



P.O. Box 1862
Lowell, AR 72745
Office #(479) 301-5534

2026 Trade Show & Turf Conference **Exhibitor Information**



January 15-16, 2026

Hot Springs Convention Center
134 Convention Blvd., Hot Springs, AR



Exhibitor Information



Turf Conference & Trade Show

JANUARY 15-16, 2026, AT THE HOT SPRINGS CONVENTION CENTER

Step 1: Exhibitor Contract

Choose your booth space. Mark your choices on your Exhibitor Contract. (See Priority Registration information below)
Be sure to check the Presenting Sponsorship box and email your logo to us.

Step 2: Electric, Phone & Plumbing Order

Need electricity or a phone line? Make sure you make your request to the Hot Springs Convention Center at least one week prior to the event (Micaelah Thompson 501-620-5003).

Step 3: Decorations

Need carpet or other decorations? We contract with Sunbelt Convention Services for all the extras that make your exhibit stand out. Call Sunbelt at 501-244-9955 or go to www.sunbelt4u.com and click on Exhibitor Forms then Hot Springs Forms. Remember your booth comes with table cover/skirting and 2 chairs already.

Step 4: Make it Official!

Mail your Exhibitor Contract along with your payment ASAP.

Mail to ATA, PO Box 1862, Lowell, AR 72745 or email ataturfgrass@gmail.com

Step 5: Make your Hotel Reservation

HOST HOTELS:

Embassy Suites Hotel--400 Convention Blvd., Hot Springs, AR 71901. Hotel Reservations can be made by going to our website click (Hotel tab) and then the link for this hotel. 1-501-624-9200, Request ATA room block.

The Hotel Hot Springs (former Austin Hotel), 305 Malvern Ave., Hot Springs, AR 71901

Hotel Reservations--Go to our website and click (Hotel tab) the link for this room block OR
- 1-877-623-6697. Request the ATA room block.

Move In - For everyone on Wednesday, January 14th from Noon to 6:00 pm. The loading docs doors will close at 6:00PM.

The back doors will not be open for any reason on the 16th during trade show.

Move Out - Thursday, January 15th from 4:00-5:00PM.

Load out is strictly prohibited until the show ends. All booths should remain intact until 4:00PM. The hall is heated and the doors can't be opened for anyone wishing to leave early. Please tell drivers that pickups start after 4:00PM. A representative must remain with the booth until all exhibitor material is removed from the convention floor. Your cooperation on this is appreciated.

Tradeshow Hours 7:30AM-4:00PM on January 15th

PRIORITY EXHIBITOR REGISTRATION

Booth selection and assignment will be handled in the following manner:

1. Priority assignments will be given to vendors who have been in the show the most years.
2. To take advantage of your priority you must call with your request as soon as possible.
3. You must secure your request with full payment for up to 2 booths and a payment of half for over 2 booths.
4. After December 31st, priority assignments have ended and all exhibitors will be assigned a booth in the order that request with payments are received. Don't delay!
5. Please feel free to call Courtney at 479-301-5534 with your booth choices before you fill out your contract.

Check out our website at

www.arkansasturf.net

Or

Call or Text Courtney Landreth at 479-301-5534

Exhibitor Floor Plan

Trade Show--January 15, 2026

Hot Springs Convention Center
Hot Springs, AR

Load-In Wednesday, January 14th
12:00 Noon - 6:00 pm

Show Hours Thursday, January 15th
7:30 am - 4:00 pm
Load-Out will be January 15th after
Trade Show

Booth assignments will be based on
first-come, first-serve, as well as the
number of years a business has
participated.



Have questions or need more
information?

