



2026 Winter Conference and Trade Show **SAVE THE DATE!**

Embassy Suites by Hilton

Frisco Hotel &
Convention Center

7600 John Q Hammons Dr,
Frisco, TX



December 15 - 16, 2026



Join us in Frisco for a terrific Conference and Trade Show!

Special Thanks To Our 2026 Sponsors

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Thank You!

SHOW PROSPECTUS

Embassy Hotel and Convention Center Frisco 2026 TEXAS TURFGRASS CONFERENCE & SHOW DECEMBER 15th and 16th Frisco, TEXAS



EXHIBITOR PROSPECTUS

By exhibiting your products at the 2026 Texas Turfgrass Conference & Show, you will have the opportunity to meet and talk with professional turfgrass management personnel from golf courses, commercial lawn care companies, schools, parks and recreation departments, cemeteries, sports facilities and others. In 2025, we had over 490 representatives from the turfgrass industry register for the conference and trade show.

The Texas Turfgrass Association will make every effort to attract the buyers of your products to the 2026 Show. We mail directly to over 1,000 professional turf managers in Texas and advertise the meeting in state and national publications. Also, we will provide you, on request, leaflets promoting the Conference and Show to distribute to your clientele. Your help with conference promotion will benefit everyone involved in the Show. This will be an excellent opportunity to show your products to the managers of turfgrass facilities all across Texas.

JOIN US

- To reach an audience of managers and operators of golf courses, parks, lawns, sports field, school grounds, cemeteries, etc.
- To use fewer dollars to reach hundreds of buyers with information about your product;

- To support the Association whose members buy and use your products;
- To reach an influential audience from all aspects of the industry, who will tell others about your success
- And to showcase your products at our industry's largest Texas gathering of the turfgrass industry

Your Investment Returns:

- More exhibit hall activity;
- No-competitive exhibit hall hours;
- Special exhibit hall social activities during ALL exhibit hours;
- A captive audience, under one roof, at the Convention Center

Who Should Be There? You Should! Because if you sell

Aerators
Cleaning chemicals and supplies
Computer and software
Edgers/trimmers
Fertilizers
Fungicides
Golf course accessories
Herbicides
Insecticides
Irrigation controllers
Irrigation pipe & supplies
Leaf blowers
Mowers
Organic amendments
Plant growth regulators
Seeds
Signs

Sod
Sod harvesters
Sprayers
Spreaders
Sprinklers
Sweepers
Thatching mowers
Topdressers
Tractors
Trap rakes
Utility vehicles

...then buyers attending this conference
will want to talk to you!

Exhibit Booths include the Following:

1-3 Booths Reserved

- One individual membership in the Texas Turfgrass Association;
- 10' x 10' exhibit booth with an 8' high back drape and 33" high side rails
- A 7"x44" booth identification sign



- Beverage and food service areas ,a comfortable environment designed to keep delegates in the hall for longer periods of time
- General security, lighting
- A 6' skirted table and two chairs
- Two complimentary registrations come with each booth purchased and will have name badges provided. **Any additional persons behind a booth that exceed the two complimentary MUST have renewed their membership for 2027 to received a name badge and work the booth.**

Bulk Space — 4 or more Booths reserved

- Receives one membership in TTA and is for space only — no decorator package
- Two complimentary registrations come with each booth purchased and will have name badges provided. **Any additional persons behind a booth that exceed the two complimentary MUST have renewed their membership for 2026 to received a name badge and work the booth.**

Booth Deposits

Booths must be paid in Full.
Make check payable to the Texas Turfgrass Association and return the form with your check to:

Texas Turfgrass Association
P. O. Box 9928
College Station, TX 77842

CANCELLATION OF BOOTH SPACE

Exhibitors who cancel or withdraw from the show may do so by providing TTA with written notice. Funds, minus the deposit, will be given for cancellations received before November 30, 2026 **No refunds will be given for cancellations after Nov. 30, 2026**

