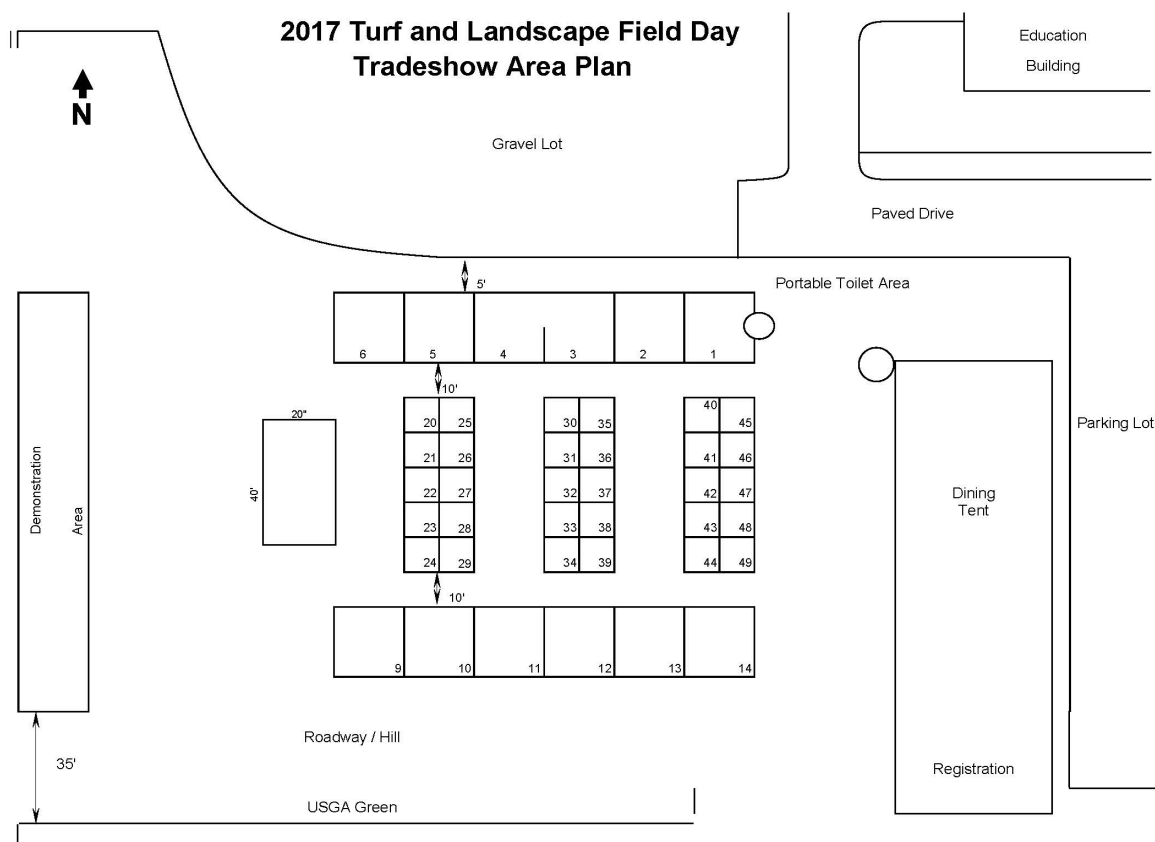


*The purpose of the Purdue Turf and Landscape Field Day is to present Purdue University's latest turfgrass and landscape research, provide information on timely and current topics of importance to the green industry, and display and/or demonstrate the latest in management tools. We hope you can join us on July 11th for the 2017 Purdue Turf and Landscape Field Day.*

**There are several exciting sponsorship opportunities** available at Field Day! **Get increased exposure** for your company. We have a limited number of sponsorships available and they will be accepted on a first-come first-served basis, so fill out the enclosed sponsorship form and get it in early.

**Please keep in mind:**

- Exhibition space will be awarded on a first-come first-served basis, so return your registration form promptly!
- Two chairs and one table measuring 6 ft X 30 inches will be provided to all exhibitors including equipment exhibitors. This event is held outdoors, pop-up tents are highly encouraged.
- Displays and equipment that do not fit in your allotted space will not be allowed.
- It is University property, no alcohol is permitted.
- Equipment move-in can begin on Monday, July 10, 2017, we will provide security for overnight. **Set-up must be complete by 7:30 a.m. on July 11, 2017.** For safety reasons, equipment on trailers will not be allowed in after 7:30 am.
- Equipment demonstration and attendee registration begins at 8:00 am.
- **Each attendee must be registered.** Registration includes lunch (notify Tammy Goodale if there are any special dietary needs at 765-494-8039).
- Tear down begins at 3:00 pm.
- Field Day will be held rain or shine!



