

Heartland Green Industry Expo



Common ground

EDUCATION CONFERENCE

December 18-19, 2023
Embassy Suites &
Olathe Convention Center



Two Associations.
One Location.
A MUST ATTEND!

CONFERENCE CO-HOSTS



HEARTLAND GREEN INDUSTRY EXPO

The Heart of America Golf Course Superintendents Association & Mid-America Green Industry Council presents the annual Heartland Green Industry Expo: "Common Ground" Education Conference.

This collaborative expo will be the only place in Kansas and Missouri to see and hear about the latest products and equipment, receive continuing education credits and see nationally renowned speakers on green industry business, turf design build, lawn and ornamental and golf course topics.

We invite you and your colleagues to the biggest event of its kind in the Heartland. For additional information, please contact the Expo Management Company at (816) 561-5323.

Jonathan Bennett, President



Scot Tolson, Landscape Industry Certified, President



GENERAL INFORMATION

Conference Location

Embassy Suites / Olathe Hotel & Conference Center
10401 S. Ridgeview Road, Olathe, Kansas 66051

Parking: Free

Wi-Fi: Free

Hotel - Special Rate

Embassy Suites (attached to the conference center)
10401 S. Ridgeview Road, Olathe, Kansas 66051
913-353-9280

Room Rate: \$155 per night (plus tax and fees)

Code: HGI

Parking: Free

Wi-Fi: Free

***You are responsible to make your own accommodations.

Deadline for Room Block & Rate: November 17, 2023.

Registration

For further registration information or if you have a disability, allergy or require special materials or services, please contact the Heartland Expo Management Company at 816-561-5323 or forward an email to kweitzel@naeda.com.

By registering, I acknowledge the Heartland Expo Management Company has the authority; if they so choose; to distribute my name and contact information to conference attendees and vendors. If I prefer not to be included in these distributed lists, I will include a written request with my registration form for my contact information to be omitted.

Special Rates/Promo Codes

* Bringing Three or More to the conference (from the same company) – Receive 10% Off with this Promo Code

(at online checkout) = **Bring3**

(MUST Sign-In as a Member)

* HAGCSA Happy Hour (honoring Past Presidents). If you are a Past President – Receive a complimentary entry with this

promo Code (at online checkout) = **Free**

(MUST Sign-In as a Member)

Conference Fees

	<u>Member</u>	<u>Non-Member</u>
	Early Bird / After Nov. 17	Early Bird / After Nov.17
Full Conference	\$225 / \$250	\$300 / \$325
One Day Only.....	\$145 / \$170	\$225 / \$250
Registration at the Door (Full Conference)	\$275	\$375
Registration at the Door (One Day Only).....	\$205	\$275
Past Presidents Happy Hour (HEART Mbrs. Only)	\$25 / P.P. Free	N/A

Conference fees include: seminars, table top access to the vendors, continental breakfasts (December 18 Only), lunches, beverage breaks and registration materials. Please note conference schedule for designated dates and times.
****Speakers subject to change.*

Make checks payable: Heartland Green Industry Expo (HGIE) or **REGISTER ONLINE:**

<https://web.hagcsa.org/events/COMMON-GROUND-EDUCATION-CONFERENCE-HGIE-2023-8097/details>

NOTE: Additional fees for late sign-ups and onsite registrations apply.

Dress Code

Dress during the Heartland Green Industry Expo: Common Ground Expo is "business casual" attire.

Cancellation/Refund Policy

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before **December 8, 2023**. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail, fax or scan your request to the Heartland Green Industry Expo: P.O. Box 419264, Kansas City, MO 64141; kweitzel@naeda.com

