

SPONSOR AND VENDOR INFORMATION



Annual Florida TURFGRASS CONFERENCE

OCTOBER 6 – 8, 2026

WORLD EQUESTRIAN CENTER • OCALA

*Cultivate. Connect. Sustain:
Growing Toward Tomorrow*

PARTNERED WITH
UF | IFAS
UNIVERSITY of FLORIDA

2026 CONFERENCE SPONSORS

PRESENTING



PLATINUM



GOLD

SILVER

BRONZE

SPECIAL





WORLD EQUESTRIAN CENTER®

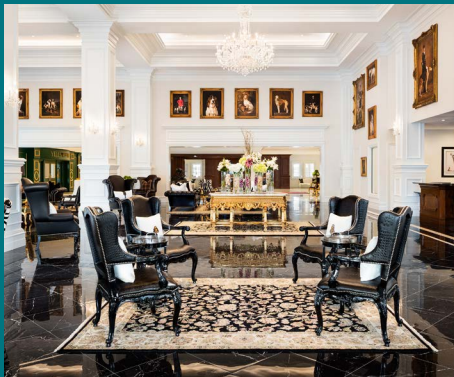
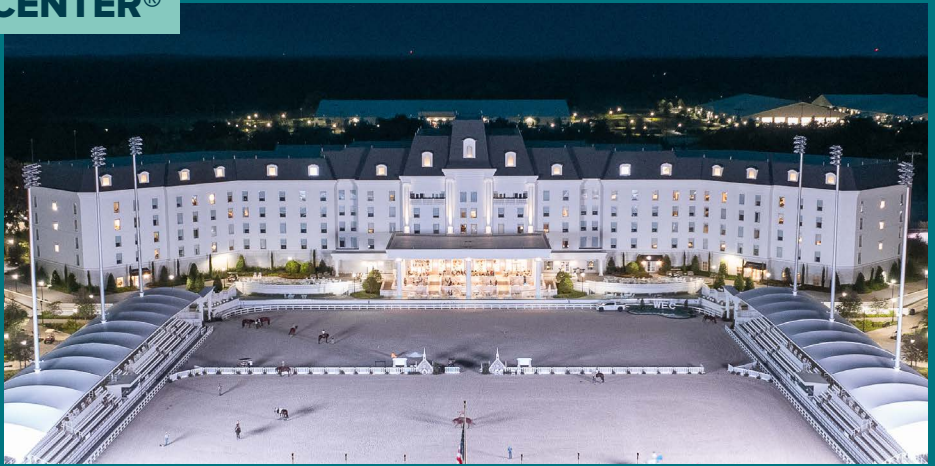
THE RIDING ACADEMY HOTEL

1615 NW 81ST TERRACE RD
OCALA, FL 34482

Welcome to The Riding Academy Hotel in Ocala, Florida—the newest, 390-room addition to the impressive campus of World Equestrian Center, the largest equestrian competition venue in the United States.

Designed for visitors and guests seeking the comforts of home, spacious guest rooms feature separate sleeping and living quarters and desirable in-room amenities. Admire the playful sophistication of the unique artwork, where dogs take on the guise of jockeys and animals pose as professors that charm and delight—an embodiment of the French *joie de vivre* and playful nod to what makes this resort hotel such a special destination

Hotel amenities include an outdoor pool and sundeck, two high-caliber fitness centers and a grab-and-go lobby marketplace, as well as the nearby resort spa, more than thirty boutiques and retail shops, event center and world-class equestrian exhibition, all just a golf cart ride away.



CONTRACTED ROOM RATE
\$189 until 9/4/2026
\$239 between
9/5/2026 – 10/6/2026

HOTEL RESERVATIONS
(352) 325-9935
<https://ridingacademyhotel.com>

GOLF TOURNAMENT INFORMATION

Thursday, October 8
10:00 a.m. SHOTGUN

JULIETTE FALLS GOLF CLUB
6933 SW 179TH AVE RD
DUNNELLON, FL 34432

Juliette Falls, a great place to live, a better place to play golf!