# Purdue Turf & Landscape Field Day

## Exhibitor Registration Form

July 11, 2017  
W.H. Daniel Turfgrass Research  
and Diagnostic Center  
1340 Cherry Lane  
West Lafayette, Indiana

Company \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Preferred booth location: 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
(see map on next page)

Booth Size	Number	Price	Total
Small Booth 10' x 10'	_____	\$180.00 ea.	\$ _____
Large Booth 20' x 20'	_____	\$290.00 ea.	\$ _____

Attendee Name (all must register to attend)	Attendee Price	Total
1. _____	\$45.00	\$ _____
E-mail: _____		
2. _____	\$45.00	\$ _____
E-mail: _____		
3. _____	\$45.00	\$ _____
E-mail: _____		
4. _____	\$45.00	\$ _____
E-mail: _____		
5. _____	\$45.00	\$ _____
E-mail: _____		

(Please copy form if more than 5 attendees)

**Total Due** \$ \_\_\_\_\_

Make all checks payable to **Midwest Regional Turf Foundation** or charge:

☐ MasterCard ☐ Visa ☐ American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_ (3-digit code on back)

Billing Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

**Return completed registration by July 1, 2017** by fax: (765) 496-6335 or  
mail to: MRTF P.O. Box 2285 West Lafayette, IN 47996-2285

Office Use Only:

Date \_\_\_\_\_

Check/PO \_\_\_\_\_

Amount: \_\_\_\_\_

# Turf & Landscape Field Day Sponsorships

**MAKE A DIFFERENCE ... and help your business in the process**

- Prominent sponsor recognition on all marketing & promotional materials: Save the date and invitations
- Sponsor listings on at-event signage and in the event program
- Sponsor recognition and your business link from the event page on the MRTF website
- Complimentary tickets to the event/lunch

## IT'S A WIN-WIN

Sponsoring a Midwest Regional Turf Foundation event provides you the unique opportunity to connect with the Midwest Turf Industry, to build brand awareness and show your company's support of an important endeavor: **Turf Research!** Show your employees, vendors and clients your dedication to the industry by becoming a Field Day sponsor.

The Turf and Landscape Field Day is an ideal networking opportunity with an industry audience boasting approximately 500 attendees. Sponsorship provides you with an exclusive chance to reward clients or employees with a VIP experience. Pass out the complimentary registration or lunch tickets as a special thank you or use them towards your own registration!

## SPONSORSHIP OPPORTUNITIES

### Lunch on the Lawn Sponsor ----- \$1500

- Only two Lunch on the Lawn Level Sponsorships available
- Prominent recognition on all event-related marketing and promotional materials
- Sponsor listing on at-event signage and event booklet
- Your website link from our event page at [www.mrtf.org](http://www.mrtf.org)
- 1 free 20x20' booth
- 2 Complimentary event and lunch tickets

### Breakfast & Ice Cream Sponsor ----- \$500

- Two Breakfast Sponsorships available/One Ice Cream Sponsorship available
- Prominent recognition on all event-related marketing and promotional materials
- Sponsor listing on at-event signage and event booklet
- Your website link from our event page at [www.mrtf.org](http://www.mrtf.org)
- 1 free 10x10' booth (or credit towards a larger booth)
- 1 Complimentary event and lunch ticket

### Beverage Sponsor ----- \$250

- Only four Beverage Sponsorships available
- Sponsor listing on at-event signage and event booklet
- Your website link from our event page at [www.mrtf.org](http://www.mrtf.org)
- 1 Complimentary event and lunch ticket

	Lunch on the Lawn Sponsor	Breakfast & Ice Cream Sponsor	Beverage Sponsor
A of A Reception printed invitations	Approx. 450 sent to Industry/University VIP's	N/A	N/A
Emails	At least 2 (to list size ~8000)	At least 2 (breakfast) 1 (ice cream) (to list size ~8000)	At least 2 (to list size ~8000)
Print Advertising	Midwest Memo (circ.~400) INLN May/June issue (circ. ~600)	Midwest Memo (circ.~400) INLN May/June issue (circ. ~600)	Midwest Memo (circ.~400) INLN May/June issue (circ. ~600)
Online Advertising	<a href="http://www.mrtf.org">www.mrtf.org</a> event page	<a href="http://www.mrtf.org">www.mrtf.org</a> event page	<a href="http://www.mrtf.org">www.mrtf.org</a> event page
Event Signage	Onsite signage placement in key locations Recognition in event booklet	Onsite signage placement in key locations Recognition in event booklet	Onsite signage placement in key locations Recognition in event booklet
Comps	Two free attendee registrations including lunch 20x20 booth	One free attendee registration including lunch 10x10 booth	One free attendee registration including lunch

## SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Tammy Goodale, MRTF Executive Secretary, at [admin@mrtf.org](mailto:admin@mrtf.org) or by fax at 765-496-6335. Please contact us with any questions.

### CONTACT INFORMATION:

-----  
Company Name

-----  
Contact Person

-----  
Contact E-mail Address

-----  
Contact Phone Number

-----  
Address

-----  
City/State/Zip Code

Each sponsor should provide a high-resolution color and black & white logo (tiff, eps or vector logos preferred) to Tammy Goodale, [admin@mrtf.org](mailto:admin@mrtf.org)

**NOTE:** *The quality of published media depends on the quality of the materials provided. MRTF assumes no responsibility for errors in the copy submitted by the sponsor.*

### SPONSORSHIP PACKAGES:

Lunch on the Lawn Level Sponsor

\_\_\_\_\_ \$1500

Breakfast/Ice Cream Sponsor

\_\_\_\_\_ \$500

Beverage Sponsor

\_\_\_\_\_ \$250

### PAYMENT INFORMATION:

\_\_\_\_ Please send me an invoice

\_\_\_\_ Enclosed is my check made out to MRTF

\_\_\_\_ Please charge my credit card

Card Type: ☐ Visa ☐ MC ☐ AmEx

-----Card Number

-----Exp. Date -----Security Code

-----Signature -----Date

Mail to:  
MRTF  
PO Box 2285  
West Lafayette, IN 47996-2285