



Press Release

Dealer Day, October 23, 2013 | All Attendees - October 24-25, 2013

PRESS KIT

Hardscape North America Fact Sheet

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Louisville, KY to Play Host to GIE+EXPO 2013 and Hardscape North America

Order Forms

Media Badge Application

Magazine Distribution

HNA 2013 Exhibitor List for Publication

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FACT SHEET

WHAT: Hardscape North America (HNA)

HNA is co-located with **GIE+EXPO – the Green Industry & Equipment Expo**, together they are the 9th largest tradeshow in North America.

WHEN: October 23, 2013 - Dealer Day

Tradeshow open for dealers, retailers, distributors and the media: 3-7 p.m., including an evening reception on the tradeshow floor beginning at 5 p.m.

October 24-25, 2013 – Tradeshow open to all attendees

Indoor: Thursday & Friday, 9 a.m.-5 p.m.

Outdoor Demonstration Area: Thursday, 9 a.m.-5 p.m. & Friday, 9 a.m.-4 p.m.

Optional Education

October 22-23 – ICPI Pre-show Installer Courses – training and certification for hardscape contractors

October 23 – Distributor and Dealer Program – a full-day program of presentations and roundtable discussions dedicated to distributors and dealers

October 23 – Hardscape Contractor Executive Workshop – an opportunity for hardscape contractor owners and executives to network with peers and share ideas on best business practices and topics critical to their business

October 24-25 – HNA Conference Sessions and Six Hardscape Demonstrations – two days of education and live demonstrations featuring seasoned industry speakers and the best installation techniques

WHERE: Kentucky Exposition Center, Louisville, Kentucky USA

Headquarter hotel: Hyatt Regency Louisville

NEW: Hardscape North America Installer Championship – Competitors from Canada, the United States and Mexico will test their understanding of industry best practices, safety, quality and craftsmanship in a race against the clock and other top installers. (October 24-25, Kentucky Exposition Center)

Distributor & Dealer Networking Reception – Dealers and distributors will have the opportunity to come together for an evening of fun, networking and entertainment. (October 22, Hyatt Regency Louisville)

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WHO: Attending – Participants include hardscape contractors, distributors, landscape contractors, landscape planners and design professionals, facility managers, and golf course professionals.

Exhibitors – 100 exhibits showcasing manufactures and suppliers of materials, equipment and tools for the Hardscape industry including concrete pavers, clay pavers and segmental retaining walls. Exhibits cover 50,000 sq. ft. indoors in addition to over 25,000 sq. ft. of outdoor demonstrations and exhibits.

Sponsors of HNA

HNA is produced by the Interlocking Concrete Pavement Institute (ICPI) and endorsed by The Brick Industry Association and the National Concrete Masonry Association.

Platinum sponsors – Belgard Hardscapes, National Concrete Masonry Association, Pavestone Company, Pine Hall Brick

Gold sponsors – iQ Power Tools, Pathfinder Systems, Techniseal, Inc.

Silver sponsors – Ewing Hardscape Products, King of Hearths by Borgert

Show Management

Sellers Expositions: 888-580-9960, 812-949-9200, info@gie-expo.com
www.HardscapeNA.com / www.gie-expo.com

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For immediate release

For information contact: Polly Moter, 502-562-1969, polly@promoterinc.com

HNA/GIE+EXPO Collocation Provides Broad-Reaching Benefits to Attendees

(Louisville, KY, USA) –GIE+EXPO and Hardscape North America (HNA) will collocate in Louisville again in 2013. GIE+EXPO and HNA, to be held at the Kentucky Exposition Center in Louisville, KY, will draw industry members worldwide Wednesday through Friday, October 23-25, 2013. HNA is produced by the Interlocking Concrete Pavement Institute (ICPI) and endorsed by the Brick Industry Association and National Concrete Masonry Association. GIE+EXPO is sponsored by the Outdoor Power Equipment Institute (OPEI), the Professional Landcare Network (PLANET) and the Professional Grounds Management Society (PGMS).

