



CAROLINAS

GOLF COURSE SUPERINTENDENTS ASSOCIATION

2015 Conference and Trade Show

We Mean Business At the Beach



November 16-18, 2015
Myrtle Beach, South Carolina

EXHIBITOR INFORMATION



CAROLINAS

GOLF COURSE SUPERINTENDENTS ASSOCIATION

Conference & Trade Show

November 16-18, 2015

Myrtle Beach Convention Center, Myrtle Beach, SC

SCHEDULE

MONDAY, NOVEMBER 16

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

TUESDAY, NOVEMBER 17

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.
Orange Hour 7 p.m. - 8 p.m.

WEDNESDAY, NOVEMBER 18

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.



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 from November 16 to 18. Our event remains the largest regional gathering of superintendents in the country. Our members value their conference and continue to turn

up in high numbers. More education seats were filled last year than in the 50-plus year history of the event. Exhibitor participation is the lifeblood that sustains this showcase event.

The support that our industry partners provide benefits all aspects of golf in the region. It provides the foundation for everything we do as an association and helps keep our members on the leading edge of technology, research and best practices. Through good times and bad, our Conference and Show has been something that our members bank on and look forward to.

The interaction between our exhibitors and such a concentrated regional group of qualified buyers is a great benefit to all involved. That's a relationship we are proud of and thankful for. Please be sure to join us this fall for what we are working hard to make sure is another record-setting event.

Bill Kennedy, CGCS

William E. Kennedy, CGCS

Carolinas GCSA President

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# 3978 or ask for the Carolinas Golf Course Superintendents block for any call-in reservations.

BOOK ONLINE:

<https://www.starwoodmeeting.com/Book/CGCSA2015>

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 25, 2015

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. Please note that labor charges may apply.

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

On-line booth reservations will open to members on Monday, June 1st. It will be available to non-members on June 15. Reserve your booth early to get prime locations.

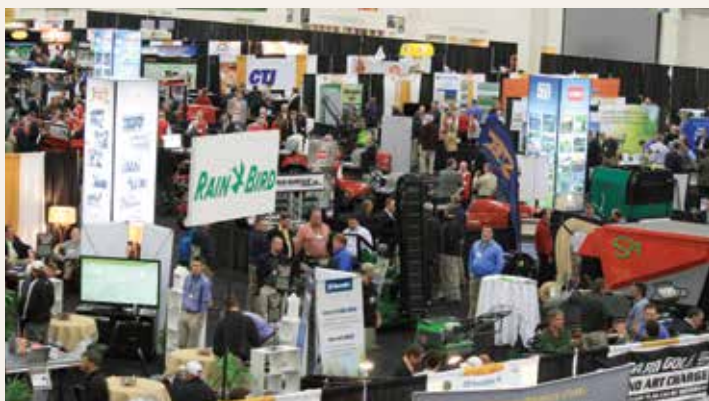


EXHIBIT SPACE ASSIGNMENT

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 25. 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 and emailed to all confirmed exhibitors on September 1, 2015. 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, 2015
Refund of Exhibit Space Rental minus \$100 per booth
- Cancellations received October 1 - October 15, 2015
Refund of Exhibit Space Rental minus \$250 per booth
- Cancellations received October 16 - October 31, 2015
Refund of Exhibit Space Rental minus \$400 per booth
- Cancellations received after October 31, 2015
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

27-Hole Challenge

MARKETING OPPORTUNITY

SCORE AN ACE WITH YOUR PRIMARY MARKET



JOHN DEERE
GOLF

New! Two Grand Prizes of \$2,500 Cash

In Partnership with
Revels Turf & Tractor
Greenville Turf & Tractor
ShowTurf



Tom Hannigan, Turner Revels, of Revels Turf and Tractor, Craig Hapner, Paul Corder, from the Country Club of Charleston, Lon Fleming, of Greenville Turf and Tractor, and Brian Bowles, of ShowTurf. Paul Corder was the grand prize winner in 2014.



Patrick McAnaw, from the Country Club of the Crystal Coast, won the main prize in the assistant superintendent drawing in 2014.

