

It's Show Time!



Source: www.TurfMagazine.com

It's the time of year we've all been waiting for: GIE+EXPO time!

GIE+EXPO is the place to look ahead to 2010. It's the place where manufacturers unveil their newest products, and you can be the first to see what's coming out for the next year. We have a sneak peek of the new products scheduled to be debuted at the show starting on page C9. If you see a product that piques your interest, check out the Ice Breaker section on page C8, and make an appointment prior to the show to meet with a manufacturer's representative at GIE+EXPO.

This year, the New Products Arena will be on the show floor, and all press conferences will be held there, so all attendees can attend product launches and supplier announcements (a first for visitors at the show). Another new feature is the High-Performance Service Department, which will include a how-to pavilion simulating a highly efficient service department, so dealers and service department managers can learn best practices and talk with suppliers.

You can also look forward to the outdoor demonstration area where you can test-drive equipment, and the daily workshops and seminars that can help you run your business better, as well as the free concerts (this year featuring Eddie Money, The Briggs Bluesbusters, The Grass Roots and 4th Street Live! Street Party with The Blues Brothers) and the Trucks of the Industry Giveaway (sponsored in part by Turf).

GIE+EXPO is also a great place to network with fellow lawn care and landscape professionals. The best advice is usually found from others in the industry—those who have been where you are.

This will be my first time attending GIE+EXPO, and I have to admit that I'm very excited. I believe that meeting people face to face is valuable to business relationships, and I am looking forward to meeting with our advertisers, who I work with every day (usually through e-mail or brief phone conversations), as well as having a chance to talk with our readers. Make

sure to stop by booth 3058 to visit.

See you at the show!



Amy K. Hill

Editor

ahill@MooseRiverMedia.com