



2023 SPONSORSHIP AND MARKETING GUIDE



**INTERACTIVE
EXPERIENCE**
CULTIVATING GROWTH

FEB 6-9, 2023 / ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER

GCSAACONFERENCE.COM

Presenting Partners



Participating Partners





INTERACTIVE EXPERIENCE

CULTIVATING GROWTH

AN INTERACTIVE EXPERIENCE YOU WON'T FIND ANYWHERE ELSE

The GCSAA Conference and Trade Show is the world's largest event dedicated to the design, construction, maintenance, and operation of golf courses. The GCSAA, along with GCBA, ASGCA, and other allied associations, present an event cultivating growth through industry-leading education, a hands-on trade show floor experience, and four days of interactive engagement opportunities. Attendees have stated time and again that brands who support their association are viewed more favorably than those who do not. Whether that is through the GCSAA Conference website, association publications, on-site sponsorships and branding, or membership, your support will not go unnoticed.

Partnering with GCSAA Conference and Trade Show through sponsorship opportunities, advertising, interactive show floor displays, and multiple fun events throughout the week, provides access to the most highly engaged golf course management professionals in the game.

Contents

- Thank you Sponsors
- Post Show
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- Sponsorship Opportunities
- Sponsorship Packages
- Exclusive Opportunities
- Education
- Premium Booth Placement Packages



Thank You Sponsors

Please help us extend appreciation to our 2022 Conference and Trade Show sponsors for their continued support of GCSAA and the golf course management industry.



Post Show

In-person & Virtual

7,536
Total Attendees

Qualified Buyers totaled

3,462

44

Turf Bowl Teams

153 Individual Students
21 Schools Represented

83
Seminars Offered

318
Education Hours
32 Virtual Hours

Total Webinar Views

3,500+

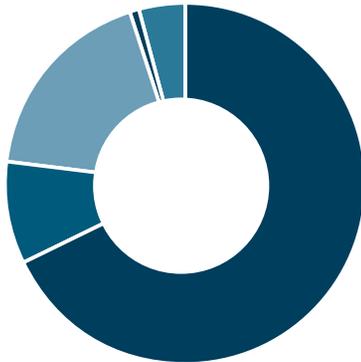
183
5K Participants
34 Virtual Participants

386
Players in the
GCSAA Golf
Championships

496
First Time Attendees

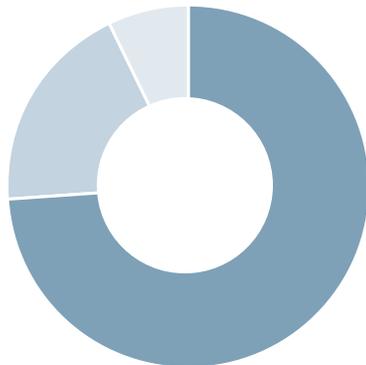


Attendee Demographics



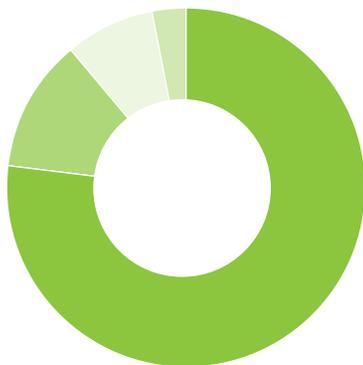
Job Title

- 68% Superintendent/Assistant Superintendent
- 18% Other
- 9% Distributor
- 4% Equipment Manager
- 1% Owner



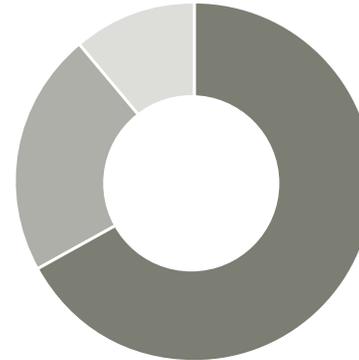
Facility Type

- 67% Private
- 22% Public
- 11% Municipal



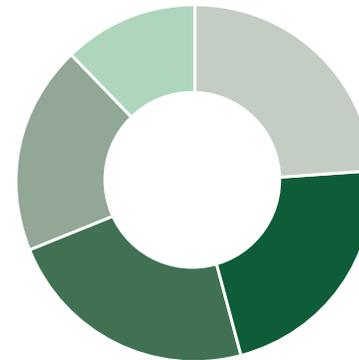
Number of Holes

- 77% 18 Holes
- 12% 36+ Holes
- 8% 27 Holes
- 3% 9 Holes



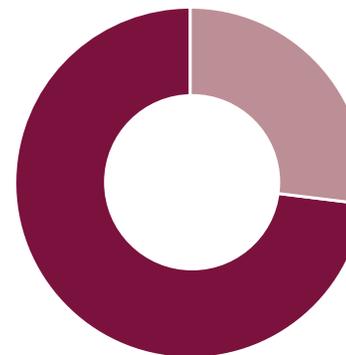
Green Fee

- 74% Over \$70
- 19% \$40-\$70
- 7% Less than \$40



Age

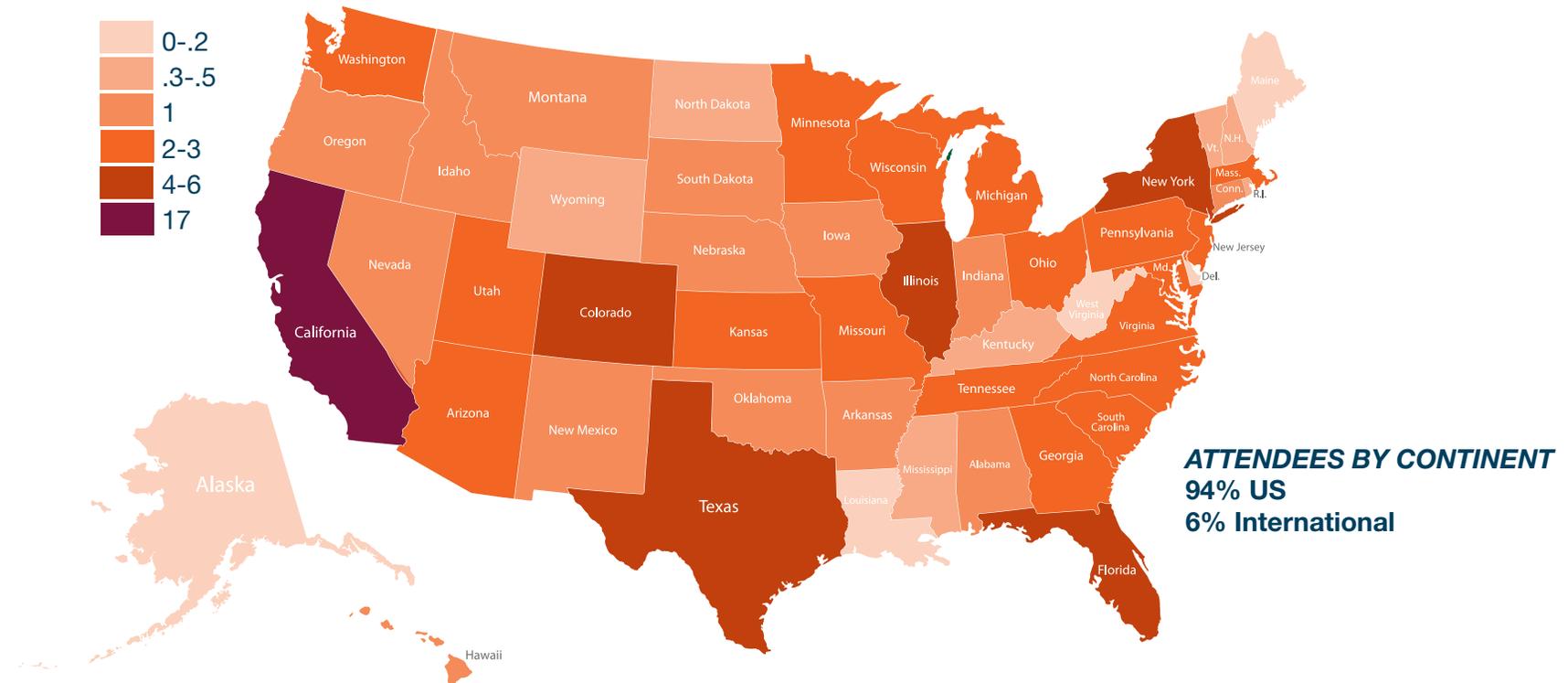
- 24% 35-44
- 23% 55+
- 22% 45-54
- 19% 25-34
- 12% Under 25



