



2024

**Rain Bird Distributor
Program of Events**

GCSAA Conference & Trade Show

Tuesday – Thursday | January 30 – February 1, 2024

Phoenix, Arizona

Presented by Rain Bird Golf



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WELCOME TO ARIZONA!

Welcome to the 2024 Golf Distributor Meeting and GCSAA Conference and Trade Show!

On behalf of the entire Rain Bird Golf team, I'd like to take this opportunity to welcome you to Arizona! This is a home game and we are excited to show you our Southpoint facilities in Tucson. As we have celebrated our 90th year in 2023, Rain Bird has invested significantly in the development of our facilities in recent years to respond to increased demand and prepare for the future.

The Rain Bird Golf business continues to grow and we enjoyed another successful year in 2023. As we are investing in people, products and facilities, our distributor partners are as well, adding sales and service people and opening new locations to better serve customers. In 2023, we initiated a Golf Distributor Council and have relied on that team to help us with feedback and input so that we continue to improve our alignment and partnership while working towards growing our collective business. Thank you to those distributor partners who continue to invest their time on this initiative.

CirrusPRO™ continues to gain momentum as an industry-leading central control product. The marketing and development teams have produced many new and innovative features during the past 12 months, and with many more to come. We expect many current Rain Bird customers to upgrade to CirrusPRO in 2024. This software upgrade provides a perfect opportunity to re-engage with our existing customers and offer them something new and revolutionary to help them be even more successful.

Recently, we renewed an important relationship with the Pebble Beach Company, now over 25 years. We also signed a new agreement with Pinehurst Resort. We are proud of these two relationships with globally recognized industry leaders, along with many others, and it is exciting to look forward to the future.

Please feel welcome to reach out to any of the Golf team if we can provide assistance this week. As always, have a great show and good selling!

Stuart Hackwell
Director – Golf Division
Rain Bird Corporation

RAIN BIRD REGISTRATION & MEETINGS AT RAIN BIRD SOUTHPOINT IN TUCSON, ARIZONA

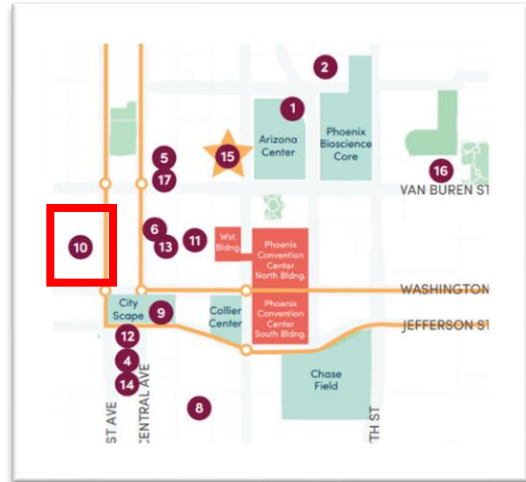
RAIN BIRD MEETING LOCATIONS

Starting and Ending Location:

Hyatt Place Phoenix/Downtown
150 W Adams St.
Phoenix, AZ 85003

Meeting Location:

Rain Bird Southpoint Building
6991 East Southpoint Road
Tucson, AZ 85756



ROUNDRIP TRANSPORTATION – PHOENIX/TUCSON

Shuttles will be departing from The Hyatt Place Phoenix Downtown at 7:00 AM.
Check-in at the Hyatt Place Lobby for shuttle assignment and name badge.

GOLF SHOW ATTIRE KIT

Your Golf Show attire kit will be given to you on your return trip from Tucson, back to Phoenix.