If an exhibitor is using its rental space in a manner that is detrimental to the association or conference, or infringes on the rental of space by other exhibi-

tors (including sight observation, soliciting products or services outside the booths assigned, excessive noise, heat, light, or pollution emanating from exhibits), or if an exhibitor's display is not in keeping with the character and purpose of the show, the Association, through the Executive Committee, reserves the right to request corrective action. If an exhibitor is unable or refuses to comply with this request, the Association reserves the right to cancel the use for that space, or bar from the exhibit hall that exhibit or any part of that exhibit, person, or thing, and to remove the exhibit from the exhibit hall. In the event that such action is necessary, the exhibitor shall forfeit all money paid or due the Association for rental of the booth space.

SOLICITING BY NON-EXHIBITORS

Soliciting in any manner within the exhibit hall by any supplier, individual, group, company, or firm, within or outside the industry is strictly forbidden unless said person, group or firm has contracted for rental of booth. **Any person, group or firm that has not contracted for booth space, but is found soliciting in the exhibit hall or elsewhere in the convention center, will be required to forfeit their convention badge(s) to the Association and will be barred from the exhibit hall, from all meeting and function rooms and other areas being used by the Association, and from all official activities of the convention. Those forfeiting convention badges will not be entitled to refunds of any registration fees or other monies paid to the Association.**

SUBLETTING SPACE

No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to it, nor exhibit therein, nor permit any other person or party to exhibit therein, any goods other than those manufactured or handled by the exhibitor in the regular course of business.

OFFICIAL SERVICE CONTRACTOR

The official service contractor for the 2026 TTA Conference is Convention Handling Services (CHS)

EXHIBIT HALL EVENTS

Social functions always prove to be the most productive show time for exhibitors. For this reason TTA will program the following events in the exhibit hall; Grand Opening Tuesday morning; Reception, Tuesday evening; Breakfast, Wednesday morning.

No outside food or drinks may be brought into the Exhibit Hall. This is a regulation by the convention center. You must purchase through the caterer at the convention center.

LAWS, RULES & REGULATIONS OF OTHER AUTHORITIES

Each exhibitor agrees to meet any applicable requirements of the federal, state and municipal governments, police and fire department of the city, and the management of the building, and obtain and pay for all necessary permits and licenses, should any be required for the display of the particular exhibit. Each exhibitor shall be responsible for collecting and/or paying any applicable local, state or federal tax.

BOOTH SPECIFICATIONS

All booths are 10' x 10'. Information about set-up, electrical and shipping will be included in the exhibitor service kits to be provided by Central Handling Services..

EXHIBITOR REGISTRATION

Two complimentary registrations are provided with the first booth and one for each additional booth. All booth personnel must register for the TTA Conference and Show. Registration forms will be mailed in October.

ADVERTISING

Suppliers are encouraged to promote their products and services in TEXAS TURFGRASS, the official magazine of the Association. The deadline for reserving space in this year's conference issue is November 30th

FIRE REGULATIONS

Exhibitors agree to adhere to all exhibit hall fire regulations in designing, setting up, and operating their exhibit. Gasoline or other flammable materials shall not be permitted in the exhibit hall unless essential to either display or exhibit. In no case shall gasoline or other flammables be stored in the hall.

SHIPPING INSTRUCTION

All exhibit materials must be shipped to and handled by Central Handling Services. No exhibitor material will be accepted directly by the Convention Center, nor will the Association assume any responsibility for loss or damage to goods consigned or shipped to it. All goods must be plainly marked with the name of the exhibitor and its assigned booth number. Under no circumstances will goods be accepted on which there are charges due of any kind. Complete

labeling shipping instructions will be included in the Exhibitor Service Kit.

REMOVAL OF EXHIBITS

All exhibits must be removed from the exhibit area by the exhibitor at their own expense no later than 6pm on Dec. 16th, 2026. If an exhibitor fails to remove its exhibit on this day, the Association may remove such exhibit to a storage warehouse at the risk and expense of the exhibitor, who shall pay any damage or expense incurred by the Association in removing the exhibit.