Maintenance Budget

- 73% \$750,000 and up
 - 27% Less than \$750,000
- *excluding capital expenditures and water expenses*

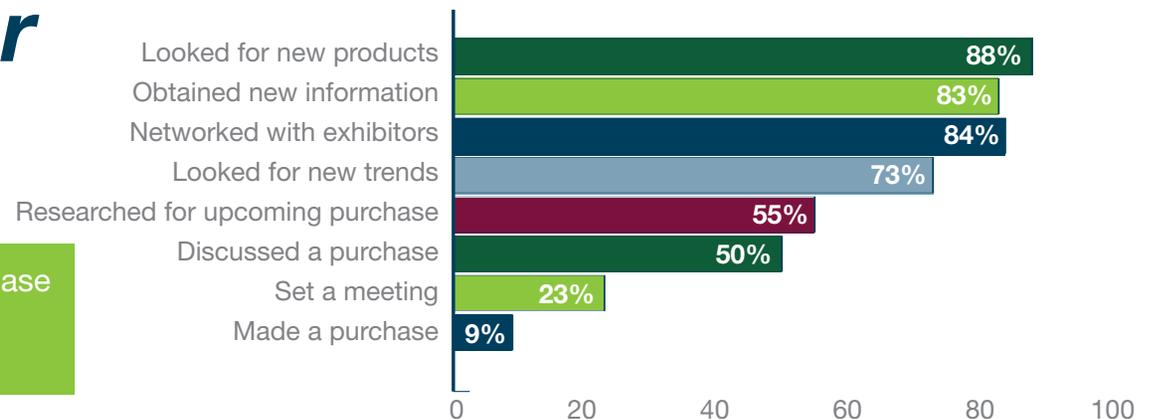
% Attendees by State



Attendee Behavior

Attendees indicated their behavior as follows

530 of Qualified Buyers made a purchase at CTS or intended to finalize a purchase following the CTS