The Masters may be “a tradition unlike any other” but we’re proud that the Carolinas GCSA 27-Hole Challenge has a tradition all of its own. You could say it is a “rich” tradition since every year we give away more than \$10,000 in prizes in partnership with Revels Turf & Tractor, Greenville Turf & Tractor and ShowTurf. This year we’re spreading the wealth even further by offering two grand prizes of \$2,500 in cash. Other prizes will include drones, Go-Pros and mini-iPads.

As an exhibitor, this is your opportunity to ensure that superintendent and assistant superintendent members spend time at your booth. Purchase a flag, featuring the John Deere logo, and guarantee your company becomes part of the action. Flags are available at \$350 each on a first-come, first-served basis.

All Class A and SM superintendent members and Class C assistant superintendent members attending the show are eligible to enter free of charge. All they need to do is visit each of 27 designated exhibitor booths and have their scorecards stamped during trade show hours. These are the people you come to see – qualified buyers and the qualified buyers of tomorrow – make sure you get the chance to speak with as many of them as possible.

Please note: 27-hole challenge booths are already designated on the floor layout to promote maximum traffic flow and cannot be moved. So we encourage you to sign up early! You will receive a numbered stamp on-site and will be required to stamp the scorecard presented by Class A, SM, or C members visiting your booth. Winners will be drawn on the exhibit hall floor at 2 pm on Wednesday and members must be present on the trade show floor at the time to claim their prize.

A Winning Tradition



2011: Marty Stephenson
Colonial Country Club



2012: Dean Baker, CGCS
Kinston Country Club



2013: David Jacob, CGCS
Benvenue Country Club



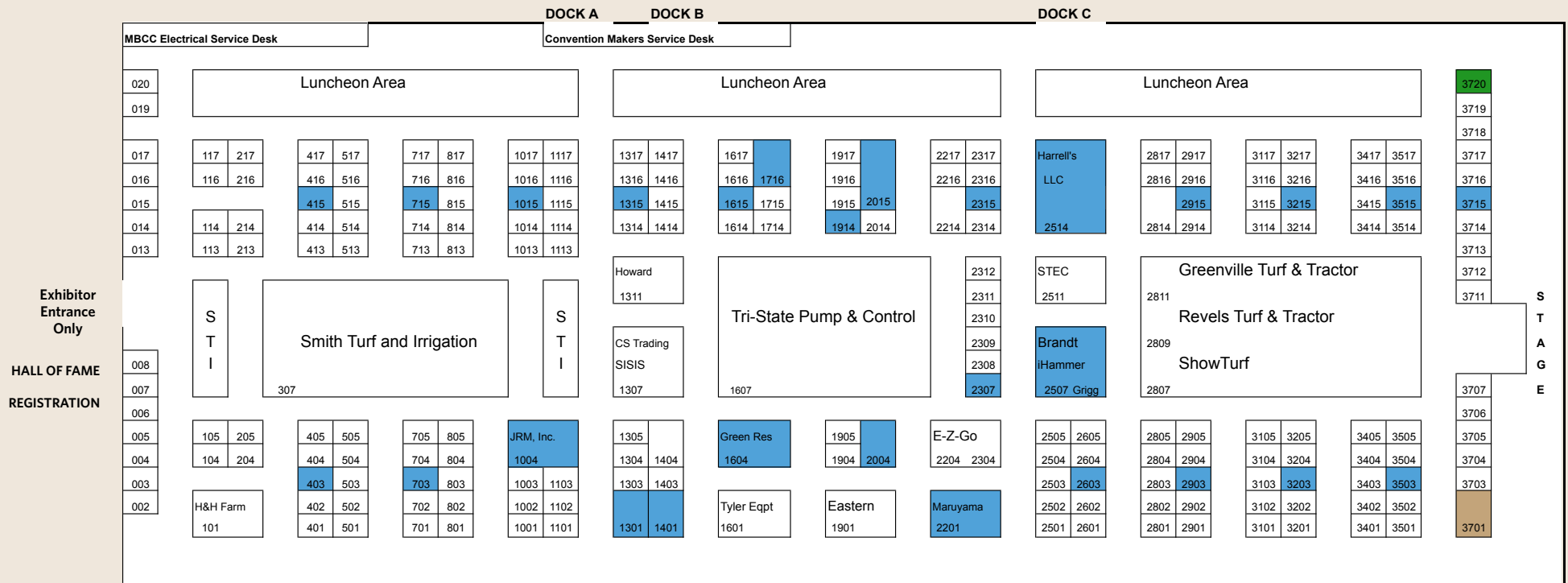
Sign up NOW for your 27-Hole Challenge flag to give every superintendent and assistant superintendent a reason to visit your booth at the 2015 Conference & Show.