No exhibit or part of an exhibit may be removed from the space allotted during the period of the show, except in cases of extreme necessity. Permission for such removal must be obtained from the Executive Director of the Association or his/her representative. If permission is granted, it must be done without disturbing another exhibitor and without detriment to the TTA show as a whole. Goods may be removed only through the service doors/loading docks and not through the main entrances to the exhibit hall.

EXHIBITOR'S AUTHORIZED REPRESENTATIVE

Each exhibitor shall assign at least one person to be its representative in connection with the installation, operation and removal of its exhibit. The representative(s) shall be the agent of the exhibitor and shall have the authority to enter into this agreement and such service contracts as may be necessary, on behalf of the exhibitor. All business between the Association and the exhibitor will be conducted only through the latter's designated representative and no other person. Exhibitors desiring to change representative must notify the Association in writing. Exhibitors will be provided identification badges in accordance with exhibitor convention registration policy. Badges will not be transferable and

will be required for admittance to the exhibit hall.

Additional guests will require additional passes which can be purchased at the registration desk. No unregistered person(s) will be permitted in the exhibit hall.

CARE OF BUILDING

No exhibitor shall allow any article to be brought into or any act done on the premises that will increase the premiums on or void the policies of insurance held on the building, or injure or deface any part of the building, or permit anything to be done by its representatives or employees by which the premises shall in any manner be damaged, marred, or defaced.

INSURANCE

Exhibitors must make provisions for the safekeeping of their goods before, during and after the TTA Show. Neither the Texas Turfgrass Association nor the management of the host hotel or convention center shall be responsible for any injury which may occur to an exhibitor or its representatives or employees, nor for the safety of any exhibit or other property against robbery, fire, accident or any other destructive cause. Insurance, if desired, shall be taken out by the exhibitor, who hereby agrees to hold the Texas Turfgrass Association harmless and free from all damages or liabilities of any kind.

SECURITY SERVICES

The Texas Turfgrass Association will provide security during the closed hours of the show for general protection only, but neither the Association, host hotel or convention center will guarantee the exhibitors against loss or assume responsibility for fire, theft or other damage of any sort.

LIABILITY

The exhibitor, on its own behalf and on behalf of its employees and agents, assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Texas Turfgrass Association, host hotel, official service contractor, convention center, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibit hall premises or part thereof, excluding any such liability caused by the sole negligence of the host hotel, the official service contractor, convention center, its employees and agents. In addition, the exhibitor acknowledges that the Texas Turfgrass Association and hotel, convention center do not maintain insurance covering exhibitor's property and that it is the sole responsibility for the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. All exhibitors are encouraged to obtain "all risk coverage."

OTHER REGULATIONS

Necessary regulations for the proper conduct of the exhibitors as set forth herein are not considered all-inclusive, nor are they deemed or considered to be exclusive of such other reasonable rules and regulations as may or might become necessary to properly conduct this show. Such timely regulations and decisions as shall be necessary in addition to the above shall be at the discretion and judgment of the Association's Executive Director, whose decisions and rulings shall be final in all cases, in addition to those explicitly enumerated herein.

PREVIOUS EXHIBITORS

Affordable Turf and Specialty Tire

Ag Workers Mutual Auto Ins.

All Seasons Turf Grass, Inc.

Aqua-Aid, Inc.

Aquatrols

Austin Turf & Tractor

Bayer Environmental Science

Bioverse, Inc.

Blue Sky Sod Farm

Blue Planet Environmental

Bonus Crop Fertilizer

BOSS JCB

Bobcat of North Texas

BWI Companies

Corteva Agriscience Agricultural

Division of Dow DuPont

Drone Flight Services

DWF Golf Supplies

Dixequip, Inc.

Ewing Irrigation

Gail's Flags, Inc.

GLK Turf Solutions

Greensmiths, Inc.

