents need to achieve their career goals.

Course conditions remain the number one most important factor in whether golfers enjoy their game. So when companies like yours support superintendents, we are working together to keep those golfers happy and coming back for more. That is a relationship we do not take for granted and are extremely proud to be a part of.

I hope you will join us again for what I hope will be another record-setting event in November where the region's top superintendents, best education, most up-to-date technology and best exhibitors will converge.

See you at the beach.

Brian Powell, CGCS  
Carolinas GCSA President



# CAROLINAS

GOLF COURSE SUPERINTENDENTS ASSOCIATION

**Conference & Trade Show**  
**November 17-19, 2014**

Myrtle Beach Convention Center, Myrtle Beach, SC

## SCHEDULE

### MONDAY, NOVEMBER 17

Golf Championship at Barefoot Resort ..... 11 a.m.  
Reception immediately following golf  
Sporting Clay Event..... 12 noon  
Educational Seminars..... 12:30 p.m. - 4 p.m.  
Large Equipment Move-In..... 6 - 9 p.m.

### TUESDAY, NOVEMBER 18

Educational Seminars..... 8 a.m. - 4 p.m.  
Exhibitor Move-In..... 7 a.m. - 2:30 p.m.  
Trade Show Open..... 4 - 7 p.m.  
Carolinas Night at the Beach..... 7 p.m.

### WEDNESDAY, NOVEMBER 19

Fellowship Breakfast ..... 7 a.m.  
General Education Session ..... 8 - 9:30 a.m.  
DSA Presentation ..... 9:15 - 9:30 a.m.  
Annual Business Meeting ..... 9:30 - 10 a.m.  
Trade Show Open ..... 10 a.m. - 2:30 p.m.  
Buffet Luncheon in Exhibit Hall ..... 11:30 a.m. - 1 p.m.  
Exhibitor Tear Down ..... 2:30 p.m. - 12 a.m.  
27-Hole Challenge Grand Prize Giveaway ..... 2 p.m.  
General Education Session ..... 2:30 - 5 p.m.

## Headquarters Hotel Sheraton Myrtle Beach Convention Center Hotel



2101 North Oak Street, Myrtle Beach, SC 29577

Call 1-888-627-8203 for reservations  
Use Group ID# 3539 or ask for the Carolinas Golf Course  
Superintendents block for any call-in reservations.

### BOOK ONLINE:

<https://www.starwoodmeeting.com/Book/CarolinasGolf2014>

### RATES:

\$105 1 King or 2 Doubles + 16.27% taxes/facilities fees

\$124 Club Level, 1 King or 2 Doubles + 16.27%  
taxes/facilities fees

\$5 Parking Fee Per Day Per Vehicle

Cancellation Policy: 3 Days Prior to Arrival

**Exhibit Space Contract Deadline September 26, 2014**

# EXHIBIT AREA & BOOTH DETAILS

All exhibits will be set up in the Exhibit Hall of the Myrtle Beach Convention Center. Equipment displayed in the back parking lot will not be allowed. The trade show area is column free with 35-foot ceilings. Loading ramps are large and easily accessible. All exhibit booth space will be carpeted. Black carpet was purchased several years ago and must be protected. Full or partial replacement costs or cleaning of carpet may apply as determined by the Carolinas GCSA.

## Exhibit Space Fees:

- 1-3 Booths \$880 each
- 4-6 Booths \$770 each
- 7-10 Booths \$740 each
- 11-19 Booths \$715 each
- 20 Booths and up \$625 each

## Exhibit Booth includes:

- One 10 X 10 carpeted booth
- Two chairs
- Wastebasket
- Identification sign with company name
- One eight-foot draped & skirted table
- Booth number sign
- Four exhibitor badges per booth

Additional exhibitor badges may be purchased for \$50 each. All exhibitor badges include admittance to the Wednesday buffet luncheon held in the exhibit hall.

