



June 23<sup>rd</sup>, 2025

Dear Valued Summer Field Day Exhibitor:

The Wisconsin Turfgrass Association invites you to exhibit your equipment, products and services at the 2025 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, August 5<sup>th</sup>, 2025.

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 flyers to hand out to your customers, contact Audra at 608-845-6536 or [audra.anderson@wisc.edu](mailto:audra.anderson@wisc.edu) and she will mail some to you. You can also have your customers go to [www.wisconsinturfgrassassociation.org](http://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](http://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, August 4<sup>th</sup>**

3:00 – 6:00pm Vendor Setup

### **Tuesday, August 5<sup>th</sup>**

6:30 – 7:30am Vendor Setup

7:30 Rolls & Coffee

8:00 – 9:00 Attendee Registration

8:00 – 3:00 Trade Show Open

9:00 – 9:25 Welcome Session

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

11:00 – 1:30 Trade Show Only Time

12:00 – 1:15 Lunch

1:30 – 3:00pm Golf Turf Tours

### **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 August 1<sup>st</sup>.
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 29<sup>th</sup>, 2025.
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 August 4<sup>th</sup>, 2025.
11. A six-foot table and two chairs will be provided for each booth.



## Field Day 2025

**Tuesday, August 5<sup>th</sup>**

(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 - \$ 200 / Non WTA Member - \$ 250 (1 complimentary meal ticket)
_____ 25' X 25'	WTA Member - \$ 300 / Non WTA Member - \$ 350 (2 complimentary meal tickets)
_____ 50' X 50'	WTA Member - \$ 500 / Non WTA Member - \$ 550 (3 complimentary meal tickets)

Booth size \_\_\_\_\_ Cost \_\_\_\_\_

Comp. Meal ticket(s) \_\_\_\_\_ Cost   N/C  

Additional ticket(s) \_\_\_\_\_ @ \$30 Cost \_\_\_\_\_

**GRAND TOTAL** \_\_\_\_\_

Make checks payable and return completed form by **July 29<sup>th</sup>** to: WTA / O.J. Noer Facility /  
2502 S Pleasant View Rd / Verona / WI / 53593 **OR** pay online at [www.wisconsinturfgrassassociation.org](http://www.wisconsinturfgrassassociation.org)

If you have any questions, contact Dave at 608-845-6895, [dmarach@wisc.edu](mailto:dmarach@wisc.edu) or Audra at 608-845-6536, [audra.anderson@wisc.edu](mailto:audra.anderson@wisc.edu).

