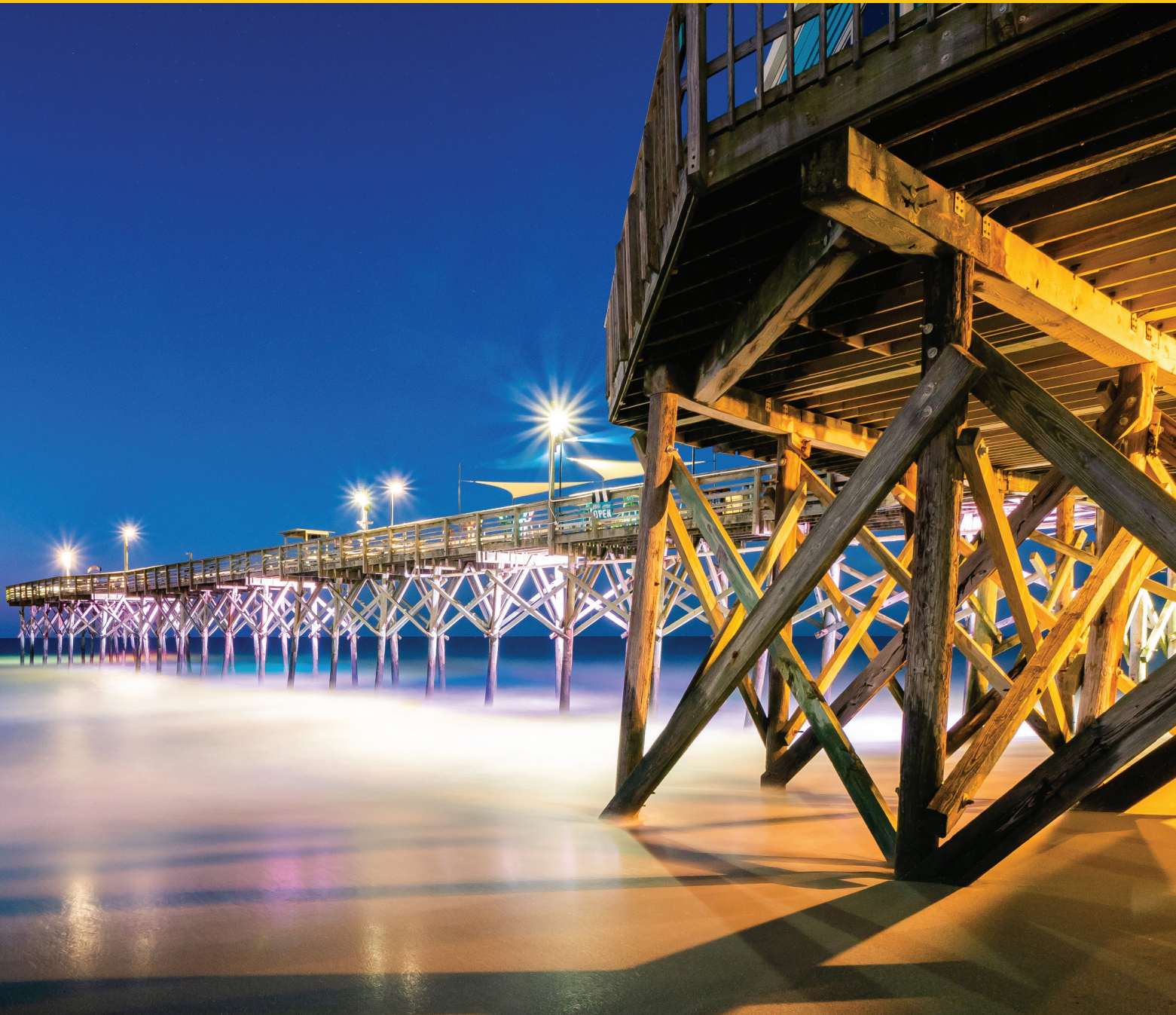


2024 CAROLINAS GCSA



CONFERENCE & TRADE SHOW



MYRTLE BEACH CONVENTION CENTER
NOVEMBER 18 – 20, 2024

EXHIBITOR INVITATION

THE NATION'S BIGGEST REGIONAL EVENT FOR SUPERINTENDENTS - AND ALSO THE BEST...

