

OTF Adds Sustainability Track, Expands Trade Show Floor



Source: www.TurfMagazine.com

The term sustainability" is commonly used these days in describing golf course maintenance and management. But what does it really mean? Attend the 2011 Ohio Turfgrass Foundation (OTF) Conference and Show this December to hear what some of the industry's leading sustainability experts are saying about the topic.

The sustainability program will feature panels and presentations from architects Richard Mandell, Ron Forse and Jim Nagle, as well as irrigation expert Paul Granger. Additionally, Larry Aylward from *Superintendent* magazine will share his experiences from discussions with superintendents all over the country on the topic of sustainability. Insurance experts David White, Mark Jordan and Craig Krenzel will discuss how protecting yourself from liabilities can ensure long-term prosperity.

The overwhelming response to the redesigned trade show floor has prompted an expansion of the layout to accommodate additional exhibitors. Beyond the newly created booth space, companies wishing not to be conspicuous by their absence have several very affordable opportunities to participate in this year's event, including Innovative Idea spaces, branding opportunities and more.

This year's event will welcome more than 20 new companies to the trade show floor and several new opportunities to drive traffic to your booth, website, sales reps, etc. In addition to booths and display spaces, the trade show floor will host many activities throughout the week, as a main stage has been added to the back of the space. Each day, a keynote address will be delivered on this stage, as well as several panel discussions, product interviews and industry updates. The additional activity will benefit exhibitors by providing increased foot traffic from industry professionals on the trade show floor.

The event is scheduled for Dec. 5-8 at the Greater Columbus Convention Center in Columbus, Ohio. For more information, visit www.otfshow.org or call the Ohio Turfgrass Foundation office at 614-285-4683.