

# Southwest Turfgrass Association

New Mexico State University, P.O. Box 30003, MSC 3AE, Las Cruces, New Mexico 88003-8003, (575) 646-1715

Dear Exhibitor:

The annual **Recreational Landscape Conference & Expo** is fast approaching and our board is seeking exhibitor partners. We are expecting a good member turnout and invite your company to participate. This year's conference and show will be returning to the **Ruidoso Convention Center's venue in Ruidoso, NM** from November 14th-16<sup>th</sup>. We invite your participation and support. Enclosed are the forms for registration.

**If you are shipping your booth material, please send to Ruidoso Convention Center, Attn: Manny for SWTA, 111 Sierra Blanca Drive, Ruidoso, NM 88345. Phone: 575-258-5445.** Please arrange arrival for shipping no sooner than Monday, November 13th.

We will once again kick start the conference with our annual golf tournament on Tuesday the 14<sup>th</sup>. The trade show will begin on Wednesday morning, November 15th, with a social from 4:30 to 6:00 pm. The show will continue on Thursday, November 16<sup>th</sup> until 1:00 pm. Set-up of booths will be on Tuesday the 3<sup>rd</sup> after 10:00 am.

Attached is the booth layout for the trade show as well as the booth rental agreement. Please register online at [www.southwestturfgrass.com](http://www.southwestturfgrass.com) or complete the enclosed registration form and submit with your payment to assure your booth choice. All booths are sold on a first-come basis.

## **BOOTH RATES – (10% Discount if Paid by July 31st)**

First Booth	8 x 10 Area	\$ 500.00
Each Additional Booth	8 x 10 Area	\$ 400.00
Premium Booth	16 x 20 Area (Front Area)	\$ 1200.00

You are invited to play in the golf tournament on Tuesday, November 14th at your own expense. The tournament will be held at The Links at Sierra Blanca with a 12:00 pm shotgun start. See enclosed entry form.

Monetary contributions toward meals and breaks and our silent auction assist us in supporting the ongoing turfgrass research projects. Please contribute whatever you can (minimum \$25.00 value on silent auction).

Make plans now to market your products and/or services at the **Southwest Turfgrass Recreational Landscape & Expo** in Albuquerque, NM. Please invite your clients, prospects, and anyone you know in the Landscape and Recreational industries to attend and help make this year's show a huge success. We thank you for your past and future support of our organization.

If you have any questions, please feel free to contact me at (505) 350-9945 / [liz@southwestturfgrass.com](mailto:liz@southwestturfgrass.com) or Larry Wills at (505) 401-9821 / [ldwills@landolakes.com](mailto:ldwills@landolakes.com).

Sincerely,

Liz Espinoza  
SWTA Representative

**SOUTHWEST TURFGRASS ASSOCIATION  
RECREATIONAL LANDSCAPE CONFERENCE AND EXPO  
November 14<sup>th</sup>-16<sup>th</sup>, 2017**

**COST PER BOOTH:** \$500 for the first booth; \$400 for each additional booth. This year's **Premium Booths** (Front Row 16 X 20) are offered for \$1200. Manufacturers may purchase booths for their suppliers but will be charged full booth rate for each supplier. *(10% discount if paid by July 31st)*

**RENTAL FEE:** The **TENANT** hereby agrees to pay **SWTA** the rental fees associated for each booth(s), payable in advance with this application. Each booth will be reserved effective upon the receipt date of this application and payment in full to the **SWTA** office.

**CANCELLATION POLICY:** A full refund may be received if cancelled by October 15<sup>th</sup>, 2017. No refund will be given after this date.

**ELECTRICITY:** Please indicate whether or not you will need an electrical hookup in the booth. (Outlets are 110V only.) Hookups can be arranged by **SWTA** but will be at the expense of the **TENANT**. Contact the Representative for additional information.

**SECURITY:** **SWTA** will not be responsible for stolen or lost materials.

**BOOTH CONSTRUCTION AND ARRANGEMENT:** All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits and not be objectionable to other **TENANTS** or **SWTA**. All displays and arrangements must be safe. Booth displays may not extend over aisles or block traffic in any way. **TENANTS** should bring pads to place under tires and to catch oil from motorized exhibit items. No equipment lubricant, polish, or chemicals of any kind should be used inside the Convention Center.

**INSTALLATION, OPENING, AND DISMANTLING OF EXHIBITS:** **TENANT** agrees to install exhibit between the hours of 10:00 am to 6:00 pm on Tuesday, November 14<sup>th</sup>, 2017. Booths must be completed by 7:00 am Tuesday morning. **TENANT** agrees to remove property from host facility between the hours of 1:30 pm and 5:00 pm on Thursday, November 16<sup>th</sup>, 2017.

**DAMAGE AND CONDUCT:** It is agreed that **TENANT** is responsible for any damages in his/her booth area which are above and beyond normal wear and tear. It is further agreed that the **TENANT** is responsible for his/her own conduct and that of **TENANT'S** employees in and around said premises.

**INJURY TO TENANT'S PROPERTY:** **SWTA** shall not be held responsible for any personal property left in the host facility or elsewhere which may be lost, damaged, or stolen before, during, or after the trade show or any related functions held in the host facility or elsewhere. All personal property of any kind or description, whatsoever in the demised premises, shall be at the **TENANT'S** sole risk.

**MODIFICATIONS:** The **TENANT** shall not mark upon, paint signs upon, cut or drill into, drive nails or screws into, or in anyway deface the walls, ceilings, or floors of the building. Any damage, defacement, or injury caused by the **TENANT**, his agent, or employees shall be paid for by the **TENANT**.

