Best In Snow

This one-day program is devoted to the most current operations and management information for snow and ice professionals.

You will learn in the seminars, see some of the latest equipment and technologies and enjoy a networking lunch with dozens of your industry peers.

Improve your bottom line through improved resource management, lower overheads and more efficient operations. Mark September 16 in your calendar to join the Snow & Ice Symposium in Milton, Ontario.

Snow and Ice Symposium presenting sponsor

TWIN EQUIPMENT LTD.

Register online today to reserve your spot
www.horttrades.com/snowsymposium
Click on REGISTER NOW!

Hosted by
Landscape Ontario’s
Snow and Ice Commodity Group

For more information contact Ken Tomihiro at 1-888-211-5606 ext. 2319
E-mail: ktomihiro@landscapeontario.com

Snow and Ice Symposium presenting sponsor
SALT MANAGEMENT

Every industry is learning how to leave a smaller impact on the environment. Snow and ice management is no different and the growing level of chlorides in ground water is a major concern for anyone who applies salt to roads, parking lots and sidewalks.

Snow, ice and salt management experts will share some of the best practices from the Region of Waterloo’s ‘Smart About Salt’ program. These presentations will help you minimize the environmental impact of your salt applications. Some of the key points they will cover include:

• The environmental impact of excessive salt
• Principles of ice formation
• Changing tactics for changing weather conditions
• Best practices for salt storage and handling
• The how and why of good record keeping
• Proper equipment selection, use and calibration

EQUIPMENT DISPLAYS

During seminar breaks and the extended lunch, participants will be treated to a display of some of the latest equipment and technologies for the snow and ice control industry. From trucks to plows to salt and brine applicators, you will find the tools to help improve your business. Run your business more efficiently, reduce your consumption of valuable resources and improve your bottom line with the lessons you will take home from this full day of learning.

REDUCING COSTS

Customer safety is the most important reason for keeping roads, lots and walkways clear of snow and ice. You will learn how to ensure that customer safety is maintained without compromising the value of your business. Join the presentations at this symposium and find out how to keep your business protected from liability with good contracts, maintain the right insurance coverage and still benefit from reduced costs.

SMART ABOUT SALT

The Region of Waterloo wants to actively combat rising chloride levels in their groundwater. The resulting Smart About Salt program is one of the first comprehensive salt management programs in Canada and is helping to ensure both winter safety and the protection of drinking water.

SEMINAR PROGRAM

BEST IN SNOW

The Snow & Ice Commodity Group of Landscape Ontario will be hosting ‘Best in Snow’, their annual symposium and equipment display program.

This year’s symposium will feature a full day of seminars to help operators make their operation more efficient, reduce their costs and improve their bottom line, with a focus on salt management. There will be display of equipment, technologies and services and plenty of opportunity to network with industry colleagues. Even your lunch is included in the program.

September 16, 2008 is the date to mark for all snow and ice management professionals to meet in Milton, Ontario and learn how to become the ‘Best in Snow’.

Register online today to reserve your spot
www.horttrades.com/snowsymposium Click on REGISTER NOW!
Program Overview
The Snow & Ice Commodity Group of Landscape Ontario will be hosting ‘Best in Snow’, their annual symposium and equipment display program. This year’s symposium will feature a full day of seminars to help operators make their operations more efficient, reduce their costs and improve their bottom line with a focus on salt management. The symposium attendees will also hear how using such programs can assist them in reducing insurance premiums and at the same time, help to protect their business from many liability issues.

There will also be a display of equipment, technologies and services and plenty of opportunity to network with industry colleagues.

When and Where
Tuesday, September 16, 2008, 8 am – 4 pm
Landscape Ontario, Milton, Ontario

Program Highlights
Salt Management
Every industry is learning how to leave a smaller impact on the environment. Snow and ice management is no different and the growing level of chlorides in ground water is a major concern for anyone who applies salt to roads, parking lots and sidewalks.

Led by Bob Hodgins of Ecoplans, various snow, ice and salt management experts will share some of the best practices with attendees. These presentations will help you minimize the environmental impact of your salt applications. Some of the key points they will cover include:

- The environmental impact of excessive salt
- Principles of ice formation.
- Changing your tactics for changing weather conditions.
- Best practices for salt storage and handling
- The how and why of good record keeping.
- Proper equipment selection, use and calibration
- The benefits of using brine

Equipment Displays
During seminar breaks and the extended lunch, participants will be treated to a display of some of the latest equipment and technologies for the snow and ice control industry. From trucks to plows to salt and brine applicators, you will find the tools to help improve your business. Run your business more efficiently, reduce your consumption of valuable resources and improve your bottom line with the lessons you will take home from this full day of learning.

Key Audiences
The Snow & Ice Symposium will appeal to many different audiences including:

- Snow & ice contracting professionals
Snow & Ice Symposium
Fact Sheet

- Municipal snow and ice managers
- Commercial and multi-unit residential property managers
- Landscape and snow removal business owners and managers
- Technical staff
- Snow and ice management suppliers and distributors

Keynote Speaker Profiles
Bob Hodgins has over 30 years of environmental management experience with both the public and private sectors and today is the president of Ecoplans Ltd. He has extensive experience dealing with the environmental effects of road salt and was the project manager for a Canadian study on the Management of Road Salt for the Transportation Association of Canada. When the Region of Waterloo wanted to develop their Smart About Salt program, they turned to Bob and Ecoplans as their primary consultant.

Rob Kennally practices construction law in Toronto. He is a former landscape contractor and honorary member of Landscape Ontario. He is a frequent speaker for programs at Congress and the professional development programs at LO addressing contract, risk management, insurance and employment issues.

