

Canadian International Turfgrass Conference and Trade Show

Format Changes

The Canadian Golf Superintendents Association (CGSA) will be hosting the conference jointly with the Western Canada Turfgrass Association (WCTA) and in cooperation with the British Columbia Golf Superintendents Association (BCGSA) February 17 – 21, 2014 in Vancouver, British Columbia.

Change to Mid-Week Dates: Beginning in 2014, CITCTS will be staged from **Tuesday to Thursday** with Specialized Learning Workshops (SLW) scheduled on the preceding Monday and the following Friday. Individuals attending CITCTS will be able to attend the event within the normal work week, a request from delegates and members that was repeated frequently in the hundreds of survey responses received during the review's 15 month timeframe.

Education Opportunities: The new format will embrace concurrent conference sessions, keynote plenary presentations, industry sponsored time slots, tech talks and demonstrations as well as full and half day SLW as every avenue is explored to address your training and information needs while providing as many viable options for you to gain continuing education credits as is possible within the five day program. CGSA will continue to make application to approval authorities across Canada and to the GCSAA to provide the broadest scope of education credit opportunities available anywhere for Canadian superintendents and turf managers.

The Trade Show: Exhibitors have regularly expressed concern with the competing time components of the traditional format indicating that hours that competed with education programming were unproductive hours. The 2014 CITCTS trade show will consist of 8.5 hours of non-competing trade show time, up from the 6.5 hours under the previous format. **There will be no competing hours.** The show will open in the evening for the first time (Tuesday) with a two hour reception. The show will then re-open for a full day of activities on Wednesday featuring:

- Demonstrations
- Tech Talks
- Prizes
- Silent Auction
- Fest of Ale
- More...

Social Events and Networking Opportunities: CITCTS will continue to have a robust social program. CITCTS will continue to have organized events including the President's Reception, the Awards Luncheon, the Trade Show Social Hour and the Party Night. The new format will provide many evening opportunities for personal time to explore the host city and get together with friends as well as for industry attendees to provide hospitality activities for delegates.

CITCTS 2014 represents significant change based on input and feedback from delegates, members and suppliers. The CGSA in cooperation with the WCTA and BCGSA bring the biggest annual professional development and exhibit opportunity available in Canada for golf course professionals and sports field managers.

www.golfsupers.com/vancouver2014.