Exhibitor Demographics

113,900

Net square feet of exhibit space

305 Total booths

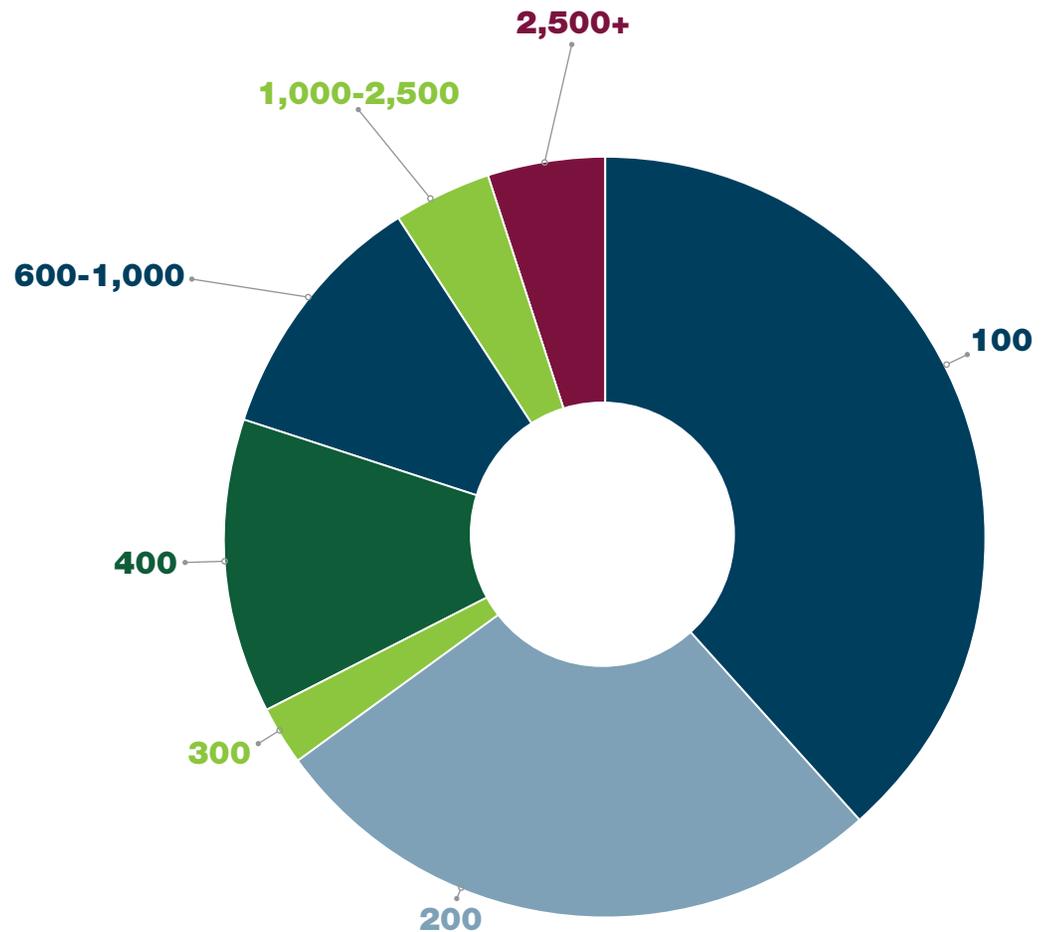
37

First time exhibitors

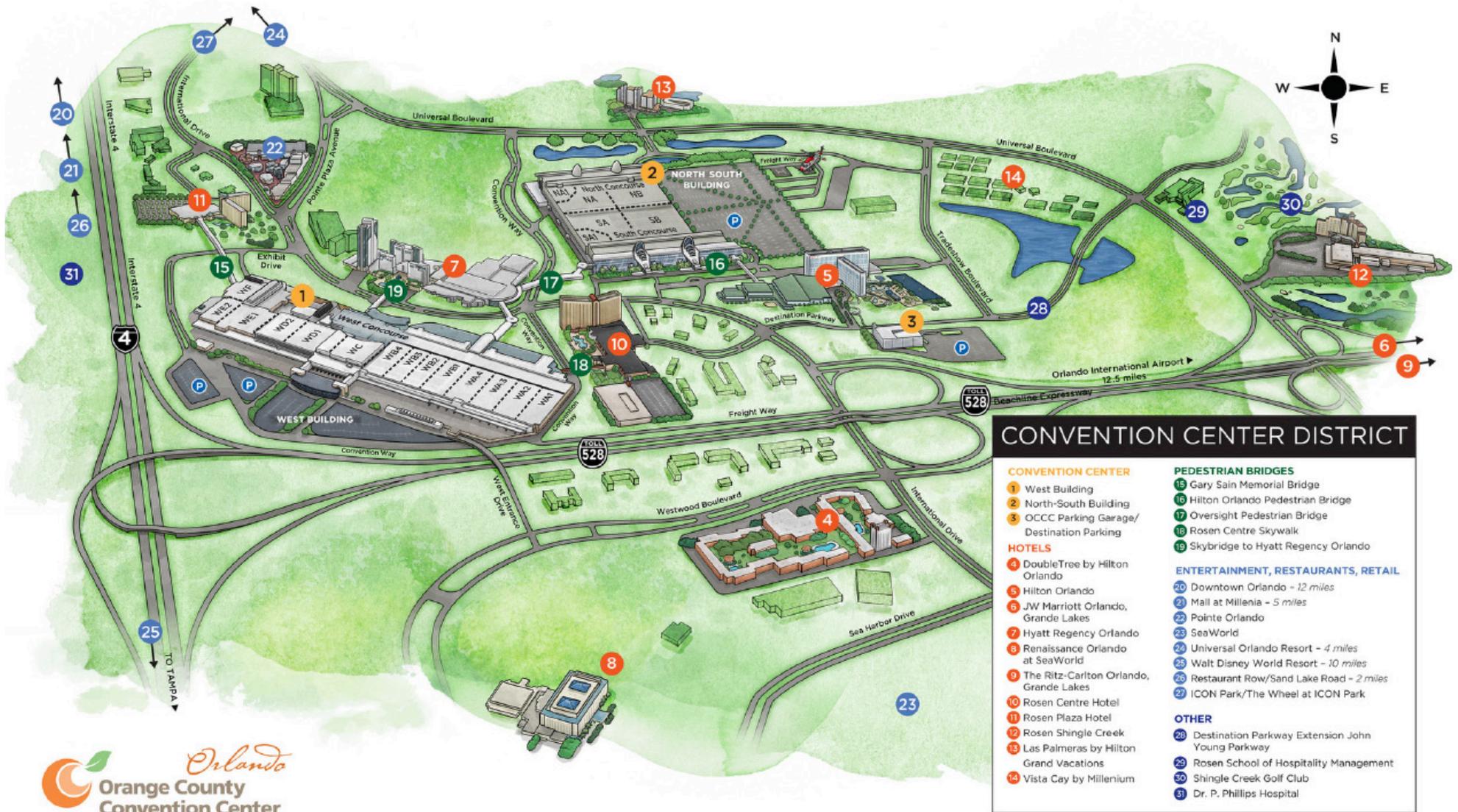
6,658 leads scanned via the complimentary lead retrieval software

Exhibitors who participated as a CTS sponsor averaged 92.5 leads scanned

Exhibitors by Booth Size
Square feet



Orange County Convention Center



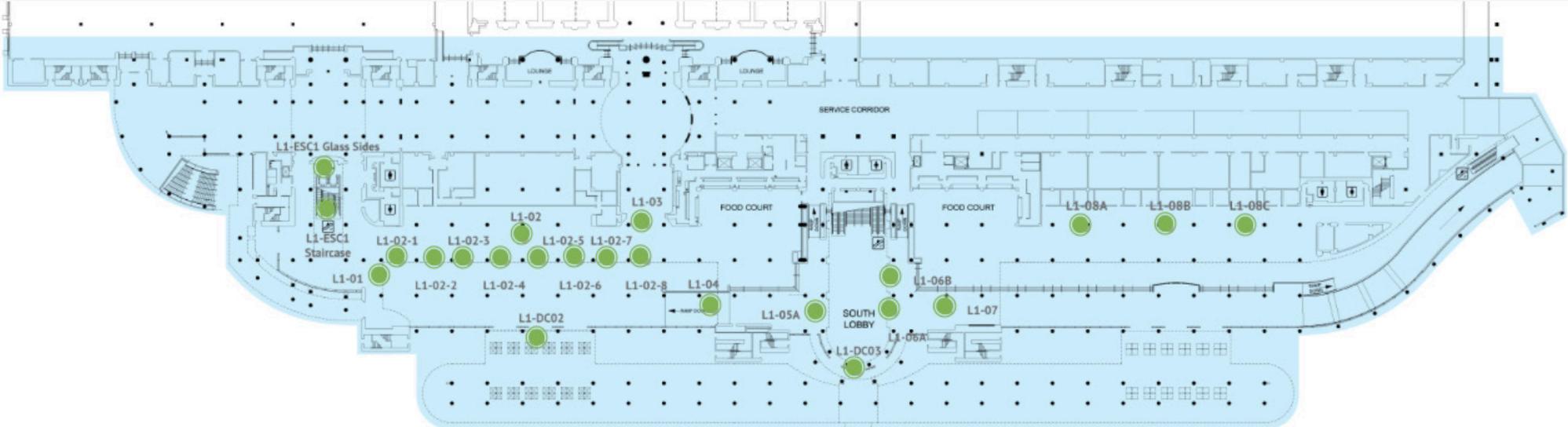
CONVENTION CENTER DISTRICT

- CONVENTION CENTER**
- 1 West Building
- 2 North-South Building
- 3 OCCC Parking Garage/ Destination Parking
- HOTELS**
- 4 DoubleTree by Hilton Orlando
- 5 Hilton Orlando
- 6 JW Marriott Orlando, Grande Lakes
- 7 Hyatt Regency Orlando
- 8 Renaissance Orlando at SeaWorld
- 9 The Ritz-Carlton Orlando, Grande Lakes
- 10 Rosen Centre Hotel
- 11 Rosen Plaza Hotel
- 12 Rosen Shingle Creek
- 13 Las Palmeras by Hilton Grand Vacations
- 14 Vista Cay by Millenium
- PEDESTRIAN BRIDGES**
- 15 Gary Sain Memorial Bridge
- 16 Hilton Orlando Pedestrian Bridge
- 17 Oversight Pedestrian Bridge
- 18 Rosen Centre Skywalk
- 19 Skybridge to Hyatt Regency Orlando
- ENTERTAINMENT, RESTAURANTS, RETAIL**
- 20 Downtown Orlando - 12 miles
- 21 Mall at Millenia - 5 miles
- 22 Pointe Orlando
- 23 SeaWorld
- 24 Universal Orlando Resort - 4 miles
- 25 Walt Disney World Resort - 10 miles
- 26 Restaurant Row/Sand Lake Road - 2 miles
- 27 ICON Park/The Wheel at ICON Park
- OTHER**
- 28 Destination Parkway Extension John Young Parkway
- 29 Rosen School of Hospitality Management
- 30 Shingle Creek Golf Club
- 31 Dr. P. Phillips Hospital