Register early for a 27-Hole Challenge booth

2014 Conference and Show Exhibitors

A.C. Schultes of Carolina	Golf Course Builders Association of America	Pioneer Athletics
Abraham Baldwin Ag. College	Golf Course Services, Inc.	Plant Food Company, Inc.
Aero-Flex Technologies, Inc.	Golf Course Trades	Plant's Choice
Agri-Business Technologies, Inc.	Graden USA	Pro Green, Inc.
Agriguard Company LLC	Graham E-Z-Go	Propex TEEtoGREEN
AgSource Harris Laboratories	Grand Strand Dermatology Skin Cancer Screenings	ProPump & Controls, Inc.
AgStone, LLC	Green Resource	Quali-Pro Products
Air2G2	GreenScan 3D	Radios For Golf
Aqua-Aid, Inc.	GreensGroomer WorldWide, Inc.	Revels Turf & Tractor
Aquagenix	Greenville Turf & Tractor, Inc.	Riverside Turf, Inc.
Aquatrols	Grigg Brothers	Rutgers Professional Golf Turf Management School
Arborguard Tree Specialists	Growth Products, Ltd.	S & R Turf & Irrigation Equipment
Aspen Corporation	H & H Farm Machine Co., Inc.	SePRO Corporation
Bartlett Tree Experts	Harco Fittings	Shapemasters, Inc.
BASF Corporation	Harmon Turf Services, Inc.	ShowTurf
Bayer CropScience LP	Harrell's, LLC	Simmons Irrigation Supply, Inc.
Best Sand and Gravel, Inc.	Helena Chemical Company	Slope Care, LLC
Better Billy Bunker Inc	HGTC Student Chapter	Smith Turf & Irrigation
BioWorks Inc.	Howard Fertilizer & Chemical Co.	Sod Solutions, Inc.
Brandt Consolidated	Humate International, Inc.	Soil Technologies Corp.
Bulk Aggregate Golf, Inc.	Hydro Engineering	Southeastern Golf, Inc.
Buy Sod, Inc.	Ihammer Technologies	Southern Ag.
Capillary Concrete	InCompliance Stormwater Solutions	Southern Seeds, Inc.
Carbtrol Corp	Inland Pipe Rehabilitation	Southern States Cooperative
Cardinal Chemicals	ITB Co. Inc.	Spectrum Technologies, Inc.
Carolina Fresh Farms	John Deere Landscapes	Standard Golf Company
Carolina Green Sod, LLC	Johnson Industries, Inc.	STEC Equipment
Carolina Ground Covers	JRM Inc.	SubAir Systems, LLC
Carolina Sand, Inc.	KDC Irrigation Services	Sunbelt Rentals, Inc.
Carolina Turf Farms, Inc.	Kings Greenhouse	Superintendent Mag. -- Moose River Media
Catawba Valley Community College	Knox Fertilizer Company	Syngenta
Central Piedmont Community College	Landshore Enterprises dba Erosion Restoration	TerraMax Inc
Ceres Turf, Inc.	Laserturf Southeast, Inc.	TETAC
Champion Turf Farms, Inc.	Lastec, LLC	The Andersons Turf & Specialty Group
CIVITAS	LebanonTurf	The Lake Doctors, Inc.
Clemson University Turf Club	LSSA, Inc.	Total Turf Golf Services
Club Car	Maredo Commercial, LLC	TriEst Ag Group, Inc.
Coastal Floratine, Inc.	MARUYAMA U.S., Inc.	Trinity Turf, Inc.
Corbin Turf & Ornamental Supply, Inc.	Maxand	Tri-State Pump & Control, Inc.
Course & Club Golf Outfitters	McCord Golf Services & Safety	Tru-Turf Pty. Ltd.
CS Trading LLC	McGill Premium Compost	Turf Drainage Co. of America
Dakota Peat & Equipment	MCI Packaged Pump Stations	Turf Dynamics, Inc.
Davisson Golf, Inc.	McPherson Greenhouses	Turf Fleet Services
Diesel Equipment Company	Mirimichi Green Express	Turf Mountain Sod, Inc.
Divots, Inc.	Modern Turf, Inc.	Turf Screen
Dow AgroSciences	Morgan Sand Company	TurfBreeze Fans
Eagle One Golf Products	Mullins Truck & Tractor Co., Inc.	Turfline, Inc.
Eastern Turf Equipment, Inc.	NC State University Turf Club	TurfNet Media Network
Ecologel Solutions, LLC	NewLife Turf, Inc.	Turfplaner of Carolina, LLC
Engage Agro USA	Nordic Auto Plow, LLC	Turf-Tec International
ESD Waste2Water, Inc.	Nordic Auto Plow, LLC	Turf-Vu
Ewing Irrigation Products	Nufarm Americas	Tyler Equipment Company, Inc.
EZ Hybrid Turf	NuTec Soil, Inc.	U.S. Aqua Vac
E-Z-Go / Cushman	NutraTurf	UPI
First Products	Nutrite	Vandemark Farms, LLC
FIS Outdoor, Inc.	Oakland Plantation Turf Farm, Inc.	Vereens Turf Products
Flowtronex	Oldcastle Enclosure Solutions	VGM Club
FMC Professional Solutions	Organic Sunscreen with Natural Bug Repellent	Virginia Turfgrass Council
Foley-United	Otterbine-Barebo, Inc.	Wake Stone Corporation
ForeFront Product Design, LLC	Par Aide Products Co.	Watertronics
Freylit USA Inc.	PBI/Gordon Corp.	Wood Bay Turf Technologies
GCSAA	Pearl Valley Organix	XGD Systems - Precision Services
GenNext Biotech, LLC	Performance Nutrition (A Division of LidoChem, Inc.)	
Geponics Corp.		
Golf Agronomics		