If you wish to have a company identification banner displayed directly above your booth, you will need to complete the rigging and bucket lift form that will be included in your booth confirmation packet. The banner will be hung from the steel girders in the exhibit hall by our official exhibitor services company. There is an additional charge for this service and the exhibitor must provide their own overhead banner.

Electricity for your exhibit booth(s) is available at an additional charge. Your booth confirmation packet will contain a Utility Order Form. Please complete and return with full payment to the MBCC at least 10 days prior to the conference and show. Electrical service fees are as follows: 20 Amp 120V \$75 pre-ordered rate or \$125 on-site rate.

Each exhibit booth will include an eight-foot draped and skirted table. If you need another size (four-foot or six-foot) or do not require a table at all, please designate this on your table request form that will be included in your booth confirmation packet. In the past, we have had numerous requests to remove tables and to replace tables on-site. Please note: If you change your table size on-site, you will be charged a fee.

## ON-LINE BOOTH RESERVATIONS

NEW THIS YEAR – the on-line booth reservations will open to members on Monday, June 2nd. It will be available to non-members on Monday, June 16th. Reserve your booth early!

## EXHIBIT SPACE ASSIGNMENT

The Carolinas GCSA will assign all exhibit space. All island booths must be reserved in even numbers. In order for an exhibit space contact to be accepted for exhibit space assignment, a 10 percent deposit must accompany the form for 4 or more booths or full payment must accompany the form for 1-3 booths. Exhibit space contract deadline is September 26. Contracts may be faxed to the Carolinas GCSA only if you are charging the exhibit space fee to a credit card. Once again this year, you will be able to reserve your booth on-line with credit card via our website. We strongly recommend you take advantage of this opportunity as you will be able to view all available booth locations. The final decision on exhibit space assignment rests with the Carolinas GCSA. You will be notified within 24 hours of your confirmed booth number once you reserve your booth(s). Exhibitors may indicate on their contract any competitors they do not wish to be placed near. Exhibitors may also indicate any companies they wish to be placed near. Please indicate specific company names if there are competitors you do not want to be near.

## DISPLAY OF MOTORIZED VEHICLE GUIDELINES

Any motorized vehicle on display at the Myrtle Beach Convention Center must comply with the following Myrtle Beach Fire Department requirements:

- ¼ tank of fuel or less (not to exceed 5 gallons)
- Neck of fuel tank sealed
- No additional fuel stored in or on the vehicle
- Both battery terminals must be disconnected

## EXHIBIT SPACE CONFIRMATIONS

Exhibit Space Confirmation Packets will be mailed to all confirmed exhibitors on September 1, 2014. The Exhibit Space Confirmation Packet will contain the following items:

- Booth Number(s) of Your Assigned Space
- Exhibitor Personnel Registration Form
- Exhibit Hall Layout
- Conference and Trade Show Program
- Table Request Order Form
- Electrical Service Order Form
- Freight Service Form
- Labor Order Form
- Fork Lift Request Form
- Banner Installation Order Form
- Exhibitor Additional Equipment Order Form
- Rigging & Bucket Lift Request Form

## CANCELLATION POLICY

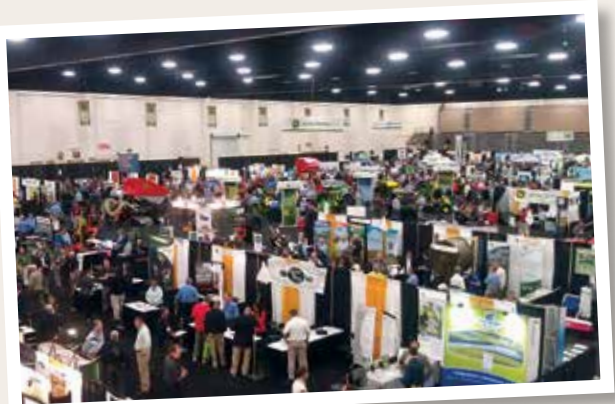
All exhibit booth cancellations must be in writing and can be faxed to the Carolinas GCSA at 864-843-1149. The Carolinas GCSA cancellation policy is as follows:

- Cancellations received prior to October 1, 2014  
Refund of Exhibit Space Rental minus \$100 per booth
- Cancellations received October 1 - October 15, 2014  
Refund of Exhibit Space Rental minus \$250 per booth
- Cancellations received October 16 - October 31, 2014  
Refund of Exhibit Space Rental minus \$400 per booth
- Cancellations received after October 31, 2014  
Forfeiture of all Exhibit Space Rental fees

## EXHIBITOR CONTRACT

All Exhibitors must sign the following agreement as noted on your Exhibit Space Contract.

Exhibitor hereby agrees to protect, indemnify, defend and save the Carolinas Golf Course Superintendents Association and the Myrtle Beach Convention Center, their officers, directors, employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and reasonable attorneys' fees arising out of or caused by Exhibitors' installation, removal, maintenance, occupancy, or use of the Exhibition Area of the Myrtle Beach Convention Center, or a part thereof, excluding any such liability caused by the sole negligence of the Myrtle Beach Convention Center.



Reserve your booth online at [www.carolinasgcsa.org](http://www.carolinasgcsa.org)



# 27-Hole Challenge

## MARKETING OPPORTUNITY

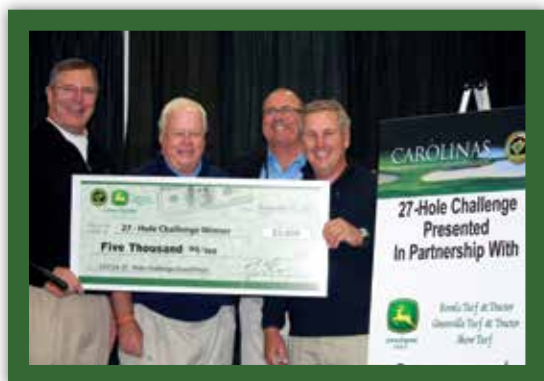
SCORE AN ACE WITH YOUR PRIMARY MARKET

**Grand Prize**  
**> \$5,000**  
**Cash**



In Partnership with

*Revels Turf & Tractor*  
*Greenville Turf & Tractor*  
*ShowTurf*



Turner Revels, of Revels Turf and Tractor; Lon Fleming, of Greenville Turf and Tractor; and Brian Bowles, of ShowTurf; with lucky grand prize winner, David Jacob, CGCS from Benvenue Country Club.



Robert Steck, from Pine Lakes International Country Club, won the main prize in the assistant superintendent challenge.

Be part of the excitement when the Carolinas GCSA gives away more than twenty prizes at the 2014 Conference & Trade Show. In 2013, prizes included: iPads, Scotty Cameron Putters, Engel Coolers, and a grand prize of \$5,000 cash. In Partnership with Revels Turf & Tractor, Greenville Turf & Tractor, and ShowTurf, we are proud to offer this outstanding event for all class A and SM superintendent members and class C assistant superintendent members attending the show.

To be eligible for prizes, the member must visit each of 27 designated exhibitor booths and have their scorecards stamped during trade show hours. This is your opportunity to ensure superintendent and assistant superintendent members spend time at your booth. Purchase of a flag, featuring the John Deere logo, guarantees your company part of the action. Flags are available at \$350 each on a first-come, first-serve basis. Please note: these 27-hole challenge booths are already designated on the floor layout so we encourage you to sign up early! You will receive a number stamp on-site and will be required to stamp the scorecard of class A, SM, or C members visiting your booth. The winners will be drawn on the exhibit hall floor at 2 pm on Wednesday and members must be present to win.