MONDAY, DECEMBER 18	GOLF (Salon D&E)	
7:00am – 8:00am	Registration & Continental Breakfast	
8:00am – 9:00am	Keynote Speaker Anthony Williams, Invited Clubs <i>Sponsored by: PBI Gordon</i>	
9:15am – 10:15am	What Do You Get When the Fungicide Gets Wet? Dr. Lee Miller, Purdue University <i>Sponsored by: Envu</i>	
10:15am – 10:30am	BREAK	
10:30am – 11:30am	Audubon Cooperative Sanctuary Program Frank LaVardera, Audubon International <i>Sponsored by: Reinders</i>	
11:30am – 1:00pm	LUNCH	
1:00pm – 2:00pm	Pollinator Plots, Prepping, Planting & Maintaining Isaac Breuer, A.L. Gustin Golf Course <i>Sponsored by: Midwest Turf Supply</i>	
2:00pm – 2:15pm	BREAK	
2:15pm – 3:15pm	Instill A Culture of Excellence in Your Agronomy Team Pat Finlen, DENEHY – Club Thinking Partners <i>Sponsored by: Heritage PPG</i>	
3:30pm – 4:30pm	Panel - Post Bunker Renovation Doug Melchior, City of Overland Park; Spencer Roberts, CGCS, Shadow Glen the Golf Club; Jeff White, CGCS, Indian Hills Country Club <i>Sponsored by: BWI Companies</i>	
4:45pm	Happy Hour (Honoring Past Presidents) Johnny's Tavern – Across the Street *** HAGCSA Members Only ***	
TUESDAY, DECEMBER 19	RECERTIFICATION (Salon D&E)	
6:30am – 7:00am	Registration	
7:00am – 7:55am	Labels & New Products Conrad Pannkuk, PBI Gordon Hours: 1 (KS: 3A, 3B; MO: Required) <i>Sponsored by: SiteOne Landscape Supply</i>	
8:00am – 8:55am	How Do Insecticides and Miticides Kill Pests? Dr. Raymond Cloyd, Kansas State University Hours: 1 (KS: 3A, 3B; MO: Required) <i>Sponsored by: Autmow</i>	
8:55am – 9:10am	BREAK	
9:10am – 10:05am	Systemic Insecticides Dr. Raymond Cloyd, Kansas State University Hours: 1 (KS: 3A, 3B; MO: Required) <i>Sponsored by: Professional Turf Products</i>	
10:05am – 11:00am	Pesticide and Pesticide Waste Dr. Rodney St. John, Ryan Lawn & Tree Hours: 1 (KS: 3A, 3B; MO: Required) <i>Sponsored by: BASF</i>	
11:00am – 11:30am	Worker Safety Dr. Rodney St. John, Ryan Lawn & Tree Hours: .5 (KS: 3A, 3B; MO: Required)	
11:30am	Kansas Recertification 11:30am – 1:00pm LUNCH	MO Recertification 11:30am – 12:05pm LUNCH
12:05pm – 12:30pm		Groundwater / Endangered Species (Video) (MO: Required)
12:30pm – 1:00pm		MO Core Hour (MO: Required)
1:05pm – 2:00pm	Pollinator Protection, Endangered Species and Protection of Water Resources Sharon Dobest, US EPA Region 7 Hours: 1 (KS: 3A, 3B)	
2:00pm – 3:00pm	Turf Pest, Disease ID and Control Dr. Jared Hoyle, Corteva Hours: 1 (KS: 3B) <i>Sponsored by: Van Wall Equipment</i>	
3:00pm – 4:00pm	Landscape & Turf Research (Update: A National Perspective) Cheryl Boyer, Kansas State University Hours: 1 (KS: 3A, 3B)	
4:00pm – 5:00pm	Kansas Core Hour	

SPONSORSHIP & TABLE TOP OPPORTUNITIES

Heartland Green Industry Expo: “Common Ground”

December 18-19, 2023 • Embassy Suites/Olathe Hotel & Convention Center • Olathe, KS

Our sponsorship packages allow your company to be spotlighted in a unique way with commercials, table-top displays, ads and signage. Don't miss this opportunity to be where your customers will be. These are non-exclusive opportunities – more than one supplier can choose the same event (i.e.: breaks, breakfasts, lunches); however only one sponsor will be designated to each education session. For cost of exclusive sponsorship (covering full cost of specified event), please call the Management Company 816-561-5323.

PLATINUM SPONSOR - \$2,000

Table Top + Lunch (2 available)

- Two Pieces of Equipment Displayed at Facility Entrance **(NEW)**
- Logo on Conference Brochure Cover (by printing deadline) **(NEW)**
- First Selection of Table Top Placement (if registered in the first 2 weeks of promotion/offerings) **(NEW)**
- Sponsor of a Lunch.
- Table Top display for two days
All materials must fit on table (no equipment or materials on floor.)
- 5 minute promotion of your company's products/service at an education session (17 opportunities available) First Come/First Served.
- Sponsor of a one-hour education session (while sessions last)
- Company Name in Program as a Lunch Sponsor
- Logoed Signage during Lunch
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during lunch (you bring)
- Logoed Signage During Education Session
- 3 Free Conference Registrations (Includes Table Top Reps.)
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TABLE TOP HOURS

Move In

➢ Monday, December 18, 2023 from 6:00am – 7:00am

Show Hours **(NEW)**

➢ Monday, December 18, 2023 from 7:00am – 2:30pm

➢ Tuesday, December 19, 2023 from 11:30am – 1:30pm

Dismantle

➢ Tuesday, December 19, 2023 from 1:30pm – 4:00pm

TABLE TOP INCLUDES

6 to 8 foot table, 2 chairs, ID sign and trash can.