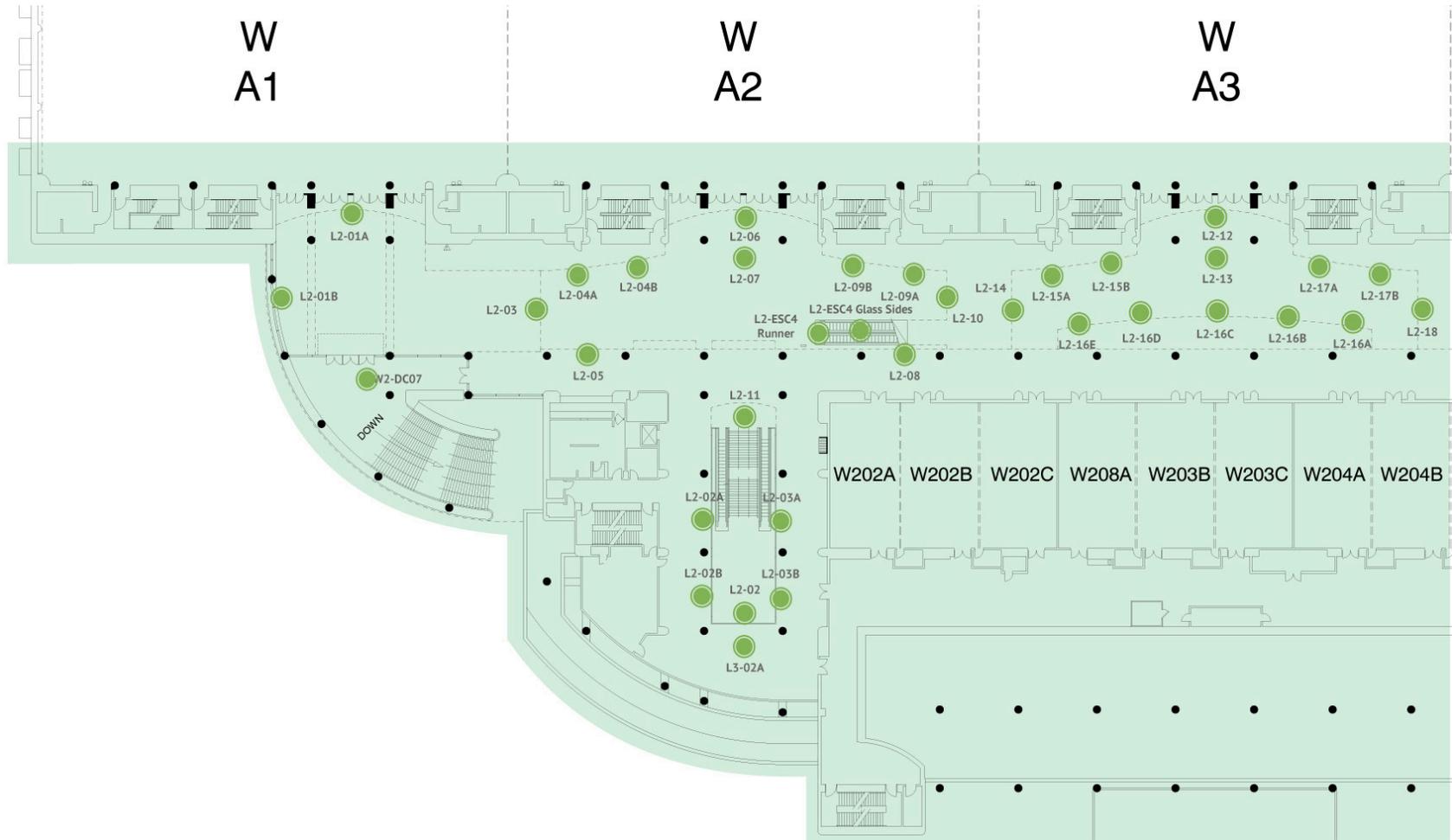
West Level 1

REGISTRATION



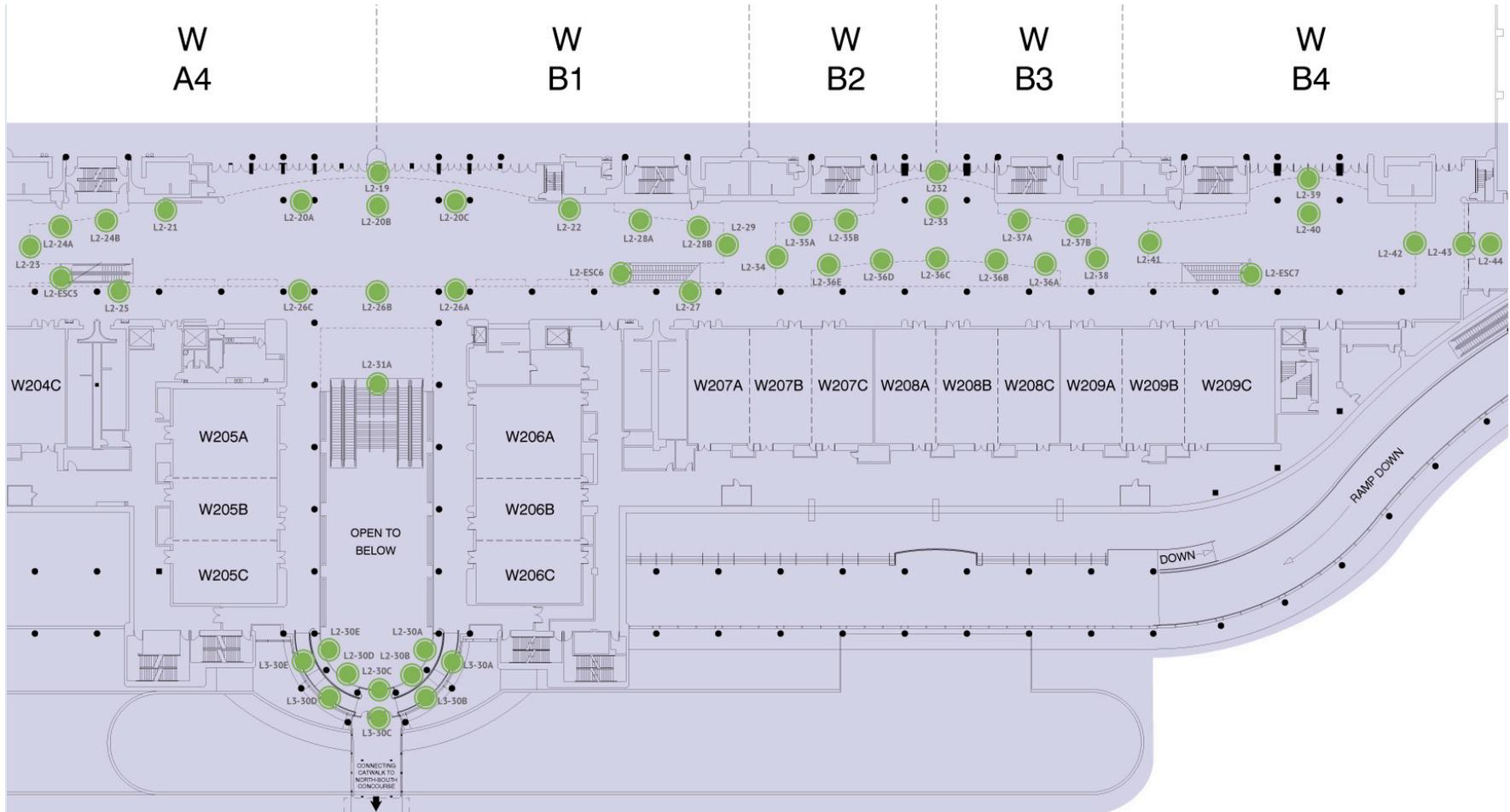
West Level 2 SECTION 2

TRADE SHOW FLOOR LOBBY



West Level 2 SECTION 3

TRADE SHOW FLOOR LOBBY



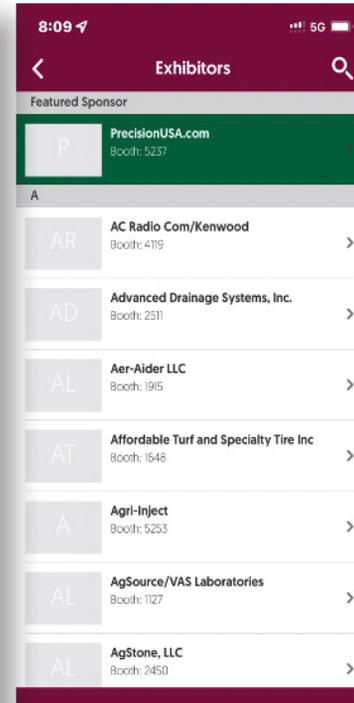
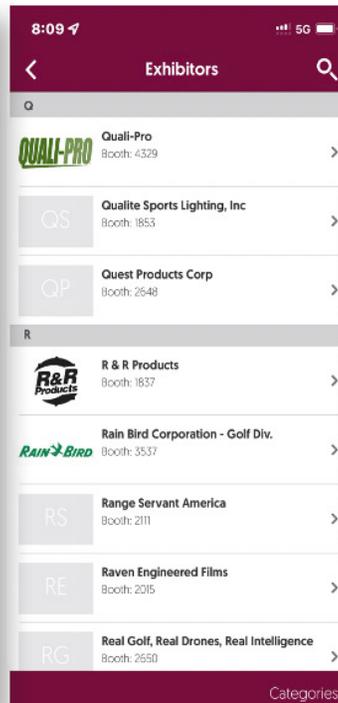
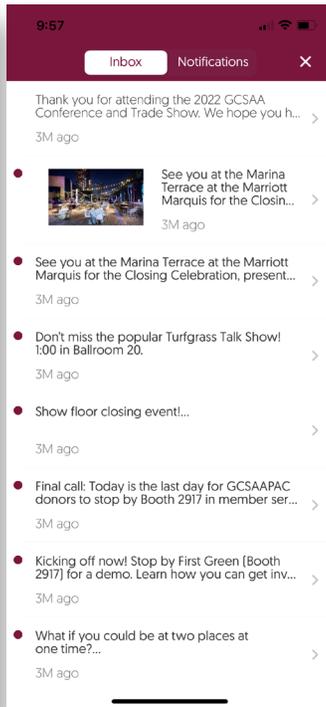
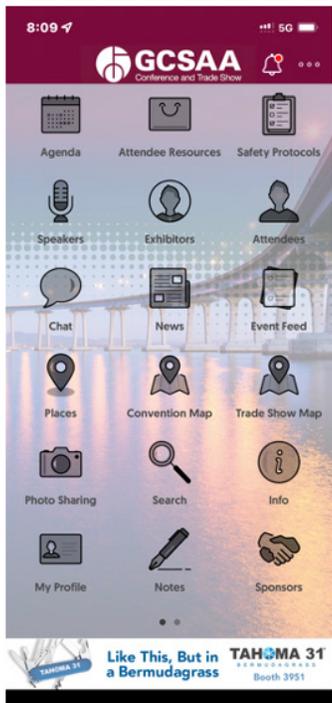
App Sponsorship Opportunities

Rotating Banner Ad
(Limit 10)
\$1,200

Push Notification
(Limited quantity)
\$500

Logo on Company Listing
\$300

Premium Listing
(Limit 3)
\$2,000



Mobile App Package:

- News Feed Post
- Logo on Company Listing
- Rotating Banner Ad

\$2,000
(\$2,700 value!
Limited quantity!)

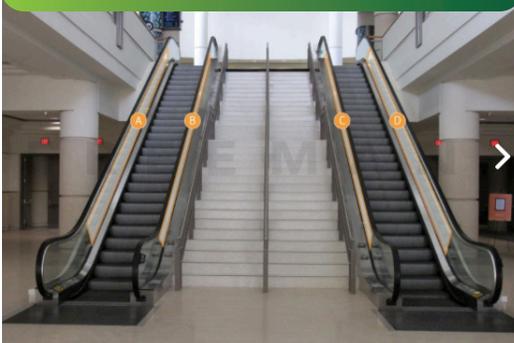


INTERACTIVE EXPERIENCE
CULTIVATING GROWTH

Sponsorship Opportunities

Escalator Graphics – Glass Slides

Price dependent on quantity & type



Column Wraps

(Trade show floor & lobby)

Price dependent on columns size & type



Aisle Signs

Price dependent on quantity and type



Carpet Clings

Price dependent on size & quantity



Networking Park Branding



Restroom Mirror Clings

Price dependent on size & quantity



2023 Sponsorship Opportunities

Name	Location	Area	Section	Material	Size	Price
Banner L1-01	North Facing Wall Near A Registration Area	West Level 1	Section 1	Vinyl	25'W x 15'H	\$8,500.00
Banner L1-04	North Wall facing B Registration	West Level 1	Section 1	Vinyl	26'W x 15'H	\$8,000.00
Banner L1-07	South wall adjacent to motorized battens	West Level 1	Section 1	Vinyl	26'W x 15'H	\$7,400.00
Banner L1-08A	B Registration (3) Motorized Battens	West Level 1	Section 1	Vinyl	58'W x 13'H	\$10,500.00
Banner L1-08B	B Registration (3) Motorized Battens	West Level 1	Section 1	Vinyl	58'W x 13'H	\$10,500.00
