

GIBBBS LANDSCAPE



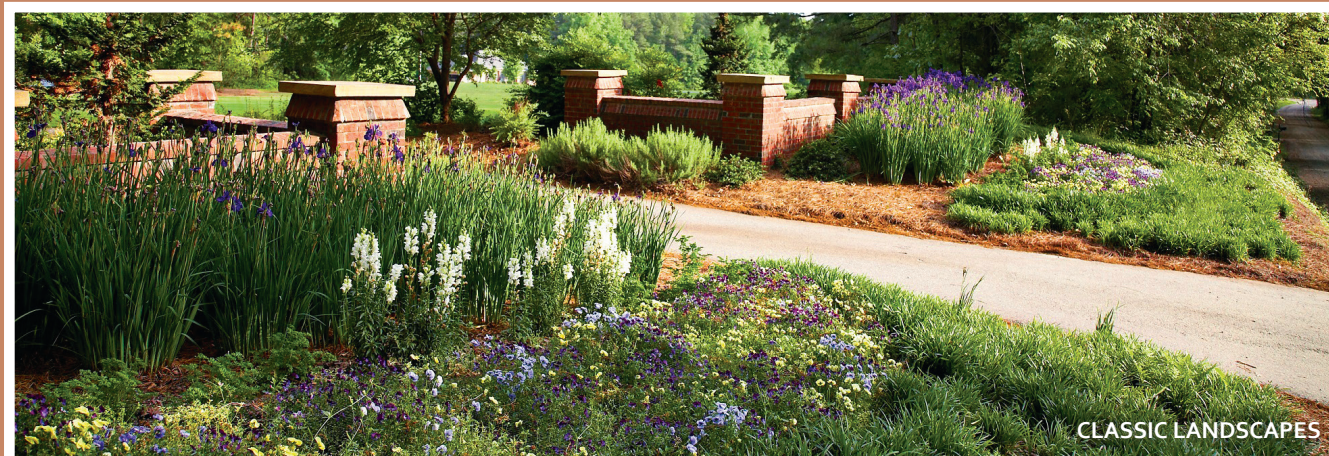
CHATHAM LANDSCAPE



FLORALIS GARDEN DESIGN



THE OUTDOOR LIGHTS



CLASSIC LANDSCAPES

**TODAY'S
LEADERS
PLUS
TOMORROW'S
LEADERS**

**ALL IN
ONE
PLACE**



URBAN **AG** COUNCIL
GEORGIA

2018 Media Guide

About Georgia UAC

The Georgia Urban Ag Council is Georgia's premier green industry association for professionals involved in all sectors of the industry.

UAC is dedicated to advancing goals and sound policies that enhance and support an ethic of quality urban agriculture and sustainable landscaping in Georgia.

UAC represents one of the largest and most successful industries in Georgia, with more than \$8 billion in sales, 7,000 companies and more than 80,000 employees.

UAC serves its members by advocating for an environmentally and economically sustainable urban ag industry.

About our members

The Georgia Urban Ag Council is comprised of today's leaders as well as tomorrow's leaders of the urban ag industry:

- > Turf care
- > Landscape design
- > Sports turf management
- > Tree care
- > Lighting
- > Golf course management
- > Green industry suppliers and consultants
- > Parks/rec management
- > Nursery/grower/garden centers
- > Sod production
- > Landscape management
- > Landscape construction
- > Irrigation

These people come together as Georgia UAC members because they are serious about growing their businesses and just as serious about strengthening their industry.

How many ways can you save?

There are many options and opportunities for you to reach UAC members, with varying discounts and bonuses available, depending on the publication and event.

Members save even more!

UAC business-level members receive discounts on advertising and discounts along with preferred placement on exhibit space. Some sponsorship opportunities and advertising bonuses are available only to UAC members. So, do the math - get a better deal and support your industry, all at the same time.

For membership details, visit urbanagcouncil.com or call 800.687.6949.

