

2009 GIE+EXPO Wrap-Up



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This year's GIE+EXPO was a success with higher-than-expected attendance and a plethora of new products. Morale was high, and with two full days of the Outdoor Demo area (the weather actually cooperated!), it was a great place to see what's new for next season.

Here's a glimpse of what went down in Louisville!

Dealers Choice Awards

The Fourth Annual Dealers Choice Awards were sponsored by Power Equipment Trade. Dealers began voting online on October 1 for their favorite products on display at GIE+EXPO. Winners of this year's awards:

- **Attachments/Accessories:** OptiMate Pro-S Battery Charger from TecMate
- **Business Services:** ARI Network Services Footsteps Lead Management Software
- **Hand-Held:** Husqvarna 576XP AutoTune Chain Saw
- **Power Sports:** Xtreme Pro Hauler
- **Wheeled:** Husqvarna PZ Mower Series

Outdoor Demo Area

The Outdoor Demo area featured all kinds of green industry equipment for attendees to try out. From mowers to aerators to hand-held equipment, there was something there for everyone. The two days of great weather was a bonus!

One new feature of this year's show was the New Products Arena stage. This is where just about all of the press conferences/product launches were held. With two big screens on each side of the stage, it was a great location for presenters to showcase equipment specs, show videos or display a PowerPoint presentation.

Ed Fioroni, chairman of the Interlocking Paving Institute (ICPI) and vice

president of marketing/distributor sales for Pavestone Company, announced that the Hardscape North America 2010 trade show will be held during the 2010 GIE+EXPO. Hardscape North America will have a separate registration area and it's own promotion campaign, but combining both events will benefit both industries.

Trucks of the Industry Giveaway

In the Trucks of the Industry Giveaway, one GIE+EXPO attendee won \$5,000 towards the purchase of a new truck. Sponsors were Power Equipment Trade and *Turf* and featured exhibitors from Ford Commercial Truck, Isuzu Commercial Truck America, GM Fleet and Commercial, Mitsubishi Fuso Truck of America and Toyota Motor Sales USA. Congratulations to Erin McKay.

PHOTO COURTESY OF CARL HREHA.



The Briggs & Stratton Yard Power Products booth showcased Ferris' commercial professional products, including the Evolution zero-turn mower, which now features a 52-inch cutting deck, and the new iCD Cutting System. Other products on display were equipment by Snapper, Snapper Pro, Simplicity, Allis Chalmers, Giant Vac and Murray.



On display at the JRCO booth was the full line of heavy-duty commercial attachments, including the Hooker aerator and Leaf Plow.



On display at Hustler's booth was a variety of products, including the TrimStar Hydro mower.



The L.T. Rich booth was always busy with attendees checking out their Z-Plug zero-turn aerators, which produce 2 to 3.5-inch core depth and feature several attachments, and the Z-Max line of sprayer/spreaders.



Earth & Turf's topdressers and TurfSaw rolling aerator were on display.



The Moose River Media booth at GIE+EXPO.



The New Products Arena stage.

PHOTO COURTESY OF CARL HREHA.



The Ariens Company introduced the new Gravely Pro-Turn 200 line of commercial mowers with 20 percent fewer parts than previous Gravely 200 models to minimize maintenance, downtime and input costs.

PHOTOS COURTESY OF CARL HREHA.



Ed Fioroni announces that the 2010 Hardscape North America trade show will be combined with GIE+EXPO.



Tracy Keller picks a winner of the Trucks of the Industry Giveaway. Erin McKay, guest of JPH Lawn and Landscape in Bourbonnais, Ill., won the \$5,000.

The Trucks of the Industry Giveaway was sponsored by Ford Commercial Truck, Isuzu Commercial Truck America, GM Fleet and Commercial, Mitsubishi Fuso Truck of America, Toyota Motor Sales USA, Turf and Power Equipment Trade magazines.



Turf Teq displayed its Multi-Use Tractor with quick-change attachments, including the power broom, which can be used for debris and snow removal, detatching and cleaning natural turf



PHOTO COURTESY OF CARL HREHA.



John Deere's ZTrak PRO 900 Series mowers are available in seven models and feature a 7-Iron Pro deck and Mulch-on- Demand capabilities.