Banner L1-08C	B Registration (3) Motorized Battens	West Level 1	Section 1	Vinyl	58'W x 13'H	\$10,500.00
Banner L1-03	Entrance to meeting rooms 101 - 110	West Level 1	Section 1	Vinyl	33'W x 2'H	\$2,000.00
Banner L1-10	Bottom of C Lobby Ramp	West Level 1	Section 1	Vinyl	23'W x 10'H	\$3,800.00
Banner L1-02-1	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	23'W x 4'H	\$3,000.00
Banner L1-02-2	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-02-3	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,000.00
Banner L1-02-4	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-02-7	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-02-8	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-02-5	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-02-6	A - Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	26'W x 4'H	\$4,500.00
Banner L1-05A	A2 Lobby Leading to A Registration	West Level 1	Section 1	Vinyl	24'W x 2'H	\$2,000.00
Banner L1-06A	A2 Lobby Leading to B Registration (Right Side)	West Level 1	Section 1	Vinyl	24'W x 2'H	\$2,000.00
Banner L1-02	A Registration West Wall Facing Lobby Entrance	West Level 1	Section 1	Vinyl	281'W x 15'H	\$65,000.00
Banner L1-05B	A2 Lobby Leading to A Registration	West Level 1	Section 1	Vinyl	24'W x 2'H	\$2,000.00
Banner L1-06B	A2 Lobby Leading to B Registration (Left Side)	West Level 1	Section 1	Vinyl	24'W x 2'H	\$2,000.00
Banner L2-11	East Handrail Level 3 A2 Lobby	West Level 2	Section 2	Vinyl	18'W x 10'H	\$3,200.00
Banner L2-13	Hall A3 Entrance Columns	West Level 2	Section 2	Vinyl	26'W x 17'H	\$7,000.00
Banner L3-02A	Faces Escalators: Level 2 and 3 A2 Lobby Escalator Handrail Banners	West Level 2	Section 2	Vinyl	18'W x 7'H	\$2,500.00
Banner L2-02	Faces Escalators: Level 2 and 3 A2 Lobby Escalator Handrail Banners	West Level 2	Section 2	Vinyl	25'W x 7'H	\$3,200.00