There's no doubt, this is a great time to be in the golf industry. Activity in every aspect of the game is at levels not seen since the mid-2000s. Rounds, renovations, new constructions, you name it, the numbers are great. And we anticipate they will be great - again - at this year's Carolinas GCSA Conference and Trade Show in Myrtle Beach, SC in November.



I invite you and your company to join us for what is, year after year, the largest regional event in the nation catering directly to golf course superintendents. Many of the people you do business with, and those you would like to do business with, will be on site from November 18 to 20.

We offer around 100,000 sq. ft. of trade show space where you can shake hands and shoot the breeze with the people responsible for the grassroots health of what is a \$7.5 billion industry in the region. Heck, that figure is probably a lot higher now given the growth since the last economic impact studies were done.

But whatever the number, we at the Carolinas GCSA are proud of the role our members played in keeping the game going through the lean years and the way they are helping it shine today. And let me say, on behalf of our board of directors, that is only ever possible because of the support of companies such as yours.

We would love to see you in November so, together, we can keep this great big ball rolling.

Pete Gerdon, President

CONFERENCE AND SHOW SCHEDULE

MONDAY, NOVEMBER 18

Sporting Clay Competition.....10 am
Golf Championship11 am
Educational Seminars.....8 am - 4 pm
Large Equipment Move-In.....6 pm - 9 pm
(4+ Booths Only)

TUESDAY, NOVEMBER 19

Educational Seminars.....8 am - 4 pm
All Exhibitor Move-In7 am - 2 pm
Trade Show Open3:30 pm - 7 pm
Carolinas Night4 pm - 8 pm

WEDNESDAY, NOVEMBER 20

Fellowship Breakfast.....7 am - 8 am
General Education Session8 am - 11 am
DSA Presentation11 am - 11:15 am
Annual Business Meeting.11:15 am - 11:30 am
Trade Show Open11:30 am - 2:30 pm
27-Hole Challenge Giveaway2 pm
Exhibitor Tear Down2:30 pm - 8 pm

[#carolinasshow2024](https://twitter.com/carolinasshow2024)



RESERVE YOUR BOOTH SPACE!

www.carolinasgcsa.org

2,000
attendees

200
companies

400
booths

30
seminars

100,000
sq.ft. trade show

FOR MORE INFORMATION

Email Angie Davis at adavis@cgcsa.org

Phone: 864-843-1150 or 1-800-476-4272

HEADQUARTERS HOTEL: SHERATON MBCC HOTEL

Our room block dates are from:

Saturday, November 16th - Thursday, November 21st

Call **1-888-627-8203** to book your room.

For call in, you may ask for CGCSA Attendees or the group id code CG3.

To reserve your room online, the link is:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1713285280362&key=GRP&app=resvlink>

WE HAVE A VERY LARGE ROOM BLOCK SO IF YOU HAVE ISSUES RESERVING YOUR ROOM, PLEASE CALL THE CAROLINAS GCSA OFFICE AND SPEAK WITH ANGIE DAVIS AT 864-843-1150.

Room Rate: \$112 per night

Parking: \$5 per day



2101 North Oak Street, Myrtle Beach, SC

The Sheraton MBCC Hotel will not solicit reservations from past guests. If you get a phone call or an email from someone asking you to book a room, it is a SCAM!! Do not book a room or give out any personal information -- name, address, credit card number, etc.

ALL YOU NEED TO KNOW AND MORE...

All booths are standard 10 X 10 units or multiples thereof. Island booths must be reserved in even numbers. The exhibit hall is column free with 30ft. ceilings. There are three loading ramps available that are large and easily accessible.

2024 EXHIBIT BOOTH FEES

- Premium Booths \$1,300 each - *indicated on floor layout.*
- 1-3 Booths \$1,100 each
- 4-6 Booths \$885 each
- 7-10 Booths \$850 each
- 11-19 Booths \$820 each
- 20 Booths and up \$625 each
- 27 Hole Challenge Flags \$1,000 each

Exhibit Space Contract Deadline: September 20, 2024
Late Fee of \$175 per booth will apply after September 20

INCLUDED WITH YOUR 10 X 10 BOOTH

- Carpeting
- Draped 8ft. back wall with 3ft. side walls
- One 8ft. table with skirt (may request "in advance" to change to a 4ft. or 6ft.) Details will be in exhibitor services kit. Fees will apply if table changed out onsite.
- Booth identification sign with company name and booth number
- Two chairs
- One wastebasket
- 24-hour security service in exhibit hall
- Four complimentary exhibitor badges per booth
- Additional exhibitor badges are \$50 each
- All exhibitor badges include admission to the Wednesday education session in Ballroom E and to the Wednesday lunch on the trade show floor.
- Company name with product/services listing in the onsite guide
- Electronic attendee list provided after the event

IMPORTANT INFORMATION

Carolina Tradeshow Decorators (CTD) is our exclusive provider for all your trade show needs. Your booth contact person will receive an email with an exhibitor services kit in mid-September.