In a state with over 2,000 golf courses, Juliette Falls ranks among the very finest! In fact, we've been named year after year as one of the best courses you can play in Florida and ranking among the top 10 courses in the nation. When you start with a great piece of rolling land, a world-class course architect, and a nothing less than perfection mentality, you can expect exceptional results.



HOTEL & GOLF TOURNAMENT INFORMATION

TUESDAY, OCTOBER 6

UF/IFAS PLANT SCIENCE RESEARCH & EDUCATION UNIT

2556 County Highway 318, Citra, FL 32113

- 8:00 a.m. – 8:45 a.m. Attendee Check-In at UF/IFAS PSREU
- 9:00 a.m. – 11:45 a.m. Pest Management Workshops
 - Disease Management
 - Nematode Management
 - Insect Management
 - Weed Management
- 12:00 p.m. – 1:00 p.m. Lunch
- 1:15 p.m. – 3:15 p.m. General Session
 - Water Management
 - Herbicide Resistance
- 1:15 p.m. – 4:15 p.m. Water Management Workshop
- 5:00 p.m. – 6:30 p.m. FTGA Board of Directors Meeting



**WEDNESDAY, OCTOBER 7
UF/IFAS TURFGRASS FIELD DAY**

UF/IFAS PLANT SCIENCE RESEARCH & EDUCATION UNIT

2556 County Highway 318, Citra, FL 32113

- 7:30 a.m. – 8:45 a.m. Check-in at UF/IFAS PSREU, Breakfast and Vendor Time
- 8:45 a.m. – 9:00 a.m. Welcome - UF/IFAS North Central FL Turfgrass Field Day
- 9:00 a.m. – 12:00 p.m. PSREU Turfgrass Unit Field Tours
- 12:00 p.m. – 1:00 p.m. Lunch & Vendor Time
- 1:00 p.m. – 2:00 p.m. Student Forum



WEDNESDAY, OCTOBER 7

WORLD EQUESTRIAN CENTER

Expo Center #1 | 1284 NW 87th Ct Rd, Ocala, FL 34482

- 1:00 p.m. – 7:00 p.m. Attendee & Vendor Check-In at WEC
- 2:00 p.m. – 4:30 p.m. Vendor Trade Show Setup
- 5:30 p.m. – 6:30 p.m. Annual Meeting and Awards Ceremony
- 6:30 p.m. – 7:00 p.m. Opening Session w/ Keynote Speaker
- 7:00 p.m. – 9:00 p.m. Opening Reception



THURSDAY, OCTOBER 8

WORLD EQUESTRIAN CENTER

Expo Center #1 | 1284 NW 87th Ct Rd, Ocala, FL 34482

- 9:45 a.m. – 6:00 p.m. Attendee & Vendor Check-In at WEC
- 10:00 a.m. – 4:00 p.m. Vendor Trade Show Setup
- 10:00 a.m. – 3:00 p.m. Golf Tournament @ Juliette Falls
- 10:00 a.m. – 3:00 p.m. Sports Field Tour
- 5:00 p.m. – 6:00 p.m. Vendor Trade Show Grand Opening
- 6:00 p.m. – 9:00 p.m. Corn Boil & FTRF Fundraiser
(Door prize, cash prize – must be present to win)



FRIDAY, OCTOBER 9

WORLD EQUESTRIAN CENTER

Expo Center #1 | 1284 NW 87th Ct Rd, Ocala, FL 34482

- 7:00 a.m. – 9:00 a.m. Vendor Trade Show Dismantle
- 8:30 a.m. – 10:30 a.m. FTGA Past Presidents' Breakfast

** Transportation is not provided to UF/IFAS PSREU or Golf Tournament **

All sponsors receive the following promotional recognition: **sponsor ribbon; screen saver at event with all sponsors' logos; recognition at the Conference; on the FTGA Website and in the *Florida Turf Digest*; and special venue-specific opportunities. If you are a 2026 ASSOCIATION PARTNER, your level of partnership will be the same sponsor level. Additional promotional consideration is given as follows:**