FLOOR LAYOUT OF EXHIBIT HALL



* Floor layout is subject to change

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

➤ Exhibitors will enter their 1st, 2nd, and 3rd 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. 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.

Call 1-800-476-4272 or visit us online at www.carolinasgcsa.org

Carolinas Golf Course Superintendents Conference & Trade Show November 16 – 18, 2015

Exhibit Space Contract Deadline: September 25, 2015
A LATE FEE OF \$100 WILL APPLY AFTER SEPTEMBER 25

Carolinas GCSA, P. O. Box 210, Liberty, SC 29657-0210 Phone 1-800-476-4272 • Local 864-843-1150 • Fax 864-843-1149

Company Name _____ This name will be printed on the booth identification sign

Contact Name _____ Will this person work in your booth? ☐ Yes or ☐ No

Address _____

City _____ State _____ Zip Code _____

Phone: Office _____ Fax _____ Email _____

Type of Product(s) Offered (chemical, sod, fertilizer, equipment, etc.) _____

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
27-Hole Challenge Flag \$350 (flag locations will be designated on the floor layout)
LATE FEE \$100 AFTER SEPTEMBER 25

Number of Exhibit Space(s) X \$	Cost Each	\$
27-Hole Challenge Flag X \$350		\$
Late Fee After September 25 X \$100		\$
TOTAL AMOUNT DUE		\$
FULL PAYMENT REQUIRED TO RESERVE 1 – 3 BOOTHS		\$
10% DEPOSIT REQUIRED TO RESERVE 4 OR MORE BOOTHS		\$
REMAINING 90% BALANCE DUE BY OCTOBER 1ST		\$

1st booth choice _____ 2nd booth choice _____ 3rd booth choice _____

Company Name(s) IDO wish to be placed near. Be specific! Company Name(s) I DO NOT wish to be placed near. Be specific!

1) _____ 1) _____

2) _____ 2) _____

If paying by credit card, please complete the following: We accept MasterCard, Visa, Discover, and American Express.