- In 2022, we switched to a new decorator, Carolina Tradeshow Decorators, so please remember that **ALL furniture rentals are to be reserved through CTD.** We

ask that you do not use the local Rent-A-Center any longer as CTD is our exclusive provider.

- If you cannot drive your equipment onto the trade show floor or carry it in yourself, you must rent a fork lift through CTD.

EXHIBIT DATES AND HOURS

Monday, November 18

Exhibitor Move-In

Large Vendors (4+booths only) • 6 – 9 p.m.*

Exhibitors are not allowed to enter the exhibit hall before 6 p.m. as carpet is being placed and booth dimensions are being marked to ensure each exhibitor is within their designated area before set up begins. We appreciate your cooperation as our convention services company works as quickly as possible to get everyone in on time. The gate to the loading docks will open promptly at 6 p.m.

Tuesday, November 19

All Vendor Move-In • 7 a.m. – 2 p.m. **

Trade Show Open • 3:30 – 7 p.m.

***We ask that all exhibits be set up by 2 p.m. as loading dock doors will close promptly.*

Wednesday, November 20

Trade Show Open • 11:30 a.m. – 2:30 p.m.

Exhibitor Move-Out • 2:30 – 8 p.m.

POLICIES

- Equipment displayed in the back parking lot is NOT allowed
- No soliciting in the aisles, parking lot, restrooms or any public spaces of the Myrtle Beach Convention Center, other than your exhibit space.

UTILITY SERVICES/ELECTRICAL

Electricity and other services for your booth space will be available for purchase after you have reserve your booth. A link will be provided to the Myrtle Beach Convention Center site in your exhibitor services kit.

Standard electrical service fees are: 20 Amp 120V \$95 advanced rate or \$135 floor rate. To get the advanced rate, the fee must be paid to the Myrtle Beach Convention Center at least 10 days prior to the event.

ALL YOU NEED TO KNOW AND MORE...

OVERHEAD BANNERS

If you wish to have a banner displayed above your booth(s) space, there is an additional fee. Exhibitor must provide their own banner and it will be installed by CTD. Please be sure to complete the necessary paperwork in the Exhibitor Services Kit.

EXHIBITOR SERVICES KIT

The Exhibitor services kit will be emailed to the designated booth contact person in mid September.

SAFETY GUIDELINES

Any motorized vehicle on display at the Myrtle Beach Convention Center must comply with the following Myrtle Beach Fire Department requirements:

- ¼ tank of fuel or less (not to exceed 5 gallons)
- Neck of fuel tank sealed
- No additional fuel stored in or on the vehicle
- Both battery terminals must be disconnected
- Helium balloons are not allowed
- Use extreme caution when moving/driving equipment onto the carpet. Displaced carpet causes tripping hazards. The use of skid-steers is strongly discouraged.
- Smoking is prohibited inside exhibit hall

CANCELLATION POLICY

Please read carefully!!

All exhibit booth cancellations must be in writing and can be faxed or emailed to the Carolinas GCSA at 864-843-1149 or adavis@cgcsa.org. The Carolinas GCSA cancellation policy is as follows:

- Cancellation received in writing prior to September 1 - 75% refund of booth fees
- Cancellation received in writing September 1 - prior to October 1 - 50% refund of booth fees
- Cancellations received in writing October 2 - prior to October 15 - 25% refund of booth fees
- Cancellations received in writing October 15, or later - No refund of booth fees



EXHIBITOR CONTRACT

All Exhibitors must consent to the following agreement when reserving your booth space.

Exhibitor hereby agrees to protect, indemnify, defend and save the Carolinas Golf Course Superintendents Association and the Myrtle Beach Convention Center, their officers, directors, employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and reasonable attorneys' fees arising out of or caused by Exhibitors' installation, removal, maintenance, occupancy, or use of the Exhibition Area of the Myrtle Beach Convention Center, or a part thereof, excluding any such liability caused by the sole negligence of the Myrtle Beach Convention Center.