The presence of HNA not only offers expanded educational and business growth opportunities to the thousands of lawn and landscape professionals who attend the GIE+EXPO, but also additional attractions for over 2,400 design-build contractors, distributors, dealers, architects and engineers that have regularly attended Hardscape North America.

Mark Allison, HNA attendee from Goodlettsville, TN, agrees. He said, "It was a great idea to collocate with GIE+EXPO. Participation in HNA allows me to put faces with vendors' names. And, at the 2012 show we picked up parts and equipment for our services."

The shows offer participants a long list of features and benefits together in one place:

- 750 exhibits showcasing their latest innovations in one 425,700-sq.-ft. exhibit hall and in the adjacent 19-acre outdoor demonstration area. The Demo Area will be open Thursday and Friday during the show.
- The new Hardscape North America Installer Championship
- Six hardscape technique demonstrations
- An HNA educational program, which will include a wide range of hardscape-specific sessions, starting October 22, as well as two years' worth of certified installer continuing education credits
- The Dealer Resource Pavilion and wide range of educational opportunities for dealers
- A comprehensive lineup of educational sessions for green industry professionals
- New Products Showcase featuring exhibitors' latest innovations

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- Three free concerts featuring chart-topping entertainers – Craig Morgan on Wednesday night, Three Dog Night on Thursday and Holly Williams on Friday
- Networking events
- Giveaways, including the \$10,000 Friday Giveaway – Beginning at 1:00 p.m. Friday one lucky winner will be drawn each hour through 4:00 p.m., and the winner must be present to win.

Show Director Warren Sellers commented, "With the combination of new products, exciting exhibitor-sponsored events and educational opportunities, the collocation of HNA and GIE+EXPO offers an extremely valuable business investment for exhibitors and attendees alike."

To register online, visit www.HardscapeNA.com.

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About Hardscape North America

Hardscape North America (HNA) is THE Hardscape show for contractors and distributors/dealers. It brings top-notch education, certification courses, products and technology to contractors and installers who build segmental pavements and retaining walls and to distributors. HNA features indoor and outdoor exhibits displaying state-of-the-art tools, new products and live demonstrations, plus networking opportunities with the industry's top leaders. Hardscape North America is produced by the Interlocking Concrete Pavement Institute and endorsed by the National Concrete Masonry Association and the Brick Industry Association. HNA is collocated with GIE+EXPO, and together they are the 9th largest tradeshow in America.

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Hardscape North America Installer Championship Open for Registration

New event at HNA in Louisville Oct. 24-25

(Louisville, KY) – New this year at Hardscape North America, the 1st HNA Installer Championship will test and recognize the skills, dedication and passion of hardscape contractors from the United States, Canada and Mexico. Up to 12 teams will be tested on their application of industry best practices, safety, quality and craftsmanship in a race against the clock and other top installers. The HNA Installer Championship will be held Oct. 24-25 in Louisville, Kentucky, during Hardscape North America, the industry's largest tradeshow for hardscape contractors and distributors/dealers.

The teams will compete for \$1,000 for the champion and \$400 for the runner up, the HNA Installer Championship Cup of the Year, bragging rights, free tools and tons of free PR, including recognition on the Hardscape North America and ICPI websites and certain industry publications. This HNA Installer Championship will determine the best of the best in the hardscape industry!

Fred Adams, Jr., chair of the HNA Steering Special Committee and president of Fred Adams Paving Company, commented, "Other industries have championships; now it's time to spotlight skilled segmental concrete and clay installers. This event promises to be a very exciting addition to our industry's top tradeshow."

Eligibility

The championship is restricted to hardscape contractors. Each team member must be employed in the hardscape industry in North America as a professional installer of segmental retaining wall, and clay or concrete pavers. This championship is not for amateurs or do-it-yourselfers!

Each team must have two crew members and may choose to register not more than one crew alternate. The team will be required to attend a pre-event meeting on Wednesday, Oct. 23 at 4:00 p.m. at the Kentucky Exposition Center.

