



Sponsorship invitation:

Get Smart about Irrigation

Irrigation Conference 2011

Landscape Ontario Horticultural Trades Association, Irrigation Sector Group

January 10, 2011

Toronto Congress Centre, Waxman Room



Irrigation has been identified as having a significant impact on municipal water resources. With rising water rates, a growing population and an increased burden on drinking water infrastructure, now is the time for irrigation professionals to talk to their clients about water conservation techniques and to concentrate their efforts on irrigating efficiently.

While control measures such as watering restrictions and bans are largely beyond the control of irrigation professionals, currently the irrigation industry has an enormous opportunity to be proactive in programs of conservation, rainwater harvesting, grey water reuse and public outreach programs. Through proactive approach, the irrigation industry is ideally positioned to play a leadership role in water stewardship.

Green Building Standards and water resource limitations are driving an increased need and demand for water conservation on our landscapes and this represents a business opportunity to offer new services that are highly valued and sought after in our communities. Now is the time to learn about technologies that can help you deliver water savings to your clients. Come learn from water professionals that are leading the way in alternative water source use, green design and technologies that enhance the irrigation contractor's position in the market.

Attendees will hear from:

- Industry experts
- The Irrigation Association
- Technology manufacturers
- Municipal representatives

Attendees will learn:

- New technologies and techniques to help reduce water waste
- Business strategies to implement water reduction programs

Who should attend:

- All irrigation professionals, technicians and designers
- Landscape architects and landscape designers
- Landscape companies
- Building and property managers
- Turf and grounds maintenance personnel
- Growers and nursery businesses
- Municipal parks professionals
- Municipal water staff
- Others that need to know how water is being managed

Continued

When and Where:

Jan. 10, 2011, 9:00 a.m. to 4:15 p.m., Toronto Congress Centre, Waxman Room

Program

8:00 – 9:00 a.m.	Registration and coffee
9:00 – 10:00	Landscape Ontario Irrigation Sector Group Annual General Meeting A review of group activity, issues and events, certification, Smart Irrigation Month and elections <i>Chris LeConte, chair, Irrigation Sector Group</i>
10:00 – 10:45	Keynote Address: World Water Trends, Water Efficient Products and the Impact of Irrigation on Water Resources <i>Bill Gauley, P.Eng, Veritec Consulting</i>
10:45-11:00	Refreshment Break
11:00 – Noon	Update and Overview of Peel Region Initiatives <i>Johann Manente, Peel Region</i> <i>Bill Gauley, P.Eng, Veritec Consulting</i>
Noon – 1:00 p.m.	Lunch (Included with registration)
1:00 – 1:45	Innovation in Irrigation <i>Damien Zawicki, John Deere Landscapes</i>
1:45 – 2:30	North American Water Issues, An update from the Irrigation Association <i>Chris Le Conte, IA Ambassador</i>
2:30 – 2:45	Refreshment Break
2:45 – 3:30	Business Opportunities with Rain Water Harvesting <i>Ed Beaulieu, Aquascapes</i>
3:30 – 4:15	Irrigation Retrofit Study <i>Kathy McAlpine-Sims, Halton Region</i>

Registration information

Ticket prices up to Dec. 22 are \$75 for members of Landscape Ontario, Canadian Nursery Landscape Association, Ontario Parks Association, The Irrigation Association or municipalities, and \$100 for non-members.

After December 22, prices are \$95 and \$120 respectively.

Admission to Congress 2011 trade show exhibits is included in registration prices.

More information and online registration is available at www.locongress.com.

Sponsorship opportunities

Tabletop sponsor: \$400, six available

- On-site exposure: tabletop display during all program breaks
- Advertising and promotion value: your company name is listed on event publications, including websites

Event sponsor: \$100

- On-site exposure: your company name on associate sponsor poster
- Advertising and promotion value: your company name is listed on event publications, including websites

For more information on sponsorship please contact

Rachel Cerelli, 1-800-265-5656, ext. 326, rachelc@landscapeontario.com.

Sponsorship registration form on following page

Sponsorship Registration Form

HORTICULTURAL TRADES ASSOCIATION
landscape ontario.com



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Return form by mail or fax to:

Rachel Cerelli, Landscape Ontario, 7856 Fifth Line S., Milton, ON L9T 2X8

Fax **905-875-3942**

Company name

Main contact

Address

City

Province/State

Postal/Zip code

Email

Telephone

Fax

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Payment information

Please make cheques payable to Landscape Ontario and return with this form to:

Rachel Cerelli, Landscape Ontario, 7856 Fifth Line S., Milton, ON L9T 2X8

If you wish to pay by credit card please complete below:

Visa, Mastercard or American Express number

Cardholder name

Expiry date

Signature

Thank you for being an important part of Ontario's irrigation industry!