MARK YOUR CALENDAR TO RESERVE YOUR BOOTH SPACE

Exhibit booth sales will open on-line at 11 a.m. EST on Tuesday, July 16th.

Prime locations, corner booths, and designated 27-hole challenge booths will sell quickly!

Please note: booth placement is provided to all conference and show partners and to multiple (4+) booths in advance of open registration date.

Payment in full is required to reserve 1-3 booths. A 10 percent deposit is required to reserve 4 or more booths, with balance due by October 1.

27-HOLE CHALLENGE FLAG BOOTH DETAILS

- Locations for the 27-hole challenge booths are already set on the trade show floor layout
- The 27-hole challenge booths will be designated by the display of a John Deere flag
- Superintendents and assistant superintendent visit each booth to obtain a stamp on their scorecard with a stamp that is provide onsite
- A drawing for those who have completed all 27 holes will be held at 2 pm on Wednesday at the awards stage near the John Deere island
- For more details, see page 6

27 HOLE CHALLENGE

In Partnership with



One of the undisputed highlights of every Carolinas GCSA Conference and Show is the 27-Hole Challenge. This annual giveaway delivers cash and prizes to attendees, thanks to a partnership with Beard Equipment Co., Revels Turf & Tractor and John Deere Golf.

Your company can be an active participant as well, ensuring a booth visit by every single attendee who wants to be in the running. Attendees qualify as they make their way around the show floor, "playing" the 27-hole course by obtaining a stamp at each of the 27 designated exhibitor booths during trade show hours.

The 27-Hole Challenge is open to all superintendents and assistant superintendents attending the show, free of charge. These people who must come to your booth to participate are the very people you come to see. They are qualified buyers and the qualified buyers of tomorrow. So, make sure you get the chance to speak with as many of them as possible.

The grand prize is \$3,000 cash with second prize of \$2,000 cash and four additional prizes of \$500 cash. A host of other prizes will be given away too at an end-of-show drawing on the exhibit hall floor.

Exhibitors can purchase a flag, featuring the John Deere logo, for \$1,000 each on a first-come, first-serve basis. You will receive a numbered stamp on-site and will be required to stamp the scorecard presented by those members visiting your booth. Winners will be drawn on the exhibit hall floor at 2 pm on Wednesday and must be present on the trade show floor at that time to claim their prize.

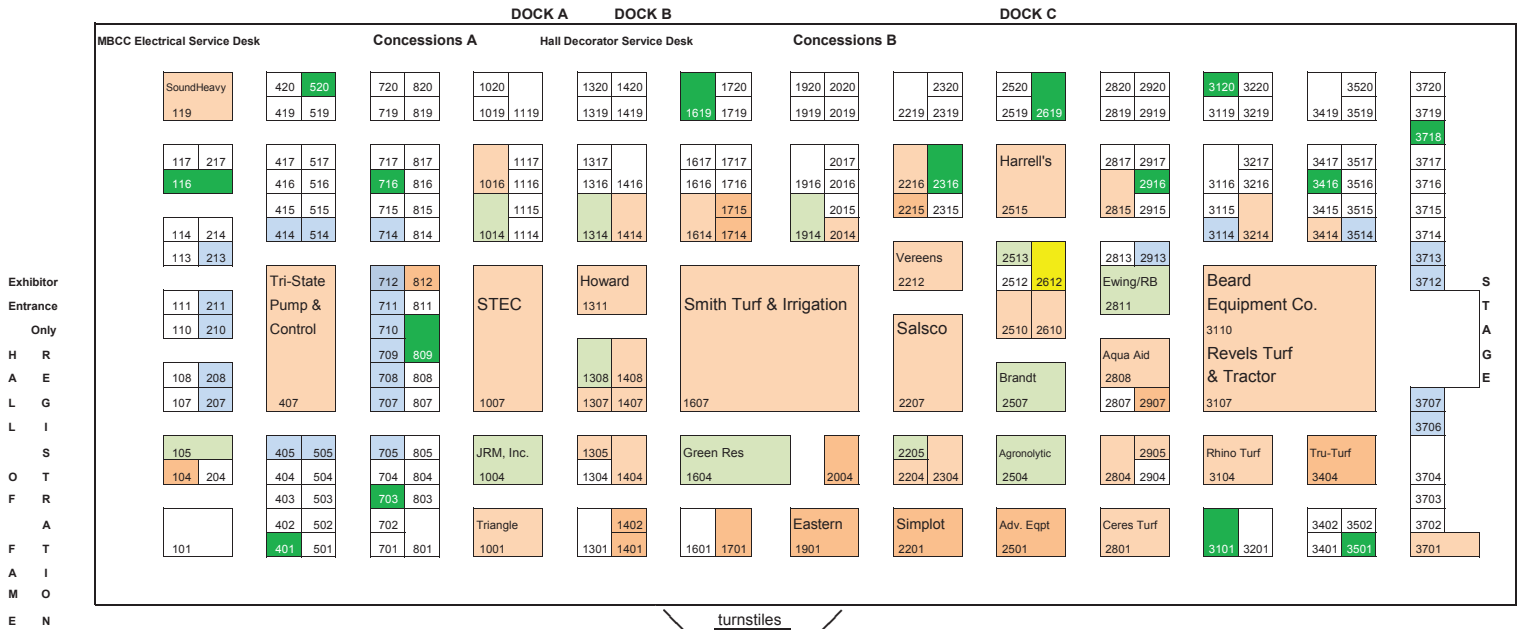
As part of Carolinas Night, the 27-hole challenge flag will also include 35 drink tickets. These drink tickets can be used at your discretion. You can give to your customers, to your reps or to those attendees who visit your booth. These drink tickets can be redeemed at bars on the trade show floor beginning at 4 pm on Tuesday.