Presenting Sponsor \$8,500

- Four (4) Full Meal & Event Packages
- One (1) Golf Foursome
- Tent on Golf Course (must provide own tent and table) & Tee Sign
- One (1) UF/IFAS Field Day Vendor Table
 - Up to Four (4) representative badges
- One (1) FTGA Tradeshow Double Booth
- Two-minute product update at education workshop of choice
- Company logo on attendee lanyard
- Company logo printed on all conference materials
- Introduction at the Annual Meeting & Awards Ceremony
- Company logo on conference signage
- Company logo on monthly eNewsletter

Gold Sponsor \$3,500

- Two (2) Full Meal & Event Packages
- FTGA Tradeshow Standard Booth
- One (1) UF/IFAS Field Day Vendor Table
 - Up to Four (4) representative badges
- Company logo at event or item (choose one below)
 - Room Key
 - Golf Towel
 - Tuesday Attendee Lunch
 - Cornhole Boards
 - UF/IFAS Field Day Lunch

Bronze Sponsor \$750

- Company logo at event or item (choose one below)
 - Opening Session and Keynote Speaker
 - FTGA Past Presidents' Breakfast
 - General Conference Sponsor
 - Educational Speakers

Platinum Sponsor \$6,000

- Three (3) Full Meal & Event Packages
- Two (2) Golf Entries
- Tent on Golf Course (must provide own tent and table)
- One (1) UF/IFAS Field Day Vendor Table
 - Up to Four (4) representative badges
- One (1) FTGA Tradeshow Standard Booth
- Company logo at event or item (choose one below)
 - Opening Reception
 - Annual Meeting & Awards Ceremony
 - Golf Lunch
 - Golf Prizes

Silver Sponsor \$2,500

- One (1) Full Meal & Event Package
- One (1) Tradeshow Standard Booth
- One (1) UF/IFAS Field Day Vendor Table
 - Up to Four (4) representative badges
- Company logo at event or item (choose one below)
 - Tuesday Attendee Breakfast
 - Sports Field Tour Transportation & Lunch
 - Golf Tournament Hole-In-One
 - Golf Balls & Tees
 - Golf Tournament Beverage Cart
 - UF/IFAS Field Day Student Forum

Special Sponsor \$300

- Water Station
- Soda Station
- Coffee Station
- Golf Tee Sign
- Educational Workshop (choose one below)
 - Disease Management
 - Nematode Management
 - Insect Management
 - Weed Management



FTGA VENDOR TRADESHOW



THE VENDOR TRADESHOW WILL INCLUDE:

- 8' high Back Wall Pipe & Drape
- 33" high Side Rail Pipe & Drape
- One (1) Company Identification Sign
- One (1) 6' Skirted Table
- Two (2) Side Chairs
- One (1) Wastebasket
- Includes two (2) representative badges
- Includes two (2) Corn Boil tickets

The FTGA office will contact you for booth selection in the order of sponsorship level and then when the form is received.

FTGA VENDOR

Standard booth: 10' x 10'	\$900
Double booth: 20' x 20'	\$1,400

UF/IFAS VENDOR INFORMATION



UF | IFAS

UNIVERSITY of FLORIDA

- One (1) Table
- Two (2) Chairs
- Up to Four (4) representative badges
- Signage at event
- Company information in the attendee field day booklet

UF/IFAS VENDOR

Standard table:	\$500
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ONLINE REGISTRATION

www.ftga.org/page/CSExhibitor

CONTACT INFO

Heather Russo
863.688.9413
 Florida Turfgrass Association
 PO Box 612, Highland City, FL 33846
www.FTGA.org

CANCELLATION POLICY

Cancellations made on or before 9/1/2026 will be granted and will incur a 25% cancellation fee.
 Cancellations made on or after 9/2/2026 will not be provided a refund,
 only employee substitutions will be granted.