About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

- > *UAC Magazine*
- > UAC website ads
- > UAC Lunch + Learn
- > UAC dinner meetings
- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*
- > EDGE Expo

Questions?

800.687.6949
kathy@georgiauac.com

- > **UAC Magazine** is a glossy color magazine published four times each year. The content-rich magazine is a favorite member benefit, making it an excellent advertising value.

Distribution

UAC Magazine is mailed to all UAC members as well as friends of the association in the media, education, and government. The current issue is available for viewing on the UAC website; past issues are archived for members to access at any time. Ads are included in both print and online versions.

Editorial

Four main content categories:

UAC News.....association updates and member news
 Business.....wide range of business topics for owners
 Industry.....legislative updates and issues
 Urban Ag.....horticulture information from industry experts

Regular features:

Save the datedetails about upcoming UAC events
 Have you met.....Q & A introduction to a UAC member
 Pest 411.....ID and control information about a pest insect
 Me & my mentorUAC industry leaders answer questions
 Safety worksinfo for business owners on a specific safety issue
 Health & benefitsupdates and reminders on timely topics
 What the tech?.....web and social media topics are demystified

Specifications on page 6.

- > **UAC website banner ads** are visible on every page, allowing you to reach a broad audience of consumers and industry professionals. Ads are displayed in rotation and link directly to your company's website. Visit urbanagcouncil.com.

Specifications on page 7.

- > **UAC Lunch + Learn** sessions focus on current industry issues, targeted at business owners and managers. These events are open to both members and visitors. Sponsors are given the opportunity to speak directly to the group, provide products and/or information for participants, and have their logo included on all event promotions. Available to current business-level UAC members only.

Specifications on page 7.

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- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*
- > EDGE Expo

	Advertising	Sponsorship	Exhibit
<p>> UAC dinner meetings are well attended by business owners and decision-makers for the business-related topics and the quality time with other members. Dinners are held in the Atlanta metro area and in locations around the state. Sponsorships range from dining room sponsors, which includes presentation time in front of the group, to networking table sponsors during the networking part of the evening. Available to current business-level UAC members only.</p> <p><i>Specifications on page 8.</i></p>		✓	
<p>> SEED - support, energize, enable, and develop - sponsorships are an opportunity for UAC members to support the organization and the industry at a level beyond their annual membership investment. Annual sponsorships are divided into six levels, each with their own benefits and levels of visibility.</p> <p><i>Specifications on page 9.</i></p>		✓	
<p>> UAC Georgia Sod + Turf Producers Field Day is held in odd-numbered years, typically in Tifton and Perry, GA. The event attracts sod and turf producers and their customers alike for industry updates and equipment demos. The event program is distributed to all who attend.</p> <p><i>Specifications on page 10.</i></p>	✓		✓
<p>> UGA Turfgrass Research Field Day is hosted at the Griffin campus in even-numbered years, offering the results of the latest turfgrass research and highlighting the newest turfgrass releases. The event program is distributed to all who attend.</p> <p><i>Specifications on page 11.</i></p>	✓		✓
<p>> The UAC Sporting Clays Tournament, held each fall at a private club, is fast becoming one of UAC's most popular events. Individuals and teams spend the morning outdoors on the course, then gather in the clubhouse for a BBQ lunch and to find out who won the competition. A variety of sponsorships offer visibility for signage, gear, lunch, and scorecards. Available to current business-level UAC members only.</p> <p><i>Specifications on page 12.</i></p>		✓	

About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

- > *UAC Magazine*
- > UAC website ads
- > UAC Lunch + Learn
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- > UGA Turfgrass Research Field Day
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- > ***Turfgrass Pest Control Recommendations for Professionals*** contains research and data from the University of Georgia's Turf Team and serves as a year-round resource for turfgrass professionals. This handbook is distributed to UAC members, EDGE Expo attendees, UGA extension offices, and also is available online.

Specifications on page 13.