Entice more traffic to your booth by participating in the annual grand giveaway known as the 27-Hole Challenge. Some 20 prizes will be given out including a show-stopping \$5,000 in cash for the major prize winner. Be among the companies to purchase a flag that draws superintendents to their booth to claim a stamp for their scorecard. Superintendents collecting all 27 stamps will be entered in the drawing which will be carried out right there on the floor of the exhibition hall at 2 pm on Wednesday. Assistant superintendents are also eligible for prizes giving you the chance to start a conversation with tomorrow's superintendents today!

This is one of the highlights of the year for Carolinas GCSA members. Be part of the fun.

**Sign up NOW for your 27-Hole Challenge flag to ensure every superintendent and assistant superintendent visits your booth at the 2014 Conference & Show.**

**Register early for a 27-Hole Challenge booth**

# FLOOR LAYOUT OF EXHIBIT HALL

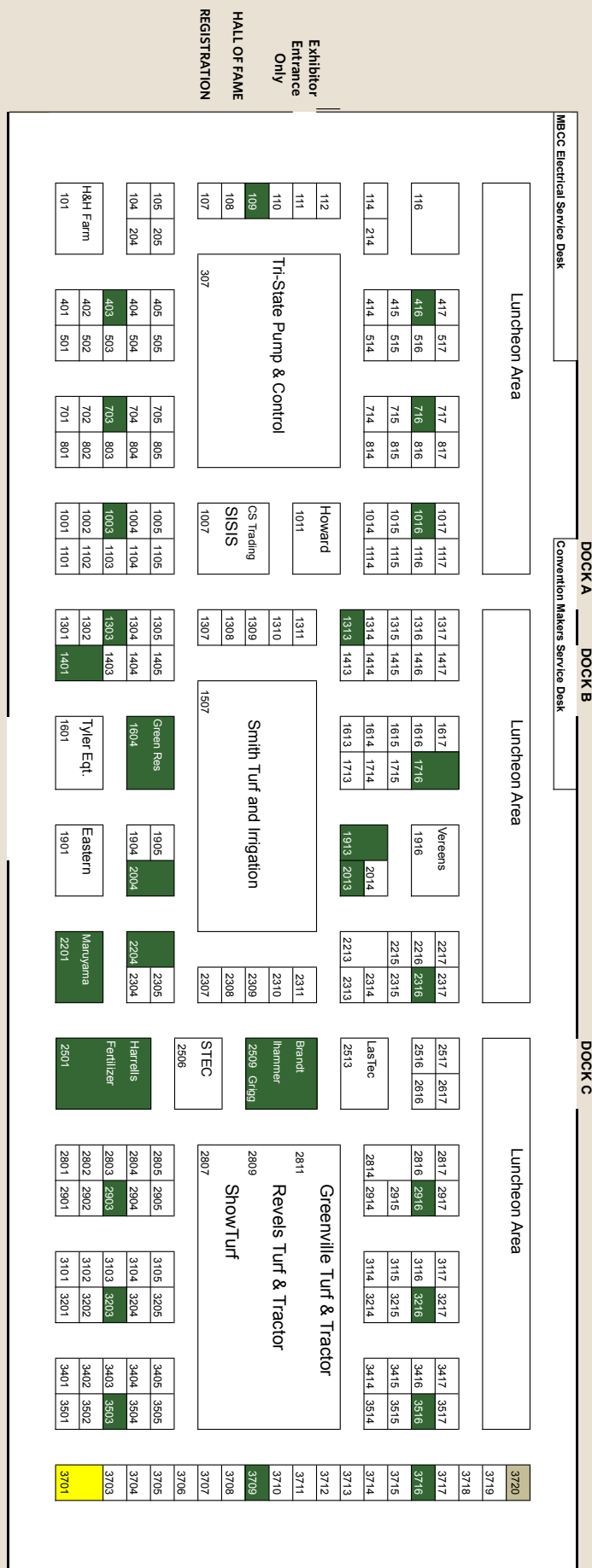
➤ We highly recommend that exhibitors go online to our website, [www.carolinasgcsa.org](http://www.carolinasgcsa.org) to reserve your exhibit booth(s).