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Entry Requirements

The championship is limited to the first 12 teams to submit a complete registration. Each team member, including any alternates, must be registered to attend the Hardscape North America tradeshow. Registrations can be completed online at www.HardscapeNA.com. In addition, one of the team members must pay the \$200 USD HNA Installer Championship registration fee, which will be listed as an optional item during the online registration process. Each team must also provide proof of their general liability and workers' compensation insurance coverage for each team member, complete the team registration form and have it signed by each team member. These documents need to be submitted by fax to (703) 657-6901 or scanned and emailed to lgarcia@icpi.org.

Registration is not complete until 1) all team members are registered to attend HNA, 2) the Installer Competition fee is paid and 3) the completed and signed team registration form is received by ICPI. To register visit www.HardscapeNA.com

Materials and Tools

All materials to be used in the construction will be provided. Only materials provided by the event organizers and placed in the team's designated area may be used in the construction. Teams cannot supply their own materials.

Each team is expected to bring their own small hand tools and personal safety equipment (team will be disqualified if safety equipment is not used). The following larger tools will be supplied for use during the championship: Weber CR3 vibratory plate compactor, iQ320 14" masonry chop saw with integrated dust collection, long-handled round shovel and long-handled lute rake.

Format over Two Days

During each round, a team will be given 60 minutes to complete their construction in the prescribed construction area, according to the design details of the 15 ft. x 10 ft. area provided at the beginning of the competition.

Three teams will compete during each round. Each team will be judged on their installation technique and final product. The team with the highest score in each round will advance to the next level.

The preliminaries will have up to 12 teams competing in four rounds. Judging of the preliminaries will be based on technique, compliance with ICPI guidelines and delivering the specified design. Each team with the highest score from each round will automatically advance to the semi-finals. Additionally, the two teams with the highest scores from all the preliminary rounds, which did not automatically advance to the semi-finals, will advance to the semi-finals as wild-card selections.

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The semi-finals will have six teams competing in two rounds. Judging of the semi-finals will be based on technique, compliance with ICPI guidelines and delivering the required elements. Each team with the highest score from each round will automatically advance to the finals. Additionally, the team with the highest score from the semi-final rounds, which did not automatically advance to the finals, will advance to the finals as the wild-card selection.

During the final round, the team with the highest score will be declared "champion", and the team with the next highest score will be declared "runner up". Judging of the finals will be based on technique, compliance with ICPI guidelines and delivering a creative design. The awards presentation will be Oct. 25 at 3:30 p.m. outdoors in the Hardscape Installer Championship area.

To register for the tradeshow and find details about the Installer Competition and other events, go to www.hardscapena.com.

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Hardscape North America's Installation Demonstrations Showcase Best Practices
HNA's Outdoor Arena is a Prominent Feature of GIE+EXPO's 19-Acre Demo Park

Louisville, KY, USA – Hardscape North America (HNA) is set to host two full days of hardscape demonstrations in the HNA Outdoor Arena, located adjacent to an indoor exhibit area featuring hundreds of companies' newest products. The demonstrations, scheduled for October 24 and 25, are included with HNA tradeshow admission.

HNA Hardscape Demonstration Schedule

All demonstrations are eligible for CE credit for ICPI Certified Installers.

Thursday, Oct. 24

11 a.m. – noon

Essential Hardscape Tools

There are several unique tools used in the construction of a hardscape project. This demonstration will introduce many of these tools and explain their use. Learn from a contractor who has over 20 years of experience using these tools to increase crew efficiency, productivity and company profitability.

Frank Gandora, President, Creative Hardscape Company

1 – 2 p.m.

Base Construction for Interlocking Concrete Pavement Systems

Every successful hardscape project must start with a properly constructed base. Selection of aggregate and compaction equipment is critical. See a demonstration of base aggregate compaction and the screeding of bedding sand. Get an up-close look at different types of compaction equipment and learn more about proven job layout recommendations.

Bill Gardocki, President, Interstate Landscape Co., Inc.