Green Cow Compost

Harrell's, LLC

Helena Chemical Company

Innovative Turf Supply

Irrigation Station

King Ranch Turfgrass, LP

Knight Erosion Control, Inc.

Locus Agricultural Solutions

PBI/Gordon

Pioneer Athletics

Precisions Laboratories, LLC

Professional Turf Products

Prime Sod

Premier Sands

Pumps, Motors & Controls, Inc.

Quality Turf Renovation

Redexim Turf Products

RS3

R&R Products

Site One Landscape Supply

Sod Solutions

Sports Field Solutions

Synagro Technologies

Syngenta Professional Products

Target Specialty Products

The Fire Ant Man, LLC

The Andersons, Inc

The Turfgrass Group, Inc.

Thomas Turfgrass

Timberland Pinestraw Specialist LLC

TreeNewal/MitoGrow

TriEst Ag Group

Trimax Mowing Systems

Trinity Turf Nursery

Tri-Tex Grass

True-Surface

Turf & Soil Management Contract Services LLC

Turf Care of Texas

Turf Materials, Inc.

Turfathletics

Turfgrass Producers of Texas

Turfgrass Producers International

Ventrac

Viatrac Fertilizer, LLC

Vital Earth/Carl Pool

Waterborne Pumps LLC

Winfield United

Zimmerer Kubota

CONTRACT

TEXAS TURFGRASS ASSOCIATION CONFERENCE & SHOW

**Denton TX;
Embassy Suites and Convention Frisco, TX
DECEMBER 15th and 16th, 2026**

FIRM NAME: _____ PHONE _____ EMAIL _____
(PLEASE PRINT OR TYPE)

ADDRESS _____
(street or p. o. box) (city) (state) (zip)

BRIEF DESCRIPTION OF PRODUCT OR SERVICE TO BE EXHIBITED (EQUIPMENT, SUPPLIES, SERVICE, ETC.):

BOOTH PREFERENCE: Assignments will be on first come basis. Limit preference to one choice per row.

1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

TERMS AND CONDITIONS:

1. That the rules and regulations provided with this contract are a part of this contract.
2. Balance to be paid by Nov. 30, 2026. Booth space not paid by Nov. 30, 2026 will be re-sold.
3. To register all personnel of the exhibiting firm who will service and work the contracted display. (Booth rental includes complimentary passes as stipulated in contract.)
4. Booth spaces charges as follows:
 - 1 booth \$1,100 (includes decorator package and two individual TTA membership/Sponsorship)
 - 2 booths \$1500 (includes decorator package and two individual TTA membership/Sponsorship)
 - 3 booths \$2100 (includes decorator package and two individual TTA membership/Sponsorship)
 - 4 or more—Contact Katie Flowers for Pricing and availability
6. Additional Sponsorship Opportunities are available— Please contact Katie ASAP so we can work to maximize this in our program.

I agree to follow the rules and regulations outlined with this contract:

Name _____ Date _____

Signed _____

Name & Address of Person in Charge at Conference _____

Booth Sign to Read _____

Make check payable to: **Texas Turfgrass Association**
P. O. Box 9928 College Station, TX 77842

Please Charge my Card the Following; *\$ _____
A 3 % Fee will be Applied to all Credit Card Transactions

