



May 27th, 2021

Dear Valued Summer Field Day Exhibitor:

The Wisconsin Turfgrass Association invites you to exhibit your equipment, products and services at the 2021 Summer Field Day. The location is at the O.J. Noer Turfgrass Research and Education Facility, 2502 S Pleasant View Rd, in Verona. The date is Tuesday, July 20th, 2021.

Turfgrass Field Day is the premier summer event for the turf industry in Wisconsin. The day is composed of turf research tours and a huge trade show. There are 250 plus attendees expected to attend the show. Many attendees come to view the latest in turf equipment, products and services that you are exhibiting in the trade show. If you would like Field Day fliers to hand out to your customers, contact Audra at 608-845-6536 or audra.anderson@wisc.edu and she will mail some to you. You can also have your customers go to www.wisconsinturfgrassassociation.org to download the information.

The schedule of events and a statement of rules governing the trade show appears on the second page of this letter. You may go to www.wisconsinturfgrassassociation.org to register and pay online, or return the enclosed registration form with your payment. As an exhibitor you may participate in the educational tours to learn more about the latest turfgrass research being done at the University of Wisconsin – Madison and to view the studies that you so avidly support.

Respectfully,

Mike Bremmer

Mike Bremmer
WTA Board Member & Field Day Chairperson

O.J. Noer Turfgrass Facility directions

- From Madison Beltline US-12 & 18
- Take Mineral Point Road exit
- Go West on Mineral Point Road 7 tenths of a mile to Pleasant View Road roundabout
- Exit roundabout onto South Pleasant View Road
- Continue 2.5 miles to O.J. Noer Facility

Monday, July 19th, 2021

3:00 – 6:00pm Vendor Setup

Tuesday, July 20th, 2021

6:00 – 7:30am Vendor Setup

7:30 Rolls & Coffee

8:00 – 9:00 Attendee Registration

8:00 – 3:00 Trade Show

9:00 – 9:30 Welcome Session

9:30 – 11:00 Lawn Care & General Turf Tour

11:00 – 1:30 Trade Show Only Time

12:00 – 1:15 Lunch

1:30 – 3:00pm Golf Turf Tour

TRADE SHOW POLICY AND PROCEDURES

1. The objective of the exhibits is purely educational. The Wisconsin Turfgrass Association reserves the right to ban inappropriate exhibits
2. Confirmation of vendor registration and location of rented space will be completed and emailed by July 16th.
3. Vendors are obligated to assemble and remove exhibits at their expense. Exhibits may NOT be shipped to the Noer Facility.
4. Payment of the registration fee is due in full by July 14th, 2021.
5. The rented space will be left in approximately the same condition in which it was found. No deep digging is allowed. All poles and posts must be removed immediately after the show.
6. The University reserves the right to reject any equipment, which fails to meet safety requirements. In addition, it shall be the exhibitor's responsibility to shield or rope off unsafe moving parts and see that the exhibit does not create other safety hazards.
7. Exhibitors are required to have liability insurance; comprehensive coverage is recommended.
8. Each individual company is required to have their own rented space. Without prior approval, no piggybacking of companies who market and sell through local distributors is permitted.
9. Exhibitors with equipment are encouraged to set up Monday afternoon. Security will be provided Monday night to ensure the safety of the equipment.
10. Exhibitors are expected to have their displays set up and have personal vehicles out of trade show area by 7:30 am on July 20th, 2021.
11. A six-foot table and two chairs will be provided for each booth.



Field Day 2021

Tuesday, July 20th

(List everyone that will need name tags and meal tickets)

Company name _____

Contact person _____

Mailing address _____

City/State/Zip _____

Phone(_____) _____

Email _____

Exhibit Space Options

- _____ 12' X 12' WTA Member - \$ 150 / Non WTA Member - \$ 200
(1 complimentary meal ticket)
- _____ 25' X 25' WTA Member - \$ 250 / Non WTA Member - \$ 300
(2 complimentary meal tickets)
- _____ 50' X 50' WTA Member - \$ 450 / Non WTA Member - \$ 500
(3 complimentary meal tickets)

Booth size _____ Cost _____

Comp. Meal ticket(s) _____ Cost N/C

Additional ticket(s) _____ @ \$25 Cost _____

GRAND TOTAL _____

Make checks payable and return completed form by **July 14th** to: WTA / O.J. Noer Facility / 2502 S Pleasant View Rd / Verona / WI / 53593 **OR** pay online at www.wisconsinturfgrassassociation.org

If you have any questions, contact Bruce at 608-845-6895, bschweiger@wisc.edu or Audra at 608-845-6536, audra.anderson@wisc.edu.