All materials must fit on the table.

No materials or equipment are allowed on the floor.

REPRESENTATIVES ATTENDING

The following number of representatives are allotted per sponsorship level:

Platinum Sponsor - 3

Gold Sponsor - 2

Silver Sponsor - 2

NOTE: Representatives above the allotment will be charged \$75.00 per person **(PER DAY)** to cover meals & beverages for each day.

SUBMITTALS (Logos, Ads, Literature)

Please submit logos, camera-ready ads and/or literature no later than **November 20** to: Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or kweitzel@naeda.com **(no reminder notices, no extensions)**.

SOLICITATION

No solicitation will be allowed at the conference or during the table top show unless a table top has been purchased. Those that don't adhere to this rule may be asked to leave the conference, at the discretion of the conference committee.

TABLE TOP REQUEST

- Table Tops are located in the lunch & break room for easy access to event attendees on **BOTH** days.
- Select your table top location by registering online.
<https://web.hgcsa.org/events/COMMON-GROUND-EDUCATION-CONFERENCE-HGIE-2023-8097/details>

GOLD SPONSOR - \$1,000

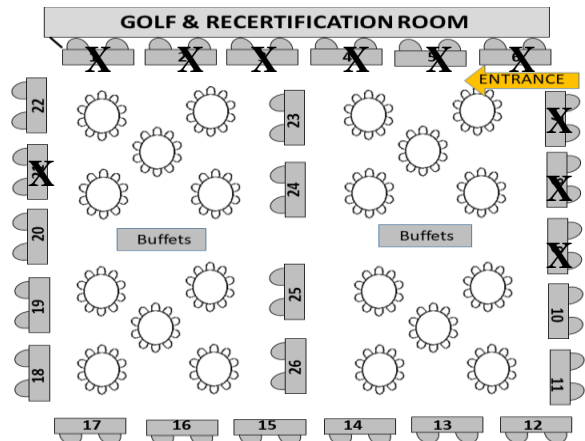
Table Top + Coffee Break (4 available; 1 at each break)

- Sponsor of a Coffee Break
- Table Top display for two days
All materials must fit on table (no equipment or materials on floor.)
- 3 minute promotion of your company's products/services at an education session (17 opportunities available) First Come/First Served.
- Sponsor of a one hour education session (while sessions last)
- Company Name in Program as a Coffee Break Sponsor
- Logoed Signage during Coffee Break
- Literature and/or give-a-ways distributed at break (you bring)
- Logoed Signage During Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

SILVER SPONSOR - \$650

Education Session (multiple available)

- Sponsor of a one hour education session (while sessions last)
- Table Top display for two days
All materials must fit on table (no equipment or materials on floor.)
- 3 minute promotion of your company's products/services at an education session (17 opportunities available) First Come/First Served.
- Logoed Signage at Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)



**PRP Common Ground Sponsors Receive
First Opportunities.**

SPONSORSHIP & TABLE TOP CONTRACT

Heartland Green Industry Expo: "Common Ground"

December 18-19, 2023 • Embassy Suites/Olathe Hotel & Convention Center, Olathe, Kansas

*****ONLINE REGISTRATION (PREFERRED):**

<https://web.hagcsa.org/events/COMMON-GROUND-EDUCATION-CONFERENCE-HGIE-2023-8097/details>

INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated _____ is made between the Heartland Green Industry Expo: Common Ground Committee and _____ (Table Top Firm).

In consideration of the sum indicated below as table top rental price, the Heartland Green Industry Expo leases space in their table tops area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibiting area, subject to the approval of the table top vendor. Table top vendor is entitled to a display area as defined in the Rules and Regulations. Table top vendor understands and agrees that expenses for trucking and handling of materials and equipment into and out of the building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the table top, are not part of the show fee and are paid separately by table top vendor to the Official Contractor or suppliers of these services.

APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name _____ Contact Name _____

Full Address _____ Phone (____) _____

E-mail _____ Website (platinum sponsors) _____

TABLE TOP SELECTION (choose your top 5 locations): 1) _____ 2) _____ 3) _____ 4) _____ 5) _____

REPRESENTATIVES ATTENDING (Number of Representatives Allotted: Silver Sponsor/2; Gold Sponsor/2; Platinum Sponsor/3):

NOTE: Each Additional Rep. is \$75 per person (per day)

1) _____ 2) _____ 3) _____ 4) _____

COMPANY PROMO – Who is the representative that will present your company's products and services during your sponsored education session? *This is your time to promote your company's products and services to a captive audience by verbal promotion, playing a video, distributing literature and/or providing give-a-ways.* (Minutes Allotted: Silver/3min.; Gold/3min.; Platinum/5min.):

1) _____ 2) _____

DO NOT PLACE MY COMPANY NEXT TO: _____ ; _____

(The committee will do their best to accommodate your request. **No guarantees.**)

SPONSORSHIP PACKAGE & EDUCATION SESSION:

Package	Total	Session Title you Wish to Sponsor (Request) <i>*While They Last</i>
____ Platinum (\$2,000)	\$ _____ =	1st) _____ 2nd) _____
____ Gold (\$1,000)	\$ _____ =	1st) _____ 2nd) _____
____ Silver (\$650)	\$ _____ =	1st) _____ 2nd) _____
____ Additional Reps.	\$ _____ =	\$75 per person (<u>per day</u>)
TOTAL AMOUNT DUE	\$ _____	

PAYMENT: (Full Amount):

Check Credit Card: Card No.: _____ Exp.: _____ Code: _____ Name: _____

ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS:

We (Table Top Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations; which are a part hereof (previous page), and will abide by such rules and regulations and any amendments thereto as published from time to time by management for governing this show.

For: Table-Top & Sponsoring Firm
Signature _____

Name (printed) _____

For: Heartland Green Industry Expo: Common Ground
Space no(s). _____ Date _____

Signature _____

Mail or Fax Vendor Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991

on or before November 30, 2023.

REGISTRATION FORM

Heartland Green Industry Expo: "Common Ground"

December 18-19, 2023 • Embassy Suites/Olathe Hotel & Convention Center, Olathe, Kansas

I belong to the following Association(s) or received my conference materials from (check the boxes that apply):

ASSOCIATION

- Heart of America Golf Course Superintendents Association
 Mid-America Green Industry Council
 N/A

REGISTER ONLINE:

<https://web.hagcsa.org/events/COMMON-GROUND-EDUCATION-CONFERENCE-HGIE-2023-8097/details>

TRACK PREFERENCE (select one)

In order to accommodate seating for each session, we would like to know what "track" you plan to attend **the most**:

- Golf/Day 1) Recertification/Day 2 (License No.: _____ Exp. Date: _____)

PLEASE PRINT OR TYPE (one name per form – copy form if needed)

Name _____ Organization _____

Organization's Address _____

City _____ State _____ Zip _____

Daytime Phone _____ E-mail _____

REGISTRATION & FEE

	<u>MEMBER</u> (Early-Bird / After Nov. 17)	<u>NON-MEMBER</u> (Early-Bird / After Nov. 17)	
<input type="checkbox"/> Full Conference (December 18 & 19).....	\$225 / \$250	\$300 / \$325	\$ _____
<input type="checkbox"/> One Day Only: <input type="checkbox"/> December 18 <input type="checkbox"/> December 19.....	\$145 / \$170	\$225 / \$250	\$ _____
<input type="checkbox"/> Happy Hour - Honoring Past Presidents (December 18) – HAGCSA Only	\$25 / Free for P.P.	N/A	\$ _____
NOTE: Additional fees apply for late sign-ups (noted) and onsite walk-ins (add \$50). No Exceptions.			TOTAL \$ _____

PAYMENT

- Check Enclosed (check made payable to: Heartland Green Industry Expo).
Payment must accompany registration form.
- Register Online: <https://web.hagcsa.org/events/COMMON-GROUND-EDUCATION-CONFERENCE-HGIE-2023-8097/details>

***Invoicing not available.

TAKE ADVANTAGE

(Deduct from above total or use Online Registration Codes Listed)

Online Registrations:
MUST Register as a Member.

- Register three or more people *from the same company* and receive **10% OFF** your total registration fee!
PROMO CODE: Bring3
- Members can sign-up their **staff at the member pricing.**
- HAGCSA Happy Hour (Past Presidents Only)
PROMO CODE: Free

CANCELLATION / REFUND POLICY

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before **December 8, 2023**. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office (P.O. Box 419264, Kansas City, MO 64141).

DEADLINE

Mail or Register online with Payment on or before **December 8, 2023** to the: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141

LOCATION

Embassy Suites/Olathe Hotel & Convention Center: 10401 S. Ridgeview Road, Olathe, Kansas 66051

MANAGEMENT OFFICE

Heartland Green Industry Expo: P.O. Box 419264, Kansas City, MO 64141, 816-561-5323;
kweitzel@naeda.com

Everyone Needs Education to Grow in their Field and Position.

Use this Opportunity to Sign-Up your Staff, your Boss or Spread the Word to your Colleagues.