



2023

Rain Bird Distributor
Program of Events

GCSAA Conference & Trade Show
Tuesday – Thursday | February 7-9, 2023
Orlando, Florida
Presented by Rain Bird Golf



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WELCOME TO ORLANDO!

Welcome to the 2023 Rain Bird Golf Distributor Business Meeting and the GCSAA Conference and Trade Show!

We are excited to join you here in Orlando to celebrate our 2022 successes, of which there were many, and get ready for another strong year in 2023. Many of our golf distribution partners have shared that their golf teams had a record sales year in 2022! We are excited about these great results and look forward to celebrating the “best of the best” at the Distributor Awards Luncheon. Rain Bird Golf is proud of the excellent golf distribution network that represents our products and our company.

The new CirrusPRO™ software was previewed at last year’s show and the results have been impressive. CirrusPRO is winning projects for us and an important part of your sales tool kit. There have been many recent enhancements and exciting additions, so please make sure you are prepared to talk about all the new features and benefits to customers during the trade show.

Last year I wrote that more courses continue to make the switch to Rain Bird. That trend continued in 2022 as even more courses, large and small, joined the Rain Bird family. I'm happy to report that several more top 100 courses have chosen Rain Bird as their irrigation partner. These customers along with others have recognized the power in CirrusPRO combined with the industry leading Integrated Control System.

Rain Bird Corporation is celebrating its 90th anniversary this year. While we look back proudly on the commitment to Quality and Timeless Compatibility that so many golf course customers enjoy, we are even more excited about the future and all the great things ahead. Together, with you, we look forward to mutual success in the future.

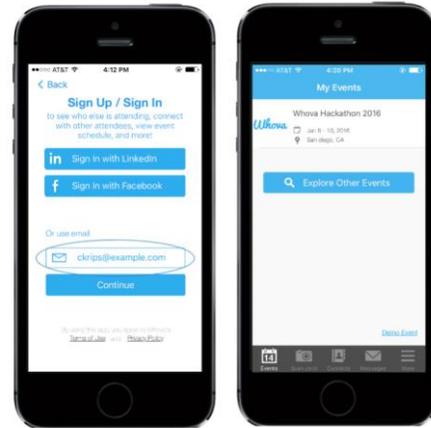
If we can provide any assistance to help you or your customers during the trade show, and to help you grow your Rain Bird Golf sales again in 2023, please make sure to connect with us during the show.

As always, have a great show and good selling!

Stuart Hackwell
Director – Golf Division
Rain Bird Corporation

NEW COMMUNICATION APP - WHOVA

DOWNLOAD WHOVA ON YOUR PHONE



SIGN IN & PREVIEW YOUR EVENT

Open the app and register with the same email that you used for registration.
Invitation code: **RainBird2023**

WHAT WILL THIS APP PROVIDE?

- Program of Events for Distributor Business Meeting
 - Session Feedback Surveys
- In-App Communication
 - Rain Bird team members and peers
- Group Notifications
- Booth Meeting Room Schedule
- Rain Bird Marketing Team Schedule

RAIN BIRD REGISTRATION & MEETINGS AT THE ROSEN PLAZA HOTEL

THE ROSEN PLAZA HOTEL

9700 International Drive
Orlando, FL 32819
(407) 996-9700

GOLF SHOW REGISTRATION WELCOME KIT

Please pick up your Golf Show registration welcome kit between 7:30-8:00 AM in the Ballroom Foyer at the Rosen Plaza.

- Rain Bird branded apparel for Wednesday & Thursday
 - Please note the comments regarding attire to wear during the show later in this program
- Name Badge

MEETING SCHEDULE

	Tuesday Rain Bird Sales & Distributors
Registration & Breakfast	7:30 – 8:00 AM Ballroom Foyer
General Sessions	8:00 – 11:45 AM Ballroom C
Lunch & Awards	11:45 – 1:30 PM Ballroom D
General Sessions	1:30 – 4:00 PM Ballroom C

COVID PROTOCOLS

In Orange County, Florida, community level is MEDIUM (as of 1/17/23).

People may choose to mask at any time. People with symptoms, a positive test, or exposure to someone with COVID-19 should wear a high-quality mask or respirator when indoors in public.

ROSEN PLAZA HOTEL MEETING ROOM LOCATIONS



GCSAA SHUTTLE SERVICE

Shuttle Schedule

Shuttle runs every 15-20 minutes

[HOTEL LOCATOR MAP](#)

[SHUTTLE ROUTES MAP](#)

- Monday – 6:30 AM – 6:00 PM
- Tuesday – 6:30 AM – 6:00 PM
- Wednesday – 6:30 AM – 6:00 PM
- Thursday – 6:30 AM – 6:00 PM

Please note, the shuttle **DOES NOT** have a pick-up/drop-off location at The Rosen Plaza, but it is a 5-minute walk from the Orange County Convention Center drop-off location.

SCHEDULES

GCSAA 2023 At-A-Glance Schedule

Tuesday

**Rain Bird
Distributor
Meeting**
7:30-4:00
The Rosen Plaza

Wednesday

**Trade Show
Hours**
10:00-5:00
OCCC

Thursday

**Trade Show
Hours**
9:00-3:00
OCCC

Tuesday 2/7: Rain Bird Distributor Meeting

Time	Session	Location
7:30	Registration	Ballroom Foyer
8:00	General Sessions	Ballroom C
11:30	Luncheon & Distributor Awards	Ballroom D
1:30	General Sessions	Ballroom C
4:00	End of Day	

Golf Show 2023 Trade Show Hours Wednesday & Thursday

	Wednesday	Thursday
Time	10:00-5:00	9:00-3:00
Where	OCCC Booth #1126 & 1141	OCCC Booth #1126 & 1141
Rain Bird Attire	Light Blue w/dark or tan pants	Quiet Shade/Grey w/dark pants
Distributor Attire	Indigo Black Polo w/dark or tan pants	Blackberry Cordial w/dark pants

*Pants must be a solid color (no patterns), without any large pockets (cargo pockets) or rips.

RAIN BIRD BOOTH ETIQUETTE

- Welcome and acknowledge every visitor to our booth. They have priority over other conversations.
- Collect complete lead information on every prospect.
- When you need to talk to someone about non-show related topics, please step out of the booth.
- No eating, drinking, or chewing gum is permitted on the booth floor.
- Cell phones should be placed in vibrate mode, not silent should the reception desk need to contact you.
- Do not bring coats, luggage and/or laptops to the booth. If you must bring them, please use the convention center's bag check.
- Please help keep literature storage areas neat so materials can be located quickly as needed.
- Please do not crowd around the reception desk so it is easily accessible.
- If you need to locate a Rain Bird or distributor employee, a list of available cell phone numbers will be kept at the reception desk in the booth for your use. The receptionist will also be collecting business cards and messages. Please check with the reception desk if you are expecting a message.
- If you need to use one of the conference rooms located inside the Rain Bird booth during trade show hours, you must reserve the space. Make your reservations at the reception desk by the conference rooms or with the Rain Bird events coordinator prior to the start of the show. *Conference room requests are fulfilled on a first-come-first-served basis.*

If you have any questions regarding this program, please contact:
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