MASTERCARD/VISA/AMEX/DISCOVER: _____

_____ EXP. DATE _____ BILLING ZIP CODE _____

CARDHOLDER'S SIGNATURE _____

RULES & REGULATIONS

TEXAS TURFGRASS ASSOCIATION CONFERENCE & TRADE SHOW

Corpus Christi, TX ; December 17th and 18th, 2024

1. The exhibits open at 11:00 a.m., Dec. 15th, 2026
2. **Exhibit Installation & Breakdown.** Installation of exhibits will begin Monday December 14th. All exhibits must be completely assembled by 10:30 a.m., Tuesday Dec. 15, 2026. Late exhibits will not be allowed to set up during exhibit hours. All exhibits must be dismantled and removed from the building by 6pm, December 16th, 2026. Only exhibitors will be allowed in the exhibit hall when the Show is not officially open. Exhibits may be sent pre-paid. Collect shipments WILL NOT be received. Crated, boxed or skidded shipments should be made early to assure delivery before set-up date (thirty days free storage allowed prior to set-up date). To ensure proper handling and receiving, shipments should not be addressed to the host hotel or convention center. They have no provisions to accept and store advance shipments. Complete labeling and shipping instructions will be included in the Exhibitor Service Kit. Exhibits sent to Convention Handling Services will be placed in booths by noon, Monday, December 14th, 2026
3. **Booths.** Standard booths (1-3 booths) will be 10' x 10' with an eight foot high back drape, 4' side rail drapes, an exhibitor name sign, one table and two chairs and a wastebasket.
4. **Bulk space (4 or more booths).** Space only. No decorator package. Any additional equipment such as tables, carpet, and chairs can be secured from the official decorator at exhibitor's expense. Electrical requirement information will be forwarded to each exhibitor by Convention Handling Services. Exhibitor packets will be sent by Convention Handling Services.
5. **Contract for Space.** The application for space and the formal notice of assignment constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding. The Texas Turfgrass Association reserves the right to cancel any contract with any exhibitor any time prior to or during the Conference. **Solicitation by anyone who does not have a booth at the conference will not be permitted.**
6. **Use of space.** All demonstrations, interviews, distributions of advertising materials or other activities must be confined to the limits of the exhibit booths. **No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and approval of the Texas Turfgrass Association.**
7. **Insurance and Fire Protection.** The Texas Turfgrass Association and convention center will exercise all reasonable care for the protection of exhibitor's materials and displays. A security officer will be on duty in the exhibit area during the closed hours of the exhibit. Exhibitors wishing to insure their goods must do so at their own expense.
8. **Liability.** The exhibitor agrees to make no claim against the Texas Turfgrass Association nor its members, nor employees, nor against the host hotel, and convention center nor their representatives for loss, theft, damage, or destruction of goods, nor any injury to himself, or employees prior, during or subsequent to the period covered by the exhibit contract nor for any damage of any nature whatsoever including any damage to his business by reason of the failure to provide space for the exhibit, nor for failure to hold the Conference as scheduled. The exhibitor upon signing the contract for exhibit space expressly released the foregoing name Conference, Association and individuals from any and all claims for such loss, damages or injury.
9. **Restrictions.** The Texas Turfgrass Association reserves the right to restrict exhibits which because of the noise, method of operation, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Executive Committee of TTA may detract from the general character which may be objectionable to the exhibit as a whole (e.g. professional entertainment). In the event of such restrictions or eviction the Texas Turfgrass Association is not liable for any refunds of rentals or other exhibit expenses. All giveaways must be available to everyone in attendance. **Any person(s) who fail(s) to reserve any exhibit space and who persist(s) in soliciting in any manner anytime during the length of time of the show and/or related activities may be ejected from the premises.**
10. **Care of the Building & Booths.** Exhibitors or their agents shall not injure or deface the walls or floors of the building or booths. No signs or any other materials or articles may be nailed, screwed, taped, tacked, stapled, or otherwise attached to the walls or floors. Heavy equipment must be placed on skids with all bolts or fastenings countersunk to avoid floor damage. Also, no spray painting, no taping to walls, no double faced tape on floor, no helium balloons, no propane, gas tank must be taped, battery lead must be disconnected. When any damage appears, the exhibitor is liable to the Texas Turfgrass Association and Convention Center.
11. **These regulations** become a part of the contract between the exhibitor and the Texas Turfgrass Association. They have been formulated for the best interests of both parties. The Texas Turfgrass Association asks the full cooperation of the exhibitors in their observance. All points not covered are subject to decision of the Executive Director and Executive Committee. The Executive Committee reserves the right to make changes necessary to the best interests of the meeting.