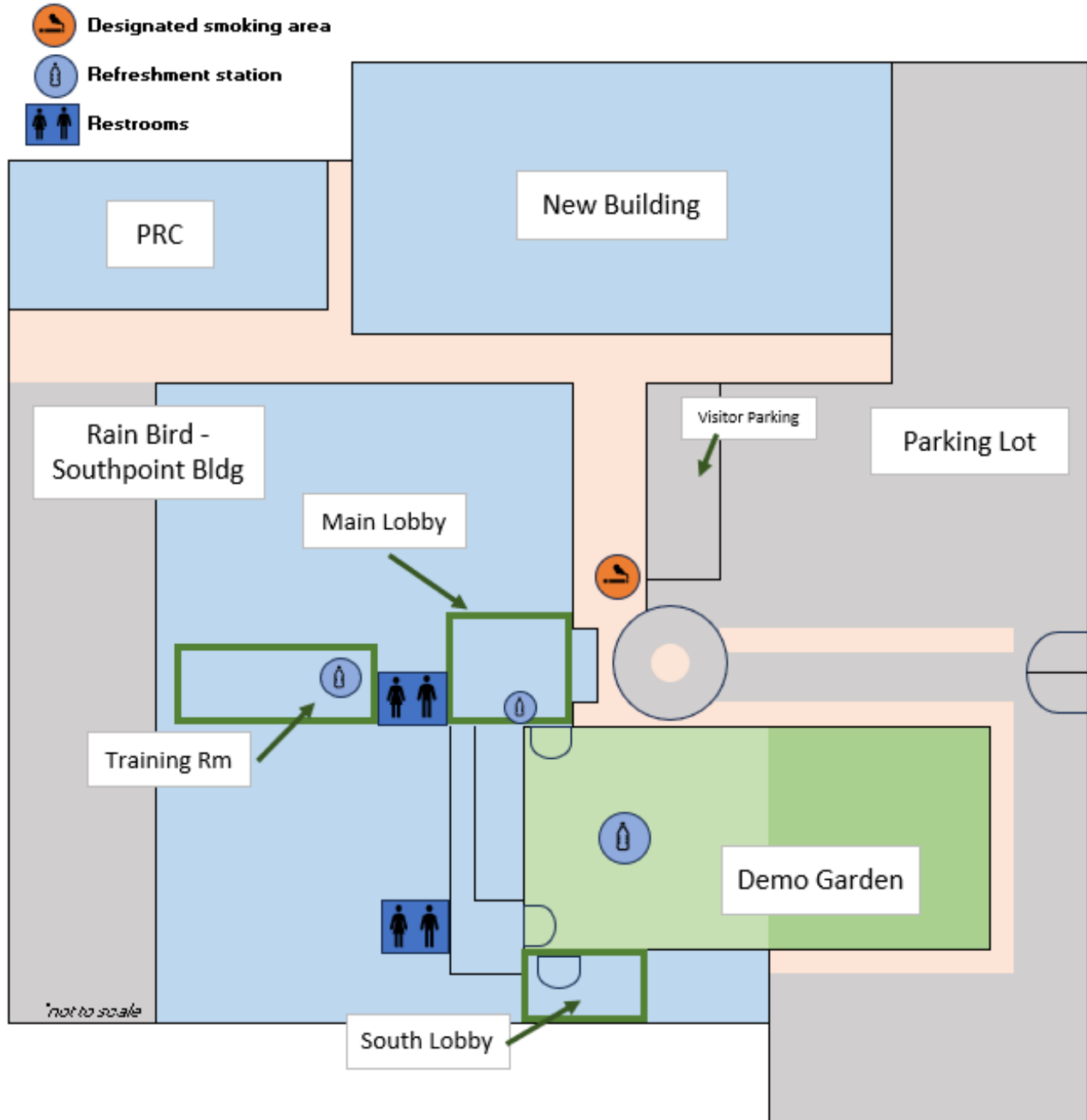
- Rain Bird branded apparel for Wednesday & Thursday
 - Please note the comments regarding attire to wear during the show later in this program

If you are unable to pick up your attire kit in Tucson, attire bags will be available at the Distributor Preview on the Tradeshow Booth from 9:00-10:00 AM on Wednesday, January 31st.

GROUP BREAKOUT SCHEDULES

	Group 1a	Group 1b	Group 2a	Group 2b	Group 3a	Group 3b
6:45	Check-In/Registration (Hyatt Lobby)					
7:00-9:00	Group Shuttle – Transportation to Tucson					
9:00-9:30	Welcome/Bio Break (Demo Garden)					
9:30-10:30	Sales Updates (Training Rm 1426)	Sales Updates (Training Rm 1426)	9:30 Demo Garden 10:00 Pumps Tour	9:30 Pumps Tour 10:00 Demo Garden	9:30 PRC Tour 10:10 New Building Tour	9:30 New Building Tour 9:50 PRC Tour
10:30-11:30	10:30 PRC Tour 11:10 New Building Tour	10:30 New Building Tour 10:40 PRC Tour	Sales Updates (Training Rm 1426)	Sales Updates (Training Rm 1426)	10:30 Demo Garden 11:00 Pumps Tour	10:30 Pumps Tour 11:00 Demo Garden
11:30-1:00	Lunch and Distributor Awards Presentation (Demo Garden)					
1:00-2:00	1:00 Demo Garden 1:30 Pumps Tour	1:00 Pumps Tour 1:30 Demo Garden	1:00 PRC Tour 1:40 New Building Tour	1:00 New Building Tour 1:20 PRC Tour	Sales Updates (Training Rm 1426)	Sales Updates (Training Rm 1426)
2:00-4:00	Pick-Up Show Attire – Demo Garden Group Shuttle – Transportation to Phoenix <i>*Approx Return Time 4:00 PM</i>					

RAIN BIRD SOUTHPOINT MAP



WEEK OF AT-A-GLANCE

	Tuesday January 30th	Wednesday January 31st	Thursday February 1st
Time	7:00-4:00 Rain Bird Distributor/Sales Meeting	9:00-10:00 Distributor Preview 10:00-5:00 Tradeshow Floor Open	9:00-3:00 Tradeshow Floor Open
Where	Starting Location: Hyatt Place (Phoenix) Meeting Location: Rain Bird Southpoint (Tucson) Ending Location: Hyatt Place (Phoenix)	Booth #4639	Booth #4639
Rain Bird Attire	Rain Bird Polo (Green, Blue or Grey) Closed Toed Shoes	Navy Blue Polo Khaki or Dark Colored Pants*	Black Polo Khaki or Dark Colored Pants*
Distributor Attire	Business Casual Closed Toed Shoes (for factory tours)	Light Blue Polo Khaki or Dark Colored Pants*	Grey Polo Khaki or Dark Colored 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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