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3– 4 p.m.

Construction of Fire Features for Outdoor Living Areas

As homeowners expand their living spaces to their backyards, outdoor features like fireplaces and fire pits are growing in popularity. This creates opportunities for contractors to expand their services and profitability. Attend this demonstration and learn from a professional about the important details required for constructing outdoor grills, fire pits and fireplaces.

Pat McCrindle, Owner, MPS, Inc.

Friday, Oct. 25

11 am – noon

Building Raised Patios, Steps and Seat Walls

The details in the design and construction of a raised patio, steps or seat walls make an impression. This demonstration features the proper techniques for installing these elements and presents considerations for pre-existing conditions, drainage and geosynthetics use.

Bill Gardocki, President, Interstate Landscape Co., Inc.

1 – 2 p.m.

Adding Water Features to Hardscapes

With increasing popularity of outdoor living areas, water features are taking center stage. Their installation can be a profitable addition to your next hardscape project. The demonstration provides information on how to plan and construct water features, and – most importantly – raise your confidence to recommend this to your customers.

James Chubb, National Sales Manager, Atlantic Water Gardens

3 – 4 p.m.

Paver Maintenance and Restoration

Even though interlocking concrete pavements require minimal maintenance, there is a growing opportunity to provide this service to your customers. This demonstration simplifies the process and shows the whats, hows, and whens to use stabilized joint sands, cleaners and sealers and specific tools.

Jonathan Briggs, Regional Representative, North East, Alliance Designer Products, Inc.

Pat McCrindle, Owner, MPS, Inc.

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HNA is collocated with GIE+EXPO, the Green Industry & Equipment Expo, to comprise the 9th largest tradeshow in America. Together, the shows offer more than 750 exhibitors indoors and outside in the adjacent 19-acre demonstration area. The shows will run October 23-25 at the Kentucky Exposition Center. Register online at www.HardscapeNA.com or call 888-580-9960 for information.

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Hardscape North America Announces 2013 Distributor and Dealer Program
"What's The Big Idea?" – Valuable Insights for Growing Your Business

(Louisville, KY) - Hardscape North America's (HNA) Distributor and Dealer Program will be held Wednesday, October 23 at the Kentucky Exposition Center in Louisville, Ky. HNA 2013 and GIE+EXPO (the Green Industry & Equipment Expo) will be open exclusively to distributors and dealers on Wednesday afternoon and to all industry participants on Thursday and Friday, October 24 and 25.

With the theme, "What's The Big Idea?" the distributor program is geared towards helping dealers and distributors grow their businesses through a top-notch program featuring industry experts. Now in its fifth year, this day-long program features:

- Exciting presentations on distributors' most pressing business challenges
- Industry-leading speakers
- Roundtable discussions giving participants valuable insights from their peers
- VIP access to the HNA and GIE+EXPO tradeshow floors on Wednesday until 7 p.m., which includes a reception

Session topics include:

- "Connecting the Dots ... The Changing Consumer Mindset and What They're Really Buying!"
- "Winning Customer Loyalty with Big Ideas"
- "Why Should I Work for You?"

Afternoon Roundtable Discussion topics include:

- "Promote Your Way to Success!"
- "The Power of Social Media"
- "Why Should I Work for You?"
- "What Does your Website Do? Literally."
- "Repositioning Your Consumer Messaging"
- "Winning Customer Loyalty with Big Ideas"
- "Internal Training? We Don't Need No Stinking Training!"
- "Show me the Money!"

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"The Distributor Day helps generate innovative ideas to help distributors grow their businesses and achieve sales goals," said Lisa Lackovic, Chair, HNA Distributor Program Task Group, and Regional Sales Manager, Pavestone Company, which is one of the event sponsors.

New this year, the HNA Distributor/Dealer Networking Reception on Tuesday evening will provide an evening of networking and entertainment for distributors and dealers. This event is set for 6:30 - 8 p.m. at Hyatt Regency Louisville.

Tickets for