- > Held annually in December, **EDGE Expo** brings together industry experts and professionals for a full day of quality education. The educational program presents topics and continuing education credits across the industry. A variety of sponsorship options allow companies to choose their level of involvement, from an industry supporter role to tabletop displays to speaking directly to groups in educational sessions. The full-color show directory is distributed to all trade show attendees, exhibitors, speakers and guests.

Specifications on pages 14 - 15.



About Georgia UAC

About our members

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Opportunities

Specifications

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- > UAC dinner meetings
- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
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- > EDGE Expo

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Ad size	Camera-ready art sizes	Business-level UAC members		Others	
		black & white	color	black & white	color
Full page (covers subject to availability)					
• Outside back cover (OBC)	7.5 in. x 10 in. (portrait only)	n/a	\$738	n/a	n/a
• Inside front cover (IFC)	7.5 in. x 10 in. (portrait only)	n/a	\$645	n/a	n/a
• Inside back cover (IBC)	7.5 in. x 10 in. (portrait only)	n/a	\$645	n/a	n/a
• Interior of magazine (FPI)	7.5 in. x 10 in. (portrait only)	\$400	\$584	\$554	\$738
✓• Interior/UGA article (UGA)*	7.5 in. x 10 in. (portrait only)	n/a	\$884	n/a	n/a
1/2 page	7.5 in. x 5 in. (landscape only)	\$277	\$430	\$400	\$584
1/4 page	3.75 in. x 5 in. (portrait only)	\$246	\$369	\$338	\$461

* Sponsor an article written by a UGA expert and receive a full-page ad placed with the article plus your logo on the article itself. Contact us for topic list and details.

Bonuses for advertisers

- Each issue will have a directory with the advertiser, their website, and the page where their ad can be found.
- UAC members will receive a current member contact list after each ad invoice is paid.
- UAC members who make a four-issue commitment with a full-page ad will have a complimentary banner ad on UAC's website for the 12-month period when their ad is running in *UAC Magazine*.
- UAC members who place full-page ads can have their one-page inserts included with that issue's mailing at no additional cost. Just send your inserts directly to our printer and we'll take care of the rest. Contact us for the shipping address.

Publication schedule *Submit artwork by art due date to Kathy Johnson via email: kathy@georgiauac.com*

- Winter (Jan/Feb/Mar) **art due November 10**
- Summer (Jul/Aug/Sep)..... **art due May 10**
- Spring (Apr/May/Jun)..... **art due February 10**
- Fall (Oct/Nov/Dec)..... **art due August 10**

Frequency discount

- 10% discount for four-issue commitment of full- and half-page ads in 12-month period, current business-level UAC members only.

Specifications

- Resolution: 300 dpi | Mode: CMYK or Grayscale only (no RGB or index color) | File format: jpg or pdf | No bleeds
- All ad copy and artwork is included at the discretion of the UAC Board and Executive Director and may be edited or refused.*

Inserts

Preprinted inserts may be included with the magazine for \$300 for a one-page insert. Inserts for each issue must be shipped directly to the printer by the "art due" date above. Please contact us for the shipping address and rates on multi-page inserts.

About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

> *UAC Magazine*

> UAC website ads

> UAC Lunch + Learn

> UAC dinner meetings

> SEED sponsorships

> UAC Sod & Turf Producers Field Day

> UGA Turfgrass Research Field Day

> UAC Sporting Clays Tournament

> *Turfgrass Pest Control Recommendations for Professionals*

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UAC WEBSITE BANNER ADS

Available to current UAC business-level members only

Visit urbanagcouncil.com/uac-website-banner-ads to learn more and sign up!

Ad size	Business-level UAC members
465 pixels wide x 68 pixels tall Resolution: 72 dpi Mode: RGB File format: jpeg	\$250/month
<ul style="list-style-type: none">Website banner ads are displayed in rotationAd will link to your company website (please provide URL on the contract)	
Submit artwork to Kathy Johnson via email: kathy@georgiauac.com	

UAC LUNCH + LEARN

Sponsorships available to current UAC business-level members only

Visit urbanagcouncil.com/uac-lunch-learn to learn more and sign up!