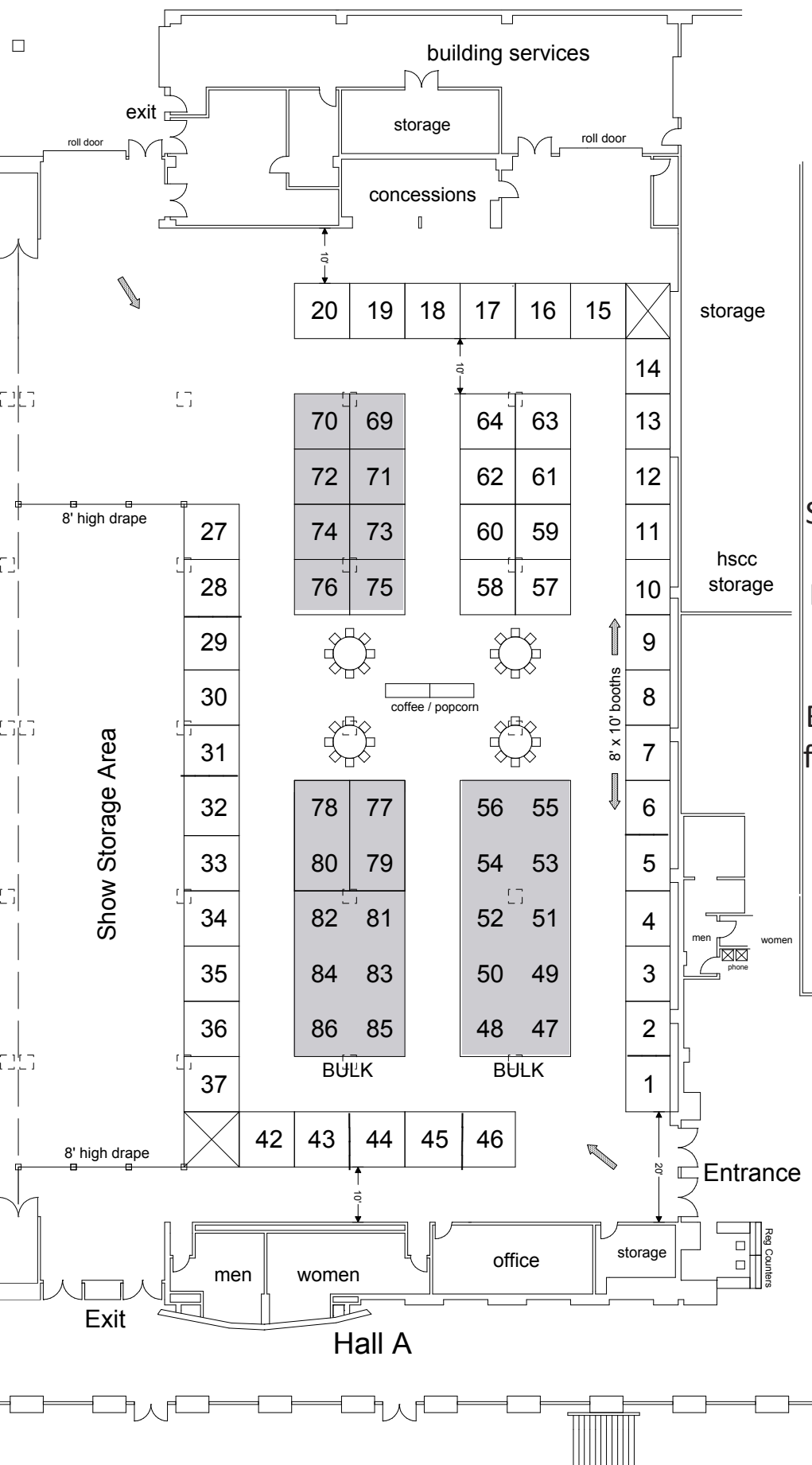
www.arkansasturf.net

Call Courtney Landreth

(479) 301-5534

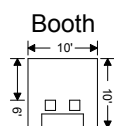
or Email at

ataturfgrass@gmail.com



Turfgrass / Plants 2022
Hot Springs Convention Center
hall A

floor; concrete ceiling 35'
sunbelt autocad rev 1/24/22



ARKANSAS TURFGRASS ASSOCIATION CONFERENCE & TRADE SHOW
HOT SPRINGS CONVENTION CENTER, JANUARY 15th & 16th, 2026
TRADE SHOW IS 1 DAY ONLY--JANUARY 15TH

EXHIBITOR CONTRACT

Firm Name: _____ Contact Name: _____

Telephone: _____ Fax _____ Email _____

Address: _____ City _____ ST _____ Zip _____

Brief description of product or service to be exhibited (equipment, supplies, service, etc.)

TERMS AND CONDITIONS:

1. That the rules and regulations provided with this contract are a part of this contract.
2. Payment is due to hold the requested space. Balances to be paid by December 31, 2024.
3. Booth space not paid by December 31, 2025 will be resold.
4. All personnel of the exhibiting firm will service and work the contracted display should be registered.
5. Deposits are non-refundable.
6. Booths on the outer ring of the floor area and **booths numbered 1-46 and 57-64 (10'x10')** are piped and draped w/1 table and 2 chairs.
The first booth is \$395.00. Any additional connecting booths are \$365.00/each.
7. **All other booths are open and will have no pipe & drape, tables or chairs (10'X10'). These are shaded on the floor plan.**
The first booth is \$350.00. Any additional connecting booths are \$210.00

I agree to follow the rules and regulations outlined in the contract and attached rules and regulations.

Signed _____ Date _____

BOOTH SIGN TO READ _____

BOOTH PREFERENCE-Assignment will be on a first come basis after priority registration. Call 479-301-5534 for booth availability.