➤ Exhibitors will enter their 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> booth choice. After completion of your credit card payment, the Carolinas GCSA will then receive a notification e-mail of your booth choices.

➤ Within 24 hours, you will receive an e-mail with your confirmed booth number.

➤ Also included in your confirmation e-mail, will be a link to register your booth worker personnel along with your unique log-in ID and password. Please be sure to register your workers for exhibitor badges so they do not have to wait in line on-site. We encourage you to register them early so this is not overlooked!

**Skin cancer screenings will be given on Wednesday from 10:30 a.m. to 2:30 p.m. at booth number 3701. A sign-up sheet will be provided on-site.**



## ATTENDEE ENTRANCE

27-hole challenge flag locations  
(Flag locations can not be moved)

Carolinas GCSA 27-hole challenge booth  
(scorecard pick up and turn in)

Complimentary skin cancer screening booth  
(provided by Grand Strand Dermatology)

Abraham Baldwin Ag. College  
 Ace Landscape Development  
 Agri-Business Technologies, Inc.  
 Agriguard Company LLC  
 Agrium Direct Solutions  
 Ajinomoto North America, Inc.  
 Aqua-Aid, Inc.  
 Arborguard Tree Specialists  
 Arysta Life Science  
 Avant Tecno USA, Inc.  
 Bartlett Tree Experts  
 BASF Corporation  
 Bayer CropScience LP  
 Below The Turf  
 Best Sand and Gravel, Inc.  
 Better Billy Bunker Inc  
 BioSafe Systems, LLC  
 Brandt Consolidated  
 Bulk Aggregate Golf, Inc.  
 Buy Sod, Inc.  
 Carbtrol Corp  
 Cardinal Chemicals  
 Carolina Fresh Farms  
 Carolina Green Sod, LLC  
 Carolina Sand, Inc.  
 Carolina Turf Farms, Inc.  
 Carolina Turf Products, Inc.  
 Catawba Valley Community College  
 Central Piedmont Community College  
 Ceres Turf, Inc.  
 Champion Turf Farms, Inc.  
 CIVITAS  
 Club Car  
 Coastal Floratine, Inc.  
 Corbin Turf Supply  
 Course & Club Golf Outfitters  
 Custom Agronomics  
 CS Trading LLC  
 Davisson Golf, Inc.  
 Diesel Equipment Company  
 Divots, Inc.  
 Dow AgroSciences  
 Dura Plastics Products  
 Eagle One Golf Products  
 Eastern Turf Equipment, Inc.  
 Ecologel Solutions, LLC  
 ESD Waste2Water, Inc.  
 Evergreen Turf Covers  
 Ewing Irrigation Products  
 EZ Hybrid Turf  
 E-Z-Go / Cushman  
 ezLocator  
 First Products  
 FIS Outdoor, Inc.  
 Flowtronex  
 FMC Professional Solutions  
 Foley-United  
 Freylit USA Inc.  
 G2 TurfTools  
 Gator Dock & Marine  
 GCSAA  
 Geoponics Corp.  
 Golf Agronomics  
 Golf Course Services, Inc.