Sponsorship level	Number of sponsors per meeting	Business-level UAC members
Event Sponsor*	Maximum of two companies	\$250
<ul style="list-style-type: none">Sponsor will provide company logo which will be included in UAC's promotion of the event.Sponsor will speak for a maximum of three minutes during the event.Products/promotional items may be displayed in the room and/or included on the tables for participants.		

* UAC reserves the right to schedule sponsors so their products/services are not in competition. Sponsorships must be pre-paid.

Sponsorship availability can change quickly. Please call 800.687.6949 to discuss the current options.

About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

- > UAC Magazine
- > UAC website ads
- > UAC Lunch + Learn
- > UAC dinner meetings
- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > Turfgrass Pest Control Recommendations for Professionals
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UAC DINNER MEETINGS

Sponsorships available to current UAC business-level members only

Visit urbanagcouncil.com/uac-dinner-sponsorships to learn more and sign up!

Sponsorship level	Number of sponsors per meeting	Business-level UAC members
Exclusive Dining Room Sponsor*	One company only	\$1100
<ul style="list-style-type: none">• Sponsor will provide company logo, contact information, and selling points; UAC will create slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes).• UAC will provide handouts of slide presentation for all members in attendance.• Sponsor will speak for a maximum of ten minutes during the dinner meeting; slides will loop in background.• Product/promotional items may be displayed in the dining room and/or on dining tabletops.• Listing of sponsorship will be included on UAC website and event registration forms.		
Dining Room Co-Sponsor*	Two companies only	\$600 each
<ul style="list-style-type: none">• Each sponsor will provide company logo, contact information, and selling points; UAC will create slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes).• UAC will provide handouts of slide presentation for all members in attendance.• Each sponsor will speak for a maximum of five minutes during the dinner meeting; slides will loop in background.• Product/promotional items may be displayed in the dining room and/or on dining tabletops.• Listing of sponsorship will be included on UAC website and event registration forms.		
Networking Table Sponsor*	Four companies maximum	\$250 each
<ul style="list-style-type: none">• Sponsors will display their product/service/promotional items on a table in the bar area prior to the dinner meeting (5:30-6:30 p.m.), and use this casual social time to share their product with members.• Sponsor will provide company logo to be included in dinner slide presentation and handouts.• Promotional items for networking table sponsors are permitted only in the bar area, not on dining room tables.• Listing of sponsorship will be included on UAC website and event registration forms.		

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About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

> *UAC Magazine*

> UAC website ads

> UAC Lunch + Learn

> UAC dinner meetings

> SEED sponsorships

> UAC Sod & Turf Producers Field Day

> UGA Turfgrass Research Field Day

> UAC Sporting Clays Tournament

> *Turfgrass Pest Control Recommendations for Professionals*

> EDGE Expo

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SEED SPONSORSHIPS

Sponsorships available to current UAC business-level members only

Visit urbanagcouncil.com/seed-sponsorship-opportunities to learn more and sign up!

This is an annual sponsorship, in addition to your membership investment, begins on the contribution date. SEED sponsorships help fund initiatives such as workforce development programs.

Sponsorship levels and benefits	Contribution
DIAMOND Company logo will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, <i>UAC Magazine</i> and other printed materials and on banners/signage at UAC-sponsored events. In addition: choice of two full-page color interior ads in <i>UAC Magazine</i> OR web banner ad for six months on UAC website (your choice of issues/months). <i>Total maximum value of additional benefits: \$1500.</i>	\$3000
PLATINUM Company logo will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, <i>UAC Magazine</i> and other printed materials and on banners/signage at UAC-sponsored events. In addition: choice of one full-page color interior ad in <i>UAC Magazine</i> OR web banner ad for three months on UAC website (your choice of issue/months). <i>Total maximum value of additional benefits: \$500.</i>	\$1000
GOLD Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, <i>UAC Magazine</i> and other printed materials and on banners/signage at UAC-sponsored events. In addition: one month web banner ad on UAC website (your choice of month). <i>Total maximum value of additional benefits: \$250.</i>	\$500
SILVER Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, <i>UAC Magazine</i> and other printed materials and on banners/signage at UAC-sponsored events.	\$250

About Georgia UAC

About our members

How many ways can you save?

