

New GIE+EXPO Format Means New Travel Dates



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LOUISVILLE, Ky -GIE+EXPO (the Green Industry & Equipment Expo) is providing a day – Wednesday, Oct. 24, 2012 -for dealers, retailers and distributors at this year's tradeshow to meet one-on-one with exhibitors at GIE+EXPO and Hardscape North America (HNA). Exhibitors are being encouraged to "RE-Think Dealer Meetings."

Show planners are offering several incentives for suppliers to schedule their annual product introductions in Louisville during the days leading up to the show. Warren Sellers, Show Director, said meeting rooms at the Kentucky Exposition Center will be available to exhibitors Monday through Wednesday. The only charge for the rooms will be discounted food and beverage fees and possible re-set fees. There will also be opportunities for dealer demonstrations outside the Kentucky Exposition Center (KEC) on Wednesday, and exhibitors will be able to offer hotel blocks for their dealers.

During a dealer reception Wednesday evening, Oct. 24, exhibitors will have the option of hosting events in their booths. On Thursday and Friday, Oct. 25 and 26, GIE+EXPO and the Outdoor Demo Area will be open to all industry participants. There will be no Saturday hours this year.

HNA, which will co-locate again with GIE+EXPO, will have the same schedule. Classes for all Attendees Start prior to Tradeshow Opening Although the tradeshow floor will be open Wednesday exclusively for dealers, distributors and retailers, others in the industry will have a variety of educational opportunities available that day in hotels in downtown Louisville.

The Professional Landcare Network (PLANET) and Interlocking Concrete Pavement Institute (ICPI) will begin their Green Industry Conference (GIC) at the Louisville Marriott Downtown on Wednesday and continue it at KEC on Thursday and Friday. Their GIE+EXPO Workshops are being expanded this year to eight

sessions on Thursday and Friday at KEC.

The Professional Grounds Management Society (PGMS) will open the annual School of Grounds Management at the Galt House on Wednesday and continue through Saturday at KEC.

ICPI will offer hardscape installer and technician training at the Hyatt Regency on Tuesday and Wednesday.

Details of the education programs will be available in the coming weeks on each of the appropriate sponsors' websites.

GIE+EXPO – the 9th largest tradeshow in America – is sponsored by the Outdoor Power Equipment Institute (OPEI), PLANET and PGMS. HNA is sponsored by ICPI and endorsed by the Brick Industry Association and National Concrete Masonry Association.

Online registration for GIE+EXPO will be open in early March. For more information about GIE+EXPO 2012 and HNA 2012, go to www.gie-expo.com and www.hardscapena.com or call Sellers Expositions, 800-558-8767 or 812-949-9200.

Tentative Schedule as of Feb. 15, 2012

Tuesday, Oct. 23 Hardscape Installer and Technician training, Hyatt Regency

Wednesday, Oct. 24 Green Industry Conference, Marriott Downtown School of Grounds Management, Galt House Hardscape Installer and Technician training, Hyatt Regency

Thursday, Oct. 25 KY Expo Center , 9:00 a.m. – 5:00 p.m.: Indoor exhibits and Outdoor Demonstration Area open to all attendees. Schedules to be announced: Green Industry Conference, School of Grounds Management 10:00 a.m. – 4:00 p.m. Hardscape Demonstrations 10:00 a.m. – 5:00 p.m. GIE+EXPO Workshops

Friday, Oct. 26 KY Expo Center , 9:00 a.m. – 5:00 p.m.: Indoor exhibits open to all attendees, 9:00 a.m. – 4:00 p.m.: Outdoor Demonstration Area open to all attendees. Schedules to be announced: Green Industry Conference, School of Grounds Management 10:00 a.m. – 4:00 p.m. Hardscape Demonstrations 10:00 a.m. – 5:00 p.m. GIE+EXPO Workshops

Saturday, Oct. 27 School of Grounds Management, Galt House