Graden USA  
 Graham E-Z-Go  
 Grand Strand Dermatology  
 Green Resource  
 Greenleaf Technologies, Inc.  
 GreensGroomer WorldWide, Inc.  
 GreenScan 3D  
 Greenville Turf & Tractor, Inc.  
 Grigg Brothers  
 Growth Enhancer Turf Consultants  
 Growth Products, Ltd.  
 H & H Farm Machine Co., Inc.  
 Harmon Turf Services, Inc.  
 Harrell's, LLC  
 Helena Chemical Company  
 Holganix  
 Howard Fertilizer & Chemical Company  
 Humate International, Inc.  
 Hydro Engineering  
 Ihammer Technologies, LLC  
 Imants NA  
 I-MOL - From The Ground Up, Inc.  
 InCompliance Stormwater Solutions  
 Infiltrator Systems, Inc.  
 Inland Pipe Rehabilitation  
 John Deere Landscapes  
 JRM Inc.  
 Kings Greenhouse  
 Knox Fertilizer Company  
 Labor Ready  
 Landshore Enterprises dba Erosion Restoration  
 LASCO Fittings, Inc.  
 Lastec, LLC  
 LebanonTurf  
 LidoChem, Inc.  
 LSSA, Inc.  
 MARUYAMA  
 Maxand  
 McCord Golf  
 McPherson Greenhouses  
 Medallion Athletic Products inc.  
 Medi Massager  
 Modern Turf, Inc.  
 Morgan Sand Company  
 MOTA Industrial Services, LLC  
 MPT-Mustard Products and Technologies  
 Mullins Truck & Tractor Co., Inc.  
 NanoQuantics, Inc.  
 NC/SC Sports Turf Managers Association  
 NewLife Turf, Inc.  
 North Carolina Turf Support  
 Nufarm Turf and Ornamental  
 NuTec Soil, Inc.  
 NutraTurf  
 Oakland Plantation Turf Farm, Inc.  
 Oldcastle Enclosure Solutions  
 Otterbine-Barebo, Inc.  
 Par Aide Products Co.  
 PBI/Gordon Corp.  
 Pearl Valley Organix  
 Phoenix / UPI  
 Pioneer Athletics  
 Plant Food Company, Inc.  
 Playbooks for Golf

Port City Staffing, Inc.  
 Pro Green, Inc.  
 Quali-Pro Products  
 Radios For Golf  
 Redexim North America  
 Revels Turf & Tractor  
 Riverside Turf, Inc.  
 Roll Tech Molding Products  
 S & R Turf & Irrigation Equipment  
 Salsco, Inc.  
 SePRO Corporation  
 Shady Grove Plantation & Nursery  
 Shapemasters, Inc.  
 ShowTurf  
 Simmons Irrigation Supply, Inc.  
 Smith Turf & Irrigation  
 Sod Solutions, Inc.  
 SOLitude Lake Management  
 Southeastern Golf, Inc.  
 Southern Ag.  
 Southern Seeds, Inc.  
 Southern Soil Technologies, Inc.  
 Southern States Cooperative  
 Spectrum Technologies, Inc.  
 Standard Golf Company  
 STEC Equipment, Inc.  
 SubAir Systems, LLC  
 Sunbelt Rentals, Inc.  
 Superintendent Mag. -- Moose River Media  
 Syngenta  
 TC Group, LLC  
 TETAC  
 The Andersons - Plant Nutrient Group  
 The Andersons Turf & Specialty Group  
 The Golf Course Trades  
 The Lake Doctors, Inc.  
 Transworld Inc. Electric  
 TriEst Ag Group, Inc.  
 Trinity Turf, Inc.  
 Tri-State Pump & Control, Inc.  
 Tru-Turf Pty. Ltd.  
 Turf Drainage Co. of America  
 Turf Fleet Services  
 Turf Max  
 Turf Mountain Sod, Inc.  
 TurfBreeze Fans  
 Turflite, Inc.  
 Turfplaner of Carolina, LLC  
 Turf-Vu  
 Tyler Equipment Company, Inc.  
 Underhill International  
 US Chemical Storage  
 Valent Professional Products  
 Vereens Turf Products  
 Virginia Turfgrass Council  
 Volvo Rents  
 Wake Stone Corporation  
 Watertronics  
 Weeks Farm Machinery Auction, Inc.  
 White Metal Golf  
 Williams Tire Distributors  
 Wood Bay Turf Technologies  
 XGD Systems - Precision Services