

# EXPO '98

celebrates 15 years

*The 15th annual International Lawn, Garden & Power Equipment Expo will be Saturday through Monday, July 25-27, 1998, at the Kentucky Exposition Center in Louisville.*

**S**urveys show that the No. 1 reason visitors attend the Outdoor Power Equipment EXPO is to see new products.

In response to those needs, EXPO '98 will give additional emphasis to new products and how they can contribute to profitability for dealers, retailers and lawn and landscape professionals.



Veteran attendees consider EXPO an open house of new products because it is their one opportunity during the year to see nearly 600 suppliers' latest innovations, all under one roof.

"EXPO 98 is a can't-miss event for every business person in our industry interested in making a profit," said Dennis C. Dix, president and CEO of the Outdoor Power Equipment Institute Inc. (OPEI), sponsor of EXPO.

"It's the only place everyone in the industry can learn smart business practices, whether it's running a profitable dealership, merchandising products or marketing services."

EXPO officials also report that a new technical and O.E.M.-supplier pavilion has sold out of its exhibit space.

Displays are expected to cover 262,000 sq. ft. in the exhibit halls. Products on display will include power equipment and lawn and garden products for consumer,

**The International Lawn, Garden & Power Equipment Expo is an open house of new products.**

## **EXPO '98 the international marketplace for new products**

For distributors, agents and buyers from around the world, the International Lawn, Garden & Power Equipment Expo is an open house of new products. Set for Saturday through Monday, July 25-27, 1998, at the Kentucky Exposition Center in Louisville, this is the industry's one opportunity during the year to see the latest innovations from U.S. suppliers, all in one place. About 600 exhibiting companies worldwide are expected to participate.

The trade fair is sponsored by the Outdoor Power Equipment Institute (OPEI). Its members are among the companies that will exhibit and demonstrate their new products and equipment. As of March 20, companies from 8 countries have reserved exhibit space. The countries represented include Australia, Canada, England, Ireland, Italy, Sweden, Switzerland and the United States. Visitors are expected to travel from 60 countries worldwide.

# EXPO '98 daily schedule

## FRIDAY, JULY 24

**Exhibitor Reception**  
7-11 p.m.

**Tour:** "Star of Louisville" dinner cruise; \$45/person (includes dinner; transportation to dock not provided)

**7 p.m.** Dealer Night - Redbirds Baseball

## SATURDAY, JULY 25

**Outside Exhibits: 8 am-5 pm/Inside Exhibits: 9 am-5 pm**

**8-10 a.m.** Technician Testing & Certification; sponsored by the Engine Service Association

**8-10 a.m.** Technician Testing & Certification; sponsored by Kohler Co.

**8-10:30 a.m.** Technician Testing & Certification; sponsored by Tecumseh Products Company

**8 a.m.-12:30 p.m.** Technician Testing & Certification; sponsored by Briggs & Stratton

**9-11 a.m. Free Seminar:** What Impact Will The Industry EDI Guidelines Have On Your Business? sponsored by the Outdoor Power Equipment Institute, Inc.

**10 a.m.-12:30 p.m.** Technician Testing & Certification; sponsored by the Engine Service Association

**10 a.m.** Free Hands-On Dealer Workshop: Make Money In Service

**10-11:30 a.m.** LGDA meeting

**10-11:30 a.m.** TSDA's open forum for dealers on setting goals

**11 a.m.-3:30 p.m.** Tour: A day in the Bluegrass. Lunch at Old Stone Inn with a stop at Labrot & Graham Distillery; \$32/person

**1-3 p.m.** Technician Testing & Certification; sponsored by Kohler Co.

**1-3:30 p.m.** Technician Testing & Certification; sponsored by Tecumseh Products Company

**1-4:30 p.m.** Tour: Louisville Slugger Museum & Joe Ley Antiques; \$32/person

**1-5:30 p.m.** Technician Testing & Certification; sponsored by Briggs & Stratton

**1:30 p.m.** Free Hands-On Dealer Workshop: Make Money In Service

**3-5 p.m.** Make Your OPE Dealership Into A Star!, free seminar for dealers

**3-5 p.m.** Selling Millions Every Year, for lawn care industry & landscape management professionals.

**6:30-10:30 p.m.** Tour: A night of racing at Louisville Motor Speedway; \$15/person (includes picnic, but not transportation)

**7 p.m.** Dealer Night - Redbirds Baseball

## SUNDAY, JULY 26

**Outside Exhibits: 8 am-5 pm/Inside Exhibits: 9 am-5 pm**

**10-11:30 a.m.** Tour: Fashion seminar and makeovers. Coffee and

## Associations plan education tracks

Landscape professionals at the International Lawn, Garden & Power Equipment Expo (EXPO 98) will find more valuable opportunities than ever during the annual trade show, July 25-27, in Louisville. And with the show's successful Saturday start-date, landscape contractors will spend less time away from their businesses.