Please note that all 27-hole challenge booths are already designated on the floor layout to promote maximum traffic flow and cannot be moved. So, we encourage you to sign up early!

Put your company in the game, sign up for your flag today and guarantee a conversation starter with the people you're looking to reach.



FLOOR LAYOUT OF EXHIBIT HALL



- Booth Space **AVAILABLE**
- 27-Hole Challenge Flag Booths **AVAILABLE**
- Premium Booths **AVAILABLE**
- Booth Space **SOLD**
- 27-Hole Challenge Flag Booths **SOLD**
- Carolinas GCSA Technology Station

Floor layout is subject to change.

RESERVE YOUR BOOTH SPACE TODAY!

EXHIBIT SPACE CONTRACT DEADLINE:
SEPTEMBER 20, 2024

Late fee of \$175 per booth after this date

BOOTH SALES OPEN TUESDAY, JULY 16 • 11 AM EST

www.carolinasgcsa.org

2023 CONFERENCE AND SHOW EXHIBITORS

Abraham Baldwin Agricultural College
Advanced Drainage Systems, Inc.
Advanced Equipment Sales
Advanced Scoreboards
Advanced Turf Solutions
Affordable Turf and Specialty Tire
Agrimetal
Agrono-Lytics Turf Consulting
AgStone, LLC
Albaugh Specialty Products
AmeriTurf
Amguard Environmental Technologies
AQUA-AID Solutions
Aqua-Terra Canada LTD. (Traqmatz)
Aquatrols
Arborjet | Ecogel
Armada Technologies
Aspen Outdoors Company
Atlan-Tec
Atlantic Installations
Atticus, LLC
Audubon International
BASF Corporation
BASF-Turf
Beard Equipment Co.
Bernhard Company Ltd.
Better Billy Bunker Inc.
BioBoost Nest
BRANDT
Bulk Aggregate Golf, Inc.
Bunker Solution
Buy Sod, Inc.
BWI Companies, Inc.
Campbell Oil Company
Capillary Bunkers
Carbtrol Corp.
Carolina Fresh Farms
Carolina Landscape Supplies, Inc.
Carolina Turf Farms, Inc.
Carolinas Canines
Carolinas GCSA 27-Hole Challenge Booth
Carolinas GCSA Technology Station
Central Piedmont Community College
Ceres Turf, Inc.
Champion Turf Farms, Inc.
Clemson University Department of Pesticide Regulation
Clemson University Turf Club
Club Car
ClubProcure
CMF Global Inc.
Coastal Floratine, Inc.
Corbin Turf
CORETASK LLC
Corteva Agriscience
Crumpler Plastic Pipe, Inc.
Dakota Peat & Equipment
Deep South Services LLC
Diversified Turf Services
Divots, Inc.
DryJect
Duininck Golf
Eastern Turf Equipment, Inc.
Ecological Improvements
EnviroFlight
Envu
ESD Waste2Water, Inc.
Ewing Outdoor Supply
E-Z-GO / Cushman
Ferti Technologies
First Citizens Bank Equipment Finance
First Products, Inc.
Flatline Contractors Inc.
Flyaway Geese
FMC
Foley Company
Freylit USA, Inc.
Frost Inc.
GCSAA
Geoionics Corp.
Gloves Plus / Motorola Solutions
Golf Agronomics
Golf Course Builders Association of America
Golf Course Industry
Good Grass LLC
Grand Strand Dermatology Skin Cancer Screenings
