



Pennsylvania Turfgrass Council  
PO Box 550  
Boalsburg, PA 16824

To: 2010 Western PA Turf Conference & Trade Show Exhibitors

From: Kimberly Pagett

Re: 2010 Exhibitor Kit

Enclosed is important information to help ensure your continued participation in the 2009 Western PA Turf Conference and Trade Show at the Sheraton Four Point North, held February 23 – 25, 2010. Please take time to complete the exhibit contract and return it to the PTC office prior to **February 5, 2010<sup>th</sup>**.

Once again we will be in a new location for the 2010. Also, no equipment will be allowed at the show. Each company will be limited to one 8 ft. tabletop, with two representatives per tabletop. If your company is interested in having a stronger presence at the show, **PRIME table tops**, located in the hallway between the 2 educational rooms, as well as four hospitality rooms are available to talk with customers in a more intimate setting. These rooms can be staffed with up to four additional company representatives. All further details are outlined on the contract within this packet.

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.

New to the 2010 show are expanded sponsorship and advertising opportunities! One way to entice attendees to visit your booth during a break is by investing in a showcase sponsorship, which allows you to spotlight what your company has to offer at the beginning of an educational session. There are different sponsor and advertising options available to you as outlined on the enclosed form..

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 a very successful show!

Encl.: Exhibit Contract  
Floorplan  
Advertising & Sponsorship Opportunities  
Silent Auction Donation