Darren Rodrigues is the National Program Manager with Sinclair-Cockburn Insurance. Darren specializes in programs that are unique to the landscape and nursery field by consulting with industry partners and members.

Event Sponsors
More sponsorship information is found below.

Tickets
Tickets can be purchased by anyone interested in attending this symposium. Members of Landscape Ontario (LO), Canada Nursery Landscape Association (CNLA) and the Snow & Ice Management Association (SIMA) receive special discounts.

Prices are $90 for members and $150 for non-members

Web site
Online registration and additional information can be found at: www.horttrades.com/snowsymposium.

Contact Information
The Snow & Ice Symposium is hosted by the Snow & Ice Commodity Group of Landscape Ontario. For further information contact
- Landscape Ontario Conference Coordinator, Ken Tomihiro at 647-723-5451 or ktomihiro@landscapeontario.com.
Snow & Ice Symposium
Equipment Display Opportunities

EQUIPMENT DISPLAY OPPORTUNITIES

Manufacturers, distributors and suppliers of products services and technologies for the snow and ice contracting and removal industry are invited to participate in this event.

The outdoor display will be available for attendees to view during the extended luncheon and coffee breaks and at the conclusion of the seminars.

A new feature this year will be the placement of networking tables right in the display areas to create an unmatched opportunity to network and interact directly with industry contractors and personnel.

**Standard Exhibit Rate: $150**
Exhibit rates include outdoor display space (as required) or tabletop area, basic listing in the program and on the web site.

**Upgraded Exhibit Rate: $200**
Exhibit rates include enhanced listing with company description with company logo in the program and on the web site.
Snow & Ice Symposium
Sponsorship Opportunities

MAXIMIZE RESULTS THROUGH SPONSORSHIP

Show and conference experts often cite sponsorship as one the most highly recommended promotional tools for creating those billboards that can reinforce their presence at the show. Sponsorship opportunities can offer multiple levels of involvement that will get your company the additional exposure it wants both on and off the event floor.

The Snow & Ice Symposium has many sponsorship programs that your company can participate in and every option gives your company additional signage, logo recognition in printed materials and special mention. Your support of the event sends a strong signal of your commitment to the industry and customers will recognize you for it.

Here are the listed opportunities at the 2008 Snow & Ice Symposium. We can also put together custom programs that are tailored to your specific needs. For further information on sponsorship, call Ken Tomihiro at 647-723-5451.

____________________________________________________

**Presenting Sponsorship - $1500**

**Benefits**
- Presenting Sponsor of Snow & Ice Symposium
- Exclusivity for the event

**On-site exposure**
- Logo on event banners and signage
- Special signage with logo at entrance to the Snow & Ice Symposium on September 16
- Special signage with logo at seminars and equipment display on September 16
- 2 minute speaking opportunity at the Snow & Ice Symposium

**Hospitality**
- 2 conference passes and luncheon tickets for the Snow & Ice Symposium

**Advertising and promotion**
- Logo on posters
- Logo and link on the Snow & Ice Symposium page of the web site
- Logo and listing in the official show guide
- Logo used in advertising campaign material for Snow & Ice Symposium
- Mention in pre-show Horticulture Review and Landscape Trades articles
Snow & Ice Symposium
Sponsorship Opportunities

Public Relations
- Mention in all press releases
- Inclusion of a press release in the event press kit

Luncheon Sponsorship - $1200

Benefit
- Luncheon Sponsor for the attendee lunch on September 16
- Exclusive sponsorship for the event

On-site exposure
- Company name on associate sponsor poster
- Signage with company logo at lunch areas during conference
- Mention during seminar program

Advertising and promotion
- Logo in official Show Guide as a major sponsor
- Logo and link on the Snow & Ice Symposium web site
- Logo used in advertising campaign material for the Snow & Ice Symposium

Public Relations
- Mention in all press releases

Conference Speaker Sponsorship - $750

Benefit
- Sponsor of speaker for the Snow & Ice Symposium on September 16
- Exclusivity for the sponsored speaker only (4 available)

On-Site Exposure
- Company logo on banners for the Snow & Ice Symposium
- A poster representing your company on the speaker podium
- Logo on signage at the entrance to the conference room
- Opportunity to introduce the sponsored speaker and address the audience

Hospitality
- 1 conference passes and luncheon tickets for the event

Advertising and Promotion
- Logo in official Show Guide as a major sponsor
- Logo and link on the Snow & Ice Symposium web site
- Logo used in advertising campaign material for the Snow & Ice Symposium
Snow & Ice Symposium
Sponsorship Opportunities

- Mention in pre-show Horticulture Review and Landscape Trades articles

Public Relations
- Mention in all press releases
- Logo on signage for all public relations events

Coffee Break Sponsor - $500

Benefit
- Coffee Break Sponsor for 2 refreshment breaks during Snow & Ice Symposium on September 16
- Exclusivity for the sponsored refreshment breaks

On-site exposure
- Company name on associate sponsor poster
- Signage with company logo at coffee & refreshment areas during conference

Advertising and promotion
- Company name listed on event publications
- Company name listed on web site
- Company name listed in onsite conference program guide

Associate Sponsor - $300

Benefit
- Associate Sponsor for the Snow & Ice Symposium on September 16
- Non-exclusive sponsorship – 10 available

On-site exposure
- Company name on associate sponsor poster

Advertising and promotion
- Company name listed on event publications
- Company name listed on web site
- Company name listed in onsite conference program guide

For more information about the Snow & Ice Symposium or to inquire about a customized sponsorship package, please contact Ken Tomihiro at 647-723-5451 or ktomihiro@landscapeontario.com