Trade Show
Turfgrass Field Day

The University of Arkansas offers a trade show at our annual turfgrass field day. Twenty-three companies exhibited at last year’s field day trade show. The purpose of our field day is to present the University of Arkansas’ latest research, provide information on current topics relevant to the turfgrass industry, and display and/or demonstrate the latest in turfgrass management tools. We hope you can join us for the 2011 Turfgrass Field Day.

When: Wednesday, August 3, 2011
Location: Horticulture Field Lab, 1005 Meade St., Fayetteville, AR 72701
Arkansas Agricultural Research and Extension Center (see map on the other side)

Exhibitor move-in: 6:00-7:30 am
Registration: 7:30-8:45 am (Breakfast served at Trade Show)
Trade Show: 7:30-8:45 am and 11:30-1:30 pm
Research tours: 9:00-11:30 am
Lunch: 11:30 am
Equipment demo: 12:30-1:15 pm
Afternoon program: 1:00-2:30 pm (Pesticide Recertification at Food Sci. Classroom D1)
Exhibitor tear-down: 1:30 pm

Please keep in mind:
- Exhibitor space will be awarded on a first-come first-served basis, so return your exhibitor registration promptly!
- Two exhibitor areas are provided. A shaded exhibitor site and a full-sun location next to the lunch tent (See map on back). Both areas will be designated for eating lunch and breakfast will be served in the shaded area. We encourage vendors to select booth space in the shaded section which is a popular spot for attendees to visit on a hot August day.
- Two chairs and one table (6 × 2.5 ft) will be provided to all exhibitors including equipment exhibitors.
- Displays and equipment that do not fit into your allotted space will not be allowed.
- It is University property, no alcohol is permitted.
- Equipment move-in can begin on Tuesday, August 2. A secure overnight storage area will be available. Set-up must be complete by 7:30 am on August 3. For safety, trailers will not be allowed in after 7:30 am.
- An equipment demonstration area will be provided.
- Each attendee from your company must be registered. The first five attendees are $40 each and any additional attendees are $25 each. Registration fees include lunch, a hat, and a field day book.
- Tear down begins at 1:30 pm.
- Field day will be held rain or shine! Preregister on or before July 15!
- There is no designated field day hotel. Numerous Fayetteville hotels may be accessed at the following website: http://www.experiencefayetteville.com/stay.php

Detach and return. Contact Mike Richardson (479) 575-2860 for more information.

Exhibitor Registration

Company ___________________________ Phone (___ ) ________
Primary contact person __________________________
Address __________________________
City __________________________ State ______ Zip ______
Email (for registration confirmation): __________________________
Preferred booth location number: 1) ______ 2) ______ 3) ______ (see map on reverse page)

Small Booth (10’ × 10’; booths 1-15, 23-36) Preferred booth number(s) ________ $75.00 ea. $_________
Large Booth (20’ × 20’; booths 16-22) Preferred booth number(s) ________ $250.00 ea. $_________

Attendee name: __________________________
Cost Total
1. $40.00 $_________
2. $40.00 $_________
3. $40.00 $_________
4. $40.00 $_________
5. $40.00 $_________
(Photocopy if more than 5 attendees)
Total amount due $_________

Two payment options:

Option 1: Those wishing to register by credit card (Visa, MasterCard, and Discover) should fax their form to (479) 575-2558 and then contact Shelby Goucher at (479) 575-6680 to pay with your credit card over the phone. Please pay by phone and fax or mail your registration form by July 15.

Option 2: Those wishing to pay by check, please make checks payable to the Agricultural Development Council (ADC) and return check and registration form by July 15 to:
Shelby Goucher
Attn: Trade Show
University of Arkansas
316 Plant Sciences Building
Fayetteville, AR 72701

Wednesday, August 3, 2011
Fayetteville, AR

Three Research Tours:
Golf, Sports Turf, or Lawn/Landscaping
From the South: Take I-40 to I-540 North (exit 7). From I-540 North to Hwy 112 (exit 66). Turn right on Hwy 112 and travel south for 0.5 miles. The research/extension center entrance is located on the left (east) on Cassatt St. From Cassatt turn left on Young St. and then follow the curve onto Meade St. Follow the signs.

From the North: After Bella Vista, take I-540 South all the way to Fayetteville. From I-540, exit Hwy 112 (exit 66). Turn right on Hwy 112 and travel south for 0.5 miles. The research/extension center entrance is located on the left (east) on Cassatt St. From Cassatt turn left on Young St. and then follow the curve onto Meade St. Follow the signs.

From the East: Take Hwy 412 to I-540. Take I-540 South to exit Hwy 112 (exit 66). Turn right on Hwy 112 and travel south for 0.5 miles. The research/extension center entrance is located on the left (east) on Cassatt St. From Cassatt turn left on Young St. and then follow the curve onto Meade St. Follow the signs.

From the West: Take Hwy 412 east via Cherokee Turnpike from Tulsa, Okla., to I-540 South. Take I-540 South to exit Hwy 112 (exit 66). Turn right on Hwy 112 and travel south for 0.5 miles. The research/extension center entrance is located on the left (east) on Cassatt St. From Cassatt turn left on Young St. and then follow the curve onto Meade St. Follow the signs.

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