The Professional Lawn Care Association of America (PLCAA) and the Associated Landscape Contractors of America (ALCA) will sponsor a free seminar program for lawn & landscape pros. The seminars will be 3-5 p.m. Saturday and Sunday, and 9-11 a.m. on Monday.

Landscape professionals will learn how to improve profits and operate more productively with topics including customer service, management, marketing and employee motivation techniques.

The Outdoor Power Equipment Distributors Association (OPEDA) will sponsor a series of seminars for dealers.

soft drinks provided; \$12/person

**10 a.m.** Free Hands-On Dealer Workshop: Make Money In Service

**Noon-4:30 p.m.** Tour: Derby Dinner Playhouse matinee: "Sound of Music." \$40/person (includes lunch)

**1:30 p.m.** Free Hands-On Dealer Workshop: Make Money In Service

**2:45 p.m.** Organic Gardening magazine presents the 10th annual Ultimate Garden Tool Giveaway.

**3-5 p.m.** Managing Your Business for Profit, free seminar for dealers

**3-5 p.m.** Beyond Customer Service, seminar for lawn care & landscape management professionals.

**4-4:45 p.m.** Free International Seminar: Future Perspective of Worldwide OPE Business; sponsored by the Outdoor Power Equipment Institute, Inc.

**5-6:30 p.m.** International Reception for international visitors and exporters; free; by invitation only.

**6-10 p.m.** EXPO Dinner/Concert starring The Four Tops and The

Temptations; \$35 per person; 6 p.m. cash bar / 6:30 p.m. buffet dinner / 8 p.m. concert

## MONDAY, JULY 27

**Outside Exhibits: 8 am-noon/Inside Exhibits: 9 am-3 pm**

**8:30 a.m.-12:30 p.m.** Tour: Backside and front side tour of Churchill Downs; \$31.50/person (includes breakfast)

**9-11 a.m.** Getting Your Message Through, free seminar for dealers and lawn care, landscape management professionals

**11:15 a.m.-2:30 p.m.** Tour: Star of Louisville luncheon cruise; \$36.50/person (includes lunch)

Free seminars for dealers sponsored by OPEDA; co-sponsored by OPEAA & NAEDA.

Free seminars for lawn care & landscape management professionals sponsored by ALCA & PLCAA.

Free workshops for dealers sponsored by NAEDA.

## The Temps, The Tops, racing & Redbirds

The Temptations and The Four Tops will sing at a Sunday evening dinner concert, July 26, 6-10 p.m.

Also on the schedule of entertainment is a night of racing at Louisville Motor Speedway, Saturday, July 25, 6:30-10:30 p.m.

Friday and Saturday nights will be EXPO Night at the Louisville Redbirds Baseball Game. Free tickets to the games will be available to EXPO visitors. First pitch each night will be at 7 p.m. at Cardinal Stadium which is located at the Kentucky Exposition Center.

# What's next for

## Participating associations include:

American Nursery & Landscape Association (ANLA)

American Society of Agricultural Engineers (ASAE)

Associated Landscape Contractors of America (ALCA)

Engine Service Association (ESA)

Lawn & Garden Dealers Association (LGDA)

North American Equipment Dealers Association (NAEDA)

Outdoor Power Equipment Aftermarket Association (OPEAA)

Outdoor Power Equipment Distributors Association (OPEDA)

Professional Lawn Care Association of America (PLCAA)

The Service Dealers Association (TSDA) □



commercial and rental use. In addition, a special emphasis on products that provide opportunities for diversification, such as outdoor living products and Christmas decorations will be evident at this year's show.

The popular outdoor demonstration area will have new products ready for "test drives" or other workouts throughout each of the three days. In the 641,875 net sq. ft.

natural turf area, visitors will drive equipment, kick tires, ask questions about repair and maintenance, and check out the innovations that will benefit their businesses. EXPO is their once-a-year opportunity to check out and compare the innovations that will benefit their businesses in "try-before-you-buy" setting.

About 25,000 dealers, retailers, com-

**The outdoor demonstration area gives prospective buyers a chance to try out new equipment.**

mercial end-users, rental equipment dealers, distributors, manufacturers' reps and exhibitors will visit from throughout the US and 60 countries worldwide to compare and assess the newest products on the market; test equipment; and attend dealer meetings, exhibitor-sponsored events and seminars.

It's all free for those who pre-register before July 20. Registration at the show will be \$25 per person. The show is sponsored by the Outdoor Power Equipment Institute. Its members are among the companies that will exhibit and demonstrate their new lines indoors and out at EXPO.

For a preregistration brochure, call Sellers Expositions, toll-free, 800-558-8767, or call 502-562-1962. Web address is: <http://EXPO.mow.org> □



Landscapers can learn how to improve profits and operate more productively with topics including customer service, management, marketing and employee motivation ideas.