Green Resource
GreenScan 3D
GreensGroomer WorldWide
Greenskeeper's Discovery
GroundsOne Golf and Landscape
GURUscapes
H & H Farm Machine Co., Inc.
Harco Fittings
Harmon Turf Services, Inc.
Harper Turf Equipment
Harrell's, LLC
Horizon Distributors
Horry Georgetown Technical College Student Chapter
Howard Fertilizer & Chemical Co.
Humate International, Inc.
Husqvarna
Hydrowick
ISCO Industries
John Deere Golf
JRM Inc.
Kirkpatrick's Turf
Land Innovations, Inc.
Landscapes Unlimited, LLC
Landshore Enterprises dba Erosion Restoration
LebanonTurf
Life Soils
Links Bridges Inc.
LSSA, Inc.
McCord Golf Services & Safety
McDonald & Sons/McDonald Design Group
McGill Premium Compost
MCI Flowtronex
Modern Turf, Inc.
MOTA Industrial Services, LLC
MVP
NanoOxygen Systems / Rapid Water Technologies
NC State University Turf Club
NewLife Turf, Inc.
Nufarm Americas
Nu-Pipe
NutraTurf
Oakland Plantation Turf Farm, Inc.
Ocean Organics
Omnia Specialites
Onegolf Inc
P2 Golf Products
Par Aide Products Co.
Par West Turf Services, Inc.
Paragon Integrated Services Group
Paramount Pump Services
PBI/Gordon Corp.
Plant Food Company, Inc.
PondHawk by LINNE Industries, LLC
Porous Pave, Inc.
Precision Pumping Systems
Pro/Angle Bunker Sand
Profile Products, LLC
Progressive Turf
ProPump & Controls, Inc.
Pulawski Enterprises, LLC
Quali-Pro
Quest Products Corp.
R & R Products
RainBird
Rapid Water Technologies
Regal Chemical Company
Revels Turf & Tractor
Rhino Golf and Turf
RightLine
RNA Turf
Rounds4Research
S & R Turf & Irrigation Equipment
Salsco, Inc.
SCAG Power Equipment
Seago International, Inc.
SePRO Corporation
Simmons Irrigation Supply, Inc.
Simplet
Sipcam Agro
SISIS, Inc.
Smith Turf & Irrigation
Sod Solutions, Inc.
SOLitude Lake Management
Sound Heavy Machinery, Inc.
Southeastern Golf, Inc.
Southern Ag.
Southern States Cooperative, Inc.
SOX Erosion Solutions
Sports Metals Ltd.
Standard Golf Company
STEC Equipment, Inc.
Sterling Sand, LLC
SubAir Systems, LLC
Sunbelt Rentals, Inc.
Superintendent Network
Syngenta
Tacit Golf USA
TETAC
Texas Refinery Corp.
The Andersons
The Cartpath Company
The Golf Flag Company
Toro
Triangle Equipment Group
Triangle Turf and Ornamental
Tri-Link Solutions
Tri-State Pump & Control, Inc.
True-Surface
Tru-Turf Pty. Ltd.
Turf Drainage Co. of America
Turf Mountain Sod, Inc.
Turf Rehab
TurfBreeze Fans
Turfco
TurfMend
USGA
Utility Partners of America
Vereens Stores, Inc.
Wakulla Mat
Watertronics
Weathermatic
Wessex International USA Inc
Wiedenmann North America, LLC
Williams Plantworks LLC.
Winterberry Irrigation
XGD Systems LLC
Xylem Tree Experts
Yamaha Golf-Car Company
Yara North America
Z Line Bunker Systems