



ATTENTION VENDORS

Dear Vendors,

This Years Westchester County Center Professional Turf and Landscape Show promises to be our Best Yet.

As you may know, we are not hosting our usual Botanical Gardens Field Day in September, where 5 to 6 DEC credits were available. We predict a much heavier need for DEC and ISA credits at our conference. We did want to offer other training seminars that are not credited, but that are a normal draw. Instructional seminars such as pruning techniques, sprinkler system repairs and installations, waterproofing, retaining wall building and pavers, landscape design, computer designing, snow removal and deicing, lawn programs and turf management, organic programs and so much more. Now you as a vendor can offer an educational seminar at your booths during non-class times. We will advertise these events in all of our advertising and show programs. This concept will be sure to draw attendees to your booths.

Additionally, we will advertise any kind of door prizes and giveaways that you participate with.

We are also giving discounts for multiple booths this year, so that you can accomplish these programs. This concept can really be a win-win, in and off year. So far this idea is being overwhelmingly enhanced.

Get in our NEW VENDOR PROGRAM and save money with multiple booths and pre registration. Lets us know your ideas to educate at your booths. As an example trailer sales people can offer DOT requirements, for trailer training and road regulations. Nurseries can offer planting plans, pruning training, annual perennial layouts, etc. Almost every vendor can participate in this great program and we will advertise it.

Call us today to discuss and confirm your involvement, to enjoy a great spot as well as the pre register discount.

We are really looking forward to working with you to make this the best conference year for all.

Sincerely,

Joe Tinelli
President NYSTLA

Renee Brehaut
NYSTLA Administrator (914) 993-9455



PROFESSIONAL TURF AND LANDSCAPE
CONFERENCE & TRADE SHOW
JANUARY 11, 2012

VENDOR REGISTRATION APPLICATION
(Please print or type)

Company Name: _____
Contact Person : _____ Date: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Email: _____

BOOTH COSTS: \$395 1-2 Booths
\$375 3+ Booths

- Number of booths x price _____
- Number of Reps attending lunch at \$40per person _____
- Total amount included with this application _____

NO REFUNDS

Please print name(s) of representatives attending

Number of electrical outlets needed _____
Number of tables and chairs needed _____

Please describe product line: _____

Note: We will not be responsible for loss of any merchandise or display materials left unattended by exhibitors.
A certificate of insurance must be on file prior to booth space assignment.

IT IS IMPERATIVE THAT YOU SEND THIS APPLICATION BACK WITH YOUR PAYMENT!
If you have any questions, please feel free to call (914) 993-9455.

Please make checks payable to: PROFESSIONAL TURF AND LANDSCAPE CONFERENCE

Mail to: New York State Turf & Landscape Association
Attn: Professional Turf and Landscape Conference and Trade Show
1 Prospect Ave, White Plains, NY 10607
OR Fax (914) 993-9051

Referred By _____ Phone _____

SPECIAL NOTICE FOR VENDORS

NEW THIS YEAR!!!

To attract more attendees to your booth, set up your own educational learning seminar that instructs the use of the materials that you may sell.

As an example:

Nurseries: can offer planting design concepts, pruning techniques, proper usage sustainable plants, etc.

Equipment Supplies: Proper machine maintenance tips for longevity and so on.

Bulb Supplies: Design ideas and variety choices. Proper bulb planting techniques.

Masonry Companies: Installation of pavers, walls, etc. **Waterproofing Methods** and use of materials.

Trailer Companies: DOT requirements and proper trailer requirements, etc.

Every vendor has the ability to offer special product training at their booth

This will draw more attendees to you at show times and create a new interest.

We are also encouraging having a door prize at your booth.

We will advertise all participating Vendors.

GET ON BOARD NOW. PRE-REGISTER FOR THIS PROGRAM NOW!!!
NO ADDITIONAL COST!!!

Make sure you have enough booth space to accomplish your training.

Name of Vendor: _____

Number of Booths: _____

Contact Person: _____

Training Session offered at your booth: _____

Door Prize offered at your booth: _____

Fax now with your contract to reserve this new program.