Banner L2-14	Handrail facing North A3 Lobby to left of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	19'W x 7'H	\$2,500.00
Banner L2-15A	A3 Lobby Southside Handrail Facing East to left of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,300.00
Banner L2-04A	A2 Lobby Level 2 South Handrail Facing East to left of West Hall A2	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,300.00
Banner L2-04B	A2 Lobby Level 2 South Handrail Facing East to left of West Hall A2	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-05	A2 Lobby Level 2 South Handrail Facing West	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,300.00
Banner L2-06	Hall A2 Entrance Radius	West Level 2	Section 2	Vinyl	58'W x 15'H	\$13,000.00
Banner L2-17A	A3 Lobby Northside Handrail Facing East to right of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-18	A3 Lobby Handrail Banner Facing South to right of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	19'W x 7'H	\$2,500.00
Banner L2-15B	A3 Lobby Southside Handrail Facing East to left of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-17B	A3 Lobby Northside Handrail Facing East to right of West Hall A3 Entrance	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-08	A2 Lobby North Side Handrail Facing West	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-09A	A2 Lobby North Side Handrail Facing East to right of West Hall A2	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-09B	A2 Lobby North Side Handrail Facing East to right of West Hall A2	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-10	Handrail adjacent to escalator A2 Lobby	West Level 2	Section 2	Vinyl	18'W x 7'H	\$2,600.00
Banner L2-12	Hall A3 Entrance Radius	West Level 2	Section 2	Vinyl	58'W x 15'H	\$14,000.00
Banner L2-03A	Level 2 A2 Lobby Entrance Handrails - North	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-03B	Level 2 A2 Lobby Entrance Handrails - North	West Level 2	Section 2	Vinyl	25'W x 7'H	\$3,200.00
Banner L2-02A	Level 2 and 3 A2 Lobby Escalator Handrail Banners	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-02B	Level 2 and 3 A2 Lobby Escalator Handrail Banners	West Level 2	Section 2	Vinyl	23'W x 7'H	\$3,000.00
Banner L2-03	West Hall A2 - Lecture Hall Handrail	West Level 2	Section 2	Vinyl	29'W x 7'H	\$3,500.00

2023 Sponsorship Opportunities

Name	Location	Area	Section	Material	Size	Price
Banner L2-16B	Handrail Banners Facing Hall Entrance across from Hall A3 Entrance	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-16C	Handrail Banners Facing Hall Entrance across from Hall A3 Entrance	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-16D	Handrail Banners Facing Hall Entrance across from Hall A3 Entrance	West Level 2	Section 2	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-16E	Handrail Banners Facing Hall Entrance across from Hall A3 Entrance	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-16A	Handrail Banners Facing Hall Entrance across from Hall A3 Entrance	West Level 2	Section 2	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-01A	Hall A1 Entrance Banner	West Level 2	Section 2	Vinyl	58'W x 2'H	\$2,400.00
Banner L2-01B	Hall A1 Entrance Banner	West Level 2	Section 2	Vinyl	44'W x 3'H	\$2,600.00
Banner L2-07	Hall A2 Entrance Columns	West Level 2	Section 2	Vinyl	27'W x 15'H	\$6,600.00
Banner L2-31A	Handrail facing East of A4 B1 Entrance	West Level 2	Section 3	Vinyl	46'W x 7'H	\$10,000.00
Banner L2-43	Wall facing South before electric doors leading to main lobby	West Level 2	Section 3	Vinyl	41'W x 2'-4"H	\$2,600.00
Banner L2-33	Hall B2 / B3 Entrance Columns	West Level 2	Section 3	Vinyl	25'W x 15'H	\$6,800.00
Banner L3-30C	Level 2 and 3 Curved Handrail Facing A4 B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L3-30D	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L3-30E	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-23	Handrail South of A4 / B1 Entrance to left of A4-B1 Entrance	West Level 2	Section 3	Vinyl	18'W x 7'H	\$2,600.00
Banner L2-24A	A4B1 Lobby Southside Handrail Facing East to left of A4-B1 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-25	A4B1 Lobby Southside Handrail Facing West to left of A4- B1 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00

Banner L2-26A	Handrail facing A4 B1 Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$7,000.00
Banner L2-27	A4B1 Lobby Northside Handrail Facing West to right of A4- B1 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-28A	A4B1 Lobby Northside Handrail Facing East to right of A4-B1 Lobby	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-29	Handrail North of A4 B1 Entrance to right of A4-B1 Lobby	West Level 2	Section 3	Vinyl	18'W x 7'H	\$2,600.00
Banner L2-24B	A4B1 Lobby Southside Handrail Facing East to left of A4-B1 Lobby	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-26B	Handrail facing A4 B1 Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$7,000.00
Banner L2-26C	Handrail facing A4 B1 Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$7,000.00
Banner L2-28B	A4B1 Lobby Northside Handrail Facing East to right of A4-B1 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-30A	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-30B	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-30C	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-30D	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-30E	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L3-30A	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L3-30B	Level 2 and 3 Curved Handrail Facing A4B1 Escalators behind escalators & Entrance	West Level 2	Section 3	Vinyl	15'W x 7'H	\$2,200.00
Banner L2-34	Hall B2-3 Handrail facing North to left of Hall B2-3	West Level 2	Section 3	Vinyl	19'W x 7'H	\$2,600.00
Banner L2-35A	B2+3 Lobby Southside Handrails Facing East to right of B2 - 3 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00