Opportunities

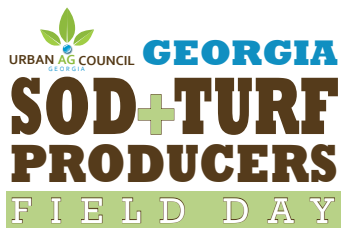
Specifications

- > *UAC Magazine*
- > UAC website ads
- > UAC Lunch + Learn
- > UAC dinner meetings
- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*
- > EDGE Expo

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- Held in odd-numbered years in Tifton and Perry, GA, rain or shine.
- Each booth includes one table, two chairs, and lunch for two exhibitors.
- Exhibit space is outdoors so tents are recommended; electricity is not available.
- Complimentary business-card sized ad in the program (**subject to deadline**).

Next event: Fall 2019 | Date to be advised

Visit urbanagcouncil.com/uac-georgia-sod-turf-producers-field-day for updates.

Exhibitor options

Tabletop display space (no room for equipment): 10' x 10'

Exhibit booth (room for equipment display): 20' x 30'

To demonstrate equipment (must also rent booth)

Additional personnel (first two included)

Sponsorships*

Business-level UAC members

Company logo on signage, in directory and included in all event promotions. Promotional items may be displayed in the room and/or on the tabletops. **Reception sponsor:** three minutes to speak to the group at the reception. **Breakfast sponsor:** three minutes to speak to the group at the morning session.

Reception sponsor

Breakfast sponsor

* UAC reserves the right to schedule sponsors so their products/services are not in competition. Sponsorships must be pre-paid.

Display advertising

Camera-ready art sizes

Business-level UAC members

Others

Full page (black/white)

7.5 in x 10 in. (portrait only)

1/2 page (black/white)

7.5 in. x 5 in. (landscape only)

1/4 page (black/white)

3.75 in. x 5 in. (portrait only)

Art due date: to be determined

Submit artwork to Kathy Johnson via email: kathy@georgiauac.com

Specifications

• Resolution: 300 dpi | Mode: CMYK or Grayscale only (no RGB or index color) | File format: jpg or pdf | No bleeds

All ad copy and artwork is at the discretion of the UAC Board and Executive Director and may be edited or refused.

About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

> UAC Magazine

> UAC website ads

> UAC Lunch + Learn

> UAC dinner meetings

> SEED sponsorships

> UAC Sod + Turf Producers Field Day

> UGA Turfgrass Research Field Day

> UAC Sporting Clays Tournament

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UGA TURFGRASS RESEARCH FIELD DAY

August 9, 2018 | 11:30 am - 2:00 pm

Art due date: June 15, 2018

Visit urbanagcouncil.com/uga-turfgrass-field-day to learn more and sign up!

- Held in even-numbered years at the UGA campus in Griffin, GA
- Each booth will have one 6-foot table and two chairs.
- Exhibit space is outdoors; electricity is not available.
- Lunch and registration for two representatives are included with each booth rental.
- Company listing in the program (if registered by June 15).
- List of attendees/contact info after the event.
- Average number of attendees: 800

Exhibit space	Business-level UAC members	Non-members
Exhibit booth: 10'x10'	\$450	\$600
Double booth: 20' x 20'	\$650	\$800
Early Bird Discount (if registered by July 1, 2018)	Subtract \$50	Subtract \$50
Additional registrations (first two included)	\$25 each	\$25 each

Display ad size	Camera-ready art sizes	Business-level UAC members	Non-members
Full page (black/white)	7.5 in. x 10 in. (portrait only)	\$450	\$550
1/2 page (black/white)	7.5 in. x 5 in. (landscape only)	\$300	\$400
1/4 page (black/white)	3.75 in. x 5 in. (portrait only)	\$200	\$300

Specifications for display ads

- Resolution: 300 dpi
- Mode: Grayscale only
- File format: jpg or pdf
- No bleeds

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About Georgia UAC

About our members

How many ways can you save?