**BOOTH PERSONNEL:** **TENANT** will receive one **(1) full conference registration per booth rented which includes permission for one person to attend conference sessions, one lunch ticket for Tuesday, one lunch ticket for Wednesday**, and an Exhibitor membership in the **SWTA**. If additional personnel represent your booth, additional meal tickets may be purchased from **SWTA**. Meal tickets will be collected prior to each meal. Please have all personnel in the booth wear their name badges. List names of all personnel that will attend your booth where indicated.

**IRREGULAR ACTIVITIES:** All business activities, circulars, and advertising matters of the tenant may only be conducted and/or distributed within the booth assigned to the **TENANT**. Such material may not be distributed in other areas of the convention facility, including parking lots.

**CANVASSING BY NON-TENANTS IS PROHIBITED:** The trade show is limited to registered attendees of the Southwest Turfgrass Conference as well as registered representatives of business firms, manufacturers, professional organizations and dealers who contracted and paid for space assignments.

**NOISE AND SOUND:** Musical instruments, radios, sound motion picture equipment, record players, televisions, or any noise-creating devices or amplifying systems shall be operated only at a level which will not interfere with other **TENANTS** or add unduly to general acoustic inconvenience. The only public address system permitted at the trade show will be maintained by **SWTA**.

**HOSPITALITY EVENT:** Hospitality events by the tenant are not allowed during the hours that the trade show area is open or during conference activities.

**OTHER PERSONNEL:** Personnel from your organization who are not attending the conference may join the **SWTA** by submitting their names and information to the **SWTA**. Membership cost and information will be provided upon request.

**REGISTRATION:** *Registration for booths can be done online at: [www.southwestturfgrass.com](http://www.southwestturfgrass.com) OR with the attached forms. All credit card registrations must be done **ONLINE**. Online registration can also be made if paying by check. We will invoice you upon registration with payment due by October 15<sup>th</sup>, 2017<sup>th</sup>.*

COMPANY NAME (As it is to appear on the Booth Sign): 2017

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Please print or type

CONTACT PERSON: \_\_\_\_\_

Please print or type

EMAIL: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

NAME OF PERSON(S) ATTENDING (FOR NAME TAGS):

\_\_\_\_\_

**ONE BOOTH - \$500**

**ADDITIONAL BOOTH(S) - \$400**

1<sup>ST</sup> CHOICE \_\_\_\_\_ 2<sup>ND</sup> CHOICE \_\_\_\_\_ 3<sup>RD</sup> CHOICE \_\_\_\_\_

**PREMIUM FRONT ROW 16 X 20 - \$1200**

BOOTH #1 \_\_\_\_\_ BOOTH #2 \_\_\_\_\_ BOOTH #3 \_\_\_\_\_ BOOTH #4 \_\_\_\_\_

BOOTH RENTAL (Discount by 10% if paid by July 31st) \$ \_\_\_\_\_

GOLF TOURNAMENT November 14th (Own expense - \$80.00) \$ \_\_\_\_\_

SPONSOR A GOLF HOLE, MEAL, OR BREAK (See enclosed form) \$ \_\_\_\_\_

EXTRA MEAL TICKET (\$15.00 EACH MEAL) \$ \_\_\_\_\_

SILENT AUCTION ITEM (minimum \$25.00 value, please check) \_\_\_\_\_

**TOTAL DUE** \$ \_\_\_\_\_

METHOD OF PAYMENT: \_\_\_\_\_ (CHECK)

PLEASE RETURN COMPLETED BOOTH RENTAL AGREEMENT AND FORMS TO:

SOUTHWEST TURFGRASS ASSOCIATION  
NEW MEXICO STATE UNIVERSITY  
CES/PLANT SCIENCES DEPARTMENT  
PO BOX 30003, 3AE  
LAS CRUCES, NM 88003-8003  
**Or FAX To: (575) 646-8085**

***SPONSORSHIP***  
**SOUTHWEST TURFGRASS ASSOCIATION**  
**ANNUAL CONFERENCE**  
**November 14th – 16th, 2017**

Our company will contribute \$ \_\_\_\_\_ toward sponsorship as indicated below.  
Contributions received by September 15th, 2017 will be recognized in the conference program.

- \_\_\_\_\_ MEAL
- \_\_\_\_\_ BREAK
- \_\_\_\_\_ GOLF HOLE SPONSOR (\$100.00)
- \_\_\_\_\_ CLOSEST TO PIN / LONG DRIVE  
(Can be merchandise)

COMPANY NAME: \_\_\_\_\_

COMPANY ADDRESS: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

***PLEASE RETURN WITH CONTRACT***

Make check payable to: Southwest Turfgrass Association or complete credit card form.

Mail entry form to: Southwest Turfgrass Association  
New Mexico State University  
PO Box 30003, MSC 3AE

**GOLF TOURNAMENT ENTRY FORM  
TUESDAY, November 14th, 2017**

**(Copy as Needed)**

NAME: \_\_\_\_\_  
Print or Type

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ EMAIL \_\_\_\_\_

**HANDICAP:** \_\_\_\_\_

SPONSOR: Southwest Turfgrass Association

PLACE: The Links at Sierra Blanca

DATE: Tuesday, November 14th, 2017

TEE TIME: 12:00 pm (Shotgun Start)  
Scramble/Blind Draw

GOLF FEE: \$80.00

Golf registration and fee should be received (post-marked) no later than October 15th, 2017.  
No Refunds after October 31st, 2017.

**FORMS WITHOUT NAME AND HANDICAP WILL NOT BE ACCEPTED.**

Make check payable to: Southwest Turfgrass Association

Mail entry form to: Southwest Turfgrass Association  
New Mexico State University  
PO Box 30003, MSC 3AE