2023 Sponsorship Opportunities

Name	Location	Area	Section	Material	Size	Price
Banner L2-35B	B2+3 Lobby Southside Handrails Facing East to right of B2 - 3 Lobby	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-36A	B2-3 Handrail Banners Facing Hall Entrance	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-36B	B2-3 Handrail Banners Facing Hall Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-36C	B2-3 Handrail Banners Facing Hall Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-36D	B2-3 Handrail Banners Facing Hall Entrance	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-36E	B2-3 Handrail Banners Facing Hall Entrance	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-37A	B2-3 Lobby Northside Handrails Facing East to right of B2-3 Lobby	West Level 2	Section 3	Vinyl	14'W x 7'H	\$2,200.00
Banner L2-37B	B2-3 Lobby Northside Handrails Facing East to right of B2-3 Lobby	West Level 2	Section 3	Vinyl	28'W x 7'H	\$3,400.00
Banner L2-38	Hall B2-3 Handrail facing South to right of B2- 3 Lobby	West Level 2	Section 3	Vinyl	19'W x 7'H	\$2,600.00
Banner L2-19	Hall A4 B1 Entrance Radius	West Level 2	Section 3	Vinyl	145'W x 15'H	\$45,000.00
Banner L2-31B	Handrail facing East of A4 B1 Entrance	West Level 2	Section 3	Vinyl	28'W x 2'H	\$1,700.00
Banner L2-32	Hall B2 / B3 Entrance Radius	West Level 2	Section 3	Vinyl	58'W x 15'H	\$14,000.00
Banner L2-21	A4 B1 Lobby Southside Facing East to left of A4-B1 Entrance	West Level 2	Section 3	Vinyl	34'W x 15'H	\$12,000.00
Banner L2-22	A4 B1 Lobby Northside Wall Facing East to right of A4- B1 Lobby	West Level 2	Section 3	Vinyl	34'W x 15'H	\$12,000.00
Banner L2-20A	A4/B1 Entrance Columns	West Level 2	Section 3	Vinyl	10'W x 15'H	\$6,000.00
Banner L2-20B, L2-20B-1, L2-20B-2, L2-20B-3	A4/B1 Entrance Columns	West Level 2	Section 3	Vinyl	56'W x 15'H	\$25,000.00
Banner L2-20C	A4/B1 Entrance Columns	West Level 2	Section 3	Vinyl	10'W x 15'H	\$6,000.00
Banner L4-51B	C Lobby 4th Level Handrails Facing East	West Level 4	Section 10	Vinyl	54'W x 7'H	\$5,600.00
Banner L4-47A	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	20'W x 7'H	\$2,600.00

Banner L4-47B	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47C	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47D	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47E	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47F	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47G	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47H	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	30'W x 7'H	\$3,500.00
Banner L4-47I	C Lobby 4th Level Handrails Facing East to right of C Lobby	West Level 4	Section 10	Vinyl	20'W x 7'H	\$2,600.00
Banner L4-51A	C Lobby 4th Level Handrails Facing East	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-53	C Lobby 4th Level Southside Handrails	West Level 4	Section 10	Vinyl	20'W x 7'H	\$2,600.00
Banner L4-52A	C Lobby 4th Level Southside Handrails	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-52B	C Lobby 4th Level Handrails Facing East	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-52C	C Lobby 4th Level Southside Handrails	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-52D	C Lobby 4th Level Southside Handrails	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-52E	C Lobby 3rd Level Southside Handrails	West Level 4	Section 10	Vinyl	28'W x 7'H	\$3,400.00
Banner L4-54A	C Lobby 4th Level Northside Handrails	West Level 4	Section 10	Vinyl	27'W x 7'H	\$3,200.00
Banner L4-54B	C Lobby 4th Level Northside Handrails	West Level 4	Section 10	Vinyl	27'W x 7'H	\$3,200.00
Banner L4-54C	C Lobby 4th Level Northside Handrails	West Level 4	Section 10	Vinyl	27'W x 7'H	\$3,200.00

Name	Area	Section	Material	Size	Price
Door Clings L1-DC02	West Level 1	Section 1	Window Cling Options: Perf Window Film, Glass Adhere (Opaque) or Static Window Cling (Transparent)	11"W x 17"H Maximum allowable size.	\$2,000.00
Door Clings L1-DC03	West Level 1	Section 1	Window Cling Options: Perf Window Film, Glass Adhere (Opaque) or Static Window Cling (Transparent)	11"W x 17"H Maximum allowable size.	\$2,000.00
Door Clings W2-DC07	West Level 2	Section 2	Window Cling Options: Perf Window Film, Glass Adhere (Opaque) or Static Window Cling (Transparent)	11"W x 17"H Maximum allowable size.	\$2,000.00

Name	Location	Area	Section	Size	Cost
Escalator/Stair Graphics L1-ESC1- Per Glass Side	West Hall Level 1 Lobby	West Level 1	Section 1	1.88'h x 31' 9.5" w	\$3,200.00
Escalator/Stair Graphics L1-ESC1-Stair Graphics-Entire Staircase	West Hall Level 1 Lobby	West Level 1	Section 1	24.66'x10'	\$9,600.00
Escalator Graphics L2-ESC4-Per Glass Side	West Hall A2 Lobby Area	West Level 2	Section 2	Request specs sheet - Price per glass side	\$3,500.00
Escalator Graphics L2-ESC4-Runner	West Hall A2 Lobby Area	West Level 2	Section 2	request specs sheet	\$3400.00
Escalator Graphics L2-ESC5	West Hall A4 Lobby Area	West Level 2	Section 3	40' 9-1/4" W x = 22-1/2" H (envison side glass panels)	\$3,600.00
Escalator Graphics L2-ESC6	West Hall B1 Lobby Area	West Level 2	Section 3	40' 9" W x = 22-1/2" H (envison glass panels)	\$3,600.00
Escalator Graphics L2-ESC7	West Hall B4 Lobby Area	West Level 2	Section 3	40' 9-1/2" W x = 22-1/2" H (envison glass panels)	\$3,600.00

Exclusive Opportunities

FIRST RIGHT OF REFUSAL

Previous year's sponsor has first-right-of-refusal.

Branded Opportunities

- Attendee Badges **SOLD**
- Attendee Lanyards **SOLD**
- Attendee Pens **SOLD**
- Attendee Registration Bags **SOLD**
- Registration Express Pass Monitors
- GCSAA Conference Countdown Clock
- Attendee Confirmation E-mail Credentials



Exclusive Opportunities

FIRST RIGHT OF REFUSAL

Previous year's sponsor has first-right-of-refusal.

Events & Experiences

- Seminar Lunches
- Sunrise Opening Session **SOLD**
- Opening Session **SOLD**
- CGCS Achievement Luncheon **SOLD**
- Collegiate Turf Bowl and Reception **SOLD**
- Send-Off Closing Celebration **SOLD**
- New Member Appreciation Breakfast



Presentation Opportunities

LIMITED QUANTITIES

Industry Spotlight Stages:

(30 minutes maximum)

Two subjects to present for:

- BMP Industry Spotlight Stage – Helping superintendents be more sustainable and fulfill their BMPs.
- Tech Industry Spotlight Stage – Using technology on the course.

Price per segment:

\$1,000 for a 15-minute segment and

\$1,500 for a 30-minute segment

We will help promote the CTS talks as follows:

- “Industry Spotlight Stage” title, presenter, and company name included with stage schedule on the GCSAA Conference and Trade Show website
- “Industry Spotlight Stage” title, presenter, and company name on the stage schedule signage on the trade show floor
- “Industry Spotlight Stage” title, presenter, and company name with stage schedule on the GCSAA Conference and Trade Show app
- Possible additional on-site marketing on the day of the event

***If you would like for us to help promote your education offering with a tweet and Facebook post, that would be available for an additional \$500.*

GCSAA TV Stage:

Price per segment:

\$3,000 for a 30-minute segment

\$5,000 for a 1-hour segment

Interactive Grass Stage:

Full Tee, Fairway, Green Built

- Forward tee demonstration
- Partial builds
- Green w/ 4 different turf varieties
- Grandstands-All major floor events to take place here
- Media Center
- At Entrance to Trade Show Floor

Price per segment:

\$3000 for a 15-minutes segment

\$5,000 for a 30-minute segment



Education

Education is the cornerstone of the 2023 GCSAA Conference. As the largest education conference in the industry, you'll be sponsoring in-person education in Orlando, Florida, with a lineup featuring seminars, Power Hours and multiple tracks of specialized education. In addition to in-person extended on-demand access.

- **In-person education** – \$2,000 per session
- **Virtual Education** – \$3,000 per session

Recognition Elements

- **In-person recognition**
 - “Presented in partnership with COMPANY NAME” recognition on seminar description page
 - Signage with company logo outside seminar room (Signage must be approved by mid-December)
 - Listing of all seminar education sponsors on website
 - Recognition on opening PowerPoint slide in seminar room
- **Virtual recognition**
 - “Presented in partnership with COMPANY NAME” recognition on seminar description page
 - Exhibitor commercial running prior to and following virtual education (Commercials produced by sponsors)
 - Listing of all seminar's education sponsors on website

*Sponsors are not able to alter or suggest ideas prior to the event for the education sessions.



GCSAA Interactive Facility Learning Tours

What is it?

- A series of interactive and hands on learning events to be held at golf facilities around the 2023 GCSAA Conference and Trade Show
- The tours are part of our overall education curriculum and will take place on Monday and Tuesday (Feb 6 and 7) and will not overlap with the trade show hours.
- Each tour is curated by the GCSAA Professional Development Dept and built around critical topics our members and industry need to explore. Each tour will be broken down into smaller groups to get hands on learning from Subject Matter Experts as well as the facility’s GCSAA members
- Tours are designed to enable hands-on, interactive learning from experts AND learning and sharing with each other
- Each tour is given twice (9am and 1pm) with 100 – 150 attendees per tour but can scale larger based on demand. We break each tour into smaller groups to visit stations.
- The reach of each tour is extended into the thousands as each tour is filmed and turned into post event content for our members and industry to view on-demand via GCSAATV, on our GCSAA Conference and Trade Show website, GCSAA YouTube channel and more
- Sponsors will be integrated into their designated tour enabling their product to be “placed” into actual conditions. Each tour will have a primary “PRESENTING SPONSOR” and 3 non-conflicting, secondary “SUPPORTING SPONSORS”

TOUR TOPICS AND LOCATIONS:

Tour Topic	Course Location
BMPs	Ritz Carlton Grande Lakes
Course Technologies	Hawk’s Landing
Turf Management	Grand Vista Golf Club
Tournament Preparation	Bay Hill*
Bunker Construction & Maintenance	Disney Magnolia
First Green Tour	Orange Tree

*NOTE: two topics take place at the Bay Hill course





GCSAA Interactive Facility Learning Tours

Sponsorship Features	PRESENTING SPONSOR (invests \$25,000)	SUPPORTING SPONSOR* (invests \$5,000)
Sponsor name in the title of this tour, (for example COMPANY NAME SUBJECT NAME Tour)	X	
Sponsor name in all promotion of the Interactive Facility Learning Tour marketing	X	
Use of the video (including custom editing for Sponsor to use)	X	
Inclusion in press release	X	
Ability to place promotional materials on the bus	X	
Placement of sponsors video (10 min or less) on bus video monitor	X	
Sponsor representative on the bus to greet attendees and share insights	X	
One dedicated station on the tour for sponsor to share a hands-on interaction with its products	X	
Products displayed at prominent area where attendees arrive	X	
Promotional signage at each station	X	
Where appropriate, sponsors products integrated into education stations	X	
Banner ad on GCSAA Conference and Trade Show Interactive Facility Tour page of the website for 8 weeks prior to event	X	
Banner ad on GCSAA Conference and Trade Show mobile app on Interactive Facility Tour page	X	
Pre-event e-mail to all registered attendees for the sponsored tour including link to sponsors web site	X	
Category Exclusivity	X	
Signage at event	X	X
Ability to place product samples and materials on each seat of the bus	X	X
Pre-event e-mail to all registered attendees for the sponsored tour including link to sponsors web site	X	X
Banner ad on GCSAA Conference and Trade Show Interactive Facility Tour page of the website for 8 weeks prior to event	X	X
Banner ad on GCSAA Conference and Trade Show mobile app on Interactive Facility Tour page	X	X

*Note: Supporting sponsor cannot compete in same category as Presenting Sponsor

Golf Championship Sponsorship and Marketing Opportunities



Hole Sponsorship

\$4,995 each (14 available)

- Four (4) complimentary entries to participate in each day of the 3-day event. Entries can be used for up to two (2) company representatives to participate in all golf, social and networking functions. The remainder of the four (4) entries can be offered to GCSAA member superintendents as guests of the sponsor.
- Tee box signage recognition on one hole at each golf course being utilized each day.
- Recognition via signage on-site, website presence, GCSAA *This Week*, GCM full-page tournament ads, and a GCSAA.tv tournament promo.
- Sponsor recognition signage on GCSAA Conference show floor tournament display.
- Investment is awarded with GCSAA Conference priority points.

Breakfast Sponsorship

Exclusive Opportunity

- Grab-and-go breakfast for each player, each day of the 3-day event.
- Four (4) complimentary entries to participate in each day of the 3-day event. Entries can be used for up to two (2) company representatives to participate in all golf, social and networking functions. The remainder of the four (4) entries can be offered to GCSAA member superintendents as guests of the sponsor.
- Signage recognition and networking opportunities at the hotel during breakfast service.
- Recognition via signage on-site, website presence, GCSAA *This Week*, GCM full-page tournament ads, and a GCSAA.tv tournament promo.
- Recognition in announcements each day at each course prior to start of play.
- Company logo on breakfast tickets
- Sponsor recognition signage on GCSAA Conference show floor tournament display.
- Investment is awarded with GCSAA Conference priority points.



Beverage Cart Sponsorship

Exclusive Opportunity

- Two (2) drink/beverage cart tickets for each player, each day of the 3-day event.
- Four (4) complimentary entries to participate in each day of the 3-day event. Entries can be used for up to two (2) company representatives to participate in all golf, social and networking functions. The remainder of the four (4) entries can be offered to GCSAA member superintendents as guests of the sponsor.
- Tee box signage recognition on one hole at each golf course being utilized each day.
- Recognition via signage on-site, website presence, GCSAA *This Week*, *GCM* full-page tournament ads, and a GCSAA.tv tournament promo.
- Recognition in announcements each day at each course prior to start of play.
- Company logo on drink tickets.
- Sponsor recognition signage on GCSAA Conference show floor tournament display.
- Investment is awarded with GCSAA Conference priority points.



GCSAA

Conference and Trade Show

2023 SPONSORSHIP AND MARKETING GUIDE

Contact your GCSAA account team

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