Opportunities

Specifications

> *UAC Magazine*

> UAC website ads

> UAC Lunch + Learn

> UAC dinner meetings

> SEED sponsorships

> UAC Sod & Turf Producers Field Day

> UGA Turfgrass Research Field Day

> UAC Sporting Clays Tournament

> *Turfgrass Pest Control Recommendations for Professionals*

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Sponsorship availability can change quickly. Please call 800.687.6949 to discuss the current options.



UAC SPORTING CLAYS TOURNAMENT

Sponsorships available to current UAC business-level members only

Visit urbanagcouncil.com/uac-sporting-clays-tournament to learn more!

October 25, 2018 | Blalock Lakes | Newnan GA

Sponsorship levels and benefits

Contribution

All sponsors are free to display and/or distribute their own promotional items at the tournament.

Ball Cap Sponsor (1 available)

\$2500

- One 4-player sporting clay shooting team (includes lunch + 50 rounds each)
- Company logo on welcome banner and ball cap

Shell Bag Sponsor (2 available)

\$2000

- One 4-player sporting clay shooting team (includes lunch + 50 rounds each)
- Company logo on welcome banner and shell bag

Lunch Sponsor (4 available)

\$750

- Two individual sporting clay shooting registrations (includes lunch + 50 rounds each)
- Company logo on welcome banner and lunch sign

Station Sponsor - does not include a team

\$100

- One station sponsor sign
- Company name on welcome banner

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About our members

How many ways can you save?

Opportunities

Specifications

- > UAC Magazine
- > UAC website ads
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- > UAC dinner meetings
- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
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- > Turfgrass Pest Control Recommendations for Professionals
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TURFGRASS PEST CONTROL RECOMMENDATIONS FOR PROFESSIONALS

Next printing: Summer 2018

- Covers printed in color
- Interior of book printed in black & white only
- Distributed throughout the year and available for online download

PLEASE NOTE: This publication is printed in a horizontal (landscape) not vertical (portrait) format.

Ad size	Camera-ready ad sizes	Business-level UAC members	Others
Full page (<i>covers subject to availability</i>)			
• Inside front cover (full color)	7.5 in x 10 in. (landscape only)	\$1000	\$1200
• Inside back cover (full color)	7.5 in x 10 in. (landscape only)	\$1000	\$1200
• Outside back cover (full color)	10 in x 6.5 in (landscape only)	\$1250	\$1800
• Interior (black/white)	7.5 in x 10 in. (landscape only)	\$500	\$750
1/2 page (black/white)	10 in. x 3.5 in. (landscape only)	\$350	\$500

Art due date: June 1, 2018

Submit artwork by art due date to Kathy Johnson via email: kathy@georgiauac.com

Specifications

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- File format: jpg or pdf
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About our members

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Opportunities

Specifications

> *UAC Magazine*

> UAC website ads

> UAC Lunch + Learn

> UAC dinner meetings

> SEED sponsorships

> UAC Sod & Turf Producers Field Day

> UGA Turfgrass Research Field Day

> UAC Sporting Clays Tournament

> *Turfgrass Pest Control Recommendations for Professionals*

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Educational Conference

December 11 - 12, 2018
Infinite Energy Center | Duluth, GA



Save the date!

Sponsorship and networking details coming soon.

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- > SEED sponsorships
- > UAC Sod & Turf Producers Field Day
- > UGA Turfgrass Research Field Day
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December 11 - 12, 2018
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Save the date!
Advertising details coming soon.

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- > UGA Turfgrass
Research Field Day
- > UAC Sporting Clays
Tournament
- > *Turfgrass Pest Control
Recommendations for
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Updated 5/3/18

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