\$ _____ 10 % Deposit amount to be charged NOW OR \$ _____ Total amount to be charged for 1 - 3 booths

\$ _____ 90 % Balance to be charged on 10/1/15

Credit Card Holder's Name: _____ Expiration Date: _____

Credit Card Number: _____ Security Code: _____ Signature: _____

REGISTER BOOTH WORKERS FOR EXHIBITOR BADGES BY OCTOBER 15 AT <https://www.carolinascsa.org/Booth/>
LOG-IN ID WILL BE YOUR CONFIRMED BOOTH NUMBER. ALL EXHIBITOR BADGES ARE PICKED UP ON SITE.

EXHIBITOR AGREEMENT BELOW MUST BE SIGNED BY PERSON RESPONSIBLE FOR EXHIBIT BOOTH.

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. **I have read and understand the cancellation policy outlined on the reverse side of this contract.**

Signature

Title

Date

Date Received _____ Deposit _____ Final Pmt. _____ CC _____ Co. Ck. _____ Pers. Ck. _____ Entered _____ Booth # _____

Carolinas GCSA Copy – White Exhibitor Copy – Yellow

SEE REVERSE SIDE FOR TERMS & CONDITIONS

Exhibit Space Terms and Conditions

1) Exhibitor Set-Up, Tear Down & Trade Show Hours

Show set-up begins at 6 p.m. on Monday, November 16, 2015 for large equipment. All other exhibitors may begin set-up at 7 a.m. on Tuesday, November 17, 2015. All exhibits must be completed by 3 p.m. on Tuesday, November 17, 2015. Trade show is open on Tuesday from 4 – 7 p.m. and on Wednesday from 10 a.m. – 2:30 p.m. All exhibits must be dismantled and removed from the MBCC beginning at 2:30 p.m. until midnight on Wednesday, November 18, 2015.

2) Booth Construction & Display Criteria

Each 10' x 10' booth is equipped with 8' high drape backdrop and 3' side rail drape divider on each side. (Drape is not furnished with island exhibits unless requested.) Corner booth exhibitors may request to remove the 3' side rail drape on aisle side of booth. If a commercial pop-up display is utilized in a 10' x 10' booth, it must abut the 8' high draped backdrop. Pop up displays cannot be shifted to obstruct view of adjacent booth(s). Booths adjacent to the reception area that only have 3' back and side rails must have displays that do not exceed 18 inches above the back rail height. Banners displayed must also not exceed 18 inches above the back rail height.

3) Display of Motorized Vehicles

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

4) Use of Exhibit Space

All demonstrations, interviews, distribution of advertising materials or other activities must be confined to the limits of your exhibit booth(s), and must pertain to exhibitor and their products or services. No exhibitor shall assign, sublet, or share the whole or part of the space allotted without the knowledge and approval of the Carolinas GCSA. **All booths must be staffed throughout trade show hours.** Exhibitors may NOT move out until designated move-out times.

5) Terms and Payment of Cancellation Policy

Exhibit space contracts will not be accepted for exhibit space assignment until deposit or full payment has been received by the Carolinas GCSA. All booth cancellations must be in writing. The Carolinas GCSA cancellation policy for exhibit space rental follows:

- ◆ Cancellations received prior to October 1, 2015
Refund of Exhibit Space Rental minus \$100 per booth
- ◆ Cancellations received October 1 - October 15, 2015
Refund of Exhibit Space Rental minus \$250 per booth
- ◆ Cancellations received October 16 – October 31, 2015
Refund of Exhibit Space Rental minus \$400 per booth
- ◆ Cancellations received after October 31, 2015
Forfeiture of all Exhibit Space Rental fees

6) Care of Carpeting

The Carolinas GCSA provides wall-to-wall carpeting for the Myrtle Beach Convention Center exhibit area. This carpeting is a major investment for the association and as such exhibitors have a responsibility to protect the carpet from unnecessary wear and soiling. Exhibitors need to exercise extreme care when moving wheeled vehicles on the carpet. In addition, exhibitors must ensure that no fuel, oil, or grease from exhibited equipment stains the carpet. Exhibitors will be responsible for cleaning or replacement costs of carpeting damaged during the trade show.