1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____ Total Booths _____

Name Badges – 4 badges for each booth with a limit of 8 per contract-Please Print Neatly

1. _____ 2. _____

3. _____ 4. _____

AMOUNT DUE:

FIRST BOOTH (Pipe & Drape \$395 or Open \$350)

Additional Connecting Booths (Pipe & Drape \$365 or Open \$210)

\$ _____ (cost of First Booth) + \$ _____ (cost of any Additional Booth) = Total Booth Rental \$ _____

Boxed Sandwich Lunch at \$25/each (optional)

Number of lunches needed _____ (X) \$25 equals \$ _____

TOTAL PAYMENT (booth & lunch) \$ _____

****Make Checks payable to Arkansas Turfgrass Assoc., P.O. Box 1862, Lowell, AR 72745**

Credit Card Type: MC _____ Visa _____ AMEX _____ Amount Approved to Charge \$ _____

Card # _____ Expiration: _____/_____

CVV (3 digits on back of card): _____ Billing Zip Code _____

The Details on Rules & Regulations

1. **EXHIBIT INSTALLATION AND BREAK DOWN.** Installation of exhibits will take place on Wednesday, January 14th, during the hours specified in the exhibitor contract documentation. Late exhibits will not be allowed to set up during the exhibit hours. Only exhibitors and show staff will be allowed in the exhibit hall when the show is not officially open. Exhibitors may sell materials from their booth, but all material must remain in the booth until the close of the show. All exhibits must be dismantled and removed from the building by 5:00PM, Thursday, January 15th. A representative must remain with the booth from the beginning of break down (4:00PM on Thursday) until all exhibitor material is completely removed from the convention floor.
2. **BOOTHS.** Booths are 10' wide x 10' deep with 8' high back drape, 3' side rail drapes, an exhibitor name sign, 1 table, and 2 chairs. Any additional equipment such as tables or carpets can be secured from the official decorator at exhibitor's expense.
3. **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. ATA reserves the right to cancel with any exhibitor any time prior to or during the conference.
4. **USE OF SPACE.** All demonstrations, interviews, distribution of advertising materials, or other activities must be confined to the limits of the exhibit booths. No exhibitors shall assign, sublet, or share the whole or any part of the space allocated without the knowledge and approval of ATA.
5. **INSURANCE AND FIRE PROTECTION.** The ATA and Hot Springs 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 set up period and the break down period, and the exhibit area will be secured during the closed hours of the exhibit. Exhibitors wishing to insure their goods must do so at their own expense.
6. **CANCELLATION.** Deposits (which are ½ of payment due) are non-refundable. The remaining balance is refundable through November 30. Payments are non-refundable after that date. In the event that a natural disaster such as but not limited to acts of terrorism, airport closures, etc. occurs which cause the show to be cancelled, exhibit fees are non refundable.
7. **LIABILITY.** The exhibitors agree to make no claim against the ATA, its members, employees, or the Hot Springs Convention Center or their representatives for loss, theft, damage or destruction of goods, nor injury to oneself or employees prior, during, subsequent to the period covered by the exhibit contract; nor any damage of any nature whatsoever including any damage to one's business by reason of failure to hold the conference as scheduled. The exhibitor, upon signing the contract for exhibit space, expressly releases the previously named sponsoring Association and individual from any and all claims of such loss, damage, or injury.
8. **RESTRICTIONS.** The ATA reserves the right to restrict exhibitors' (because of noise) method of operation, or any objectionable reason, and also to prohibit or evict any exhibit which, in the opinion of the Executive Committee of the ATA, may detract from the general character of the show. This restriction includes conduct, printed materials, or anything of a character which may be objectionable to the exhibit as a whole. In the event of such restrictions or eviction, the ATA is not liable for any refunds or rentals or other exhibit expenses. All giveaways must be available to everyone in attendance. Any person or persons who fails to reserve an exhibit space and who persists in soliciting in any manner during the show and related activities may be ejected from the premises.
9. **CARE OF BUILDING AND BOOTH.** 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 shall be nailed, screwed, taped, stapled, or otherwise attached to the walls or floor. 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, no helium balloons, no propane. Gas tanks must be lowered to ½ gallon and taped. Battery leads must be disconnected. When any damage appears, the exhibitor is liable to that ATA and Hot Springs Convention Center.
10. **REGULATIONS.** These regulations become a part of the contract between the exhibitor and the ATA. They have been formulated for the best interest of both parties. The ATA asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Executive Committee. The Executive Committee reserves the right to make changes necessary to the best interest of the meeting.
11. **SHOW MANAGEMENT.** The show manager reserves the right to increase or decrease the size of the layout based on exhibitor participation. In the event of a change in the layout, the vendor will be notified immediately.
12. **SHIPPING INFORMATION.** Sunbelt Convention and Exhibit Service, Inc., the decorator for the trade show, offers drayage service and will receive materials up to 30 days in advance of the show date. Call Sunbelt at 501-244-9955 or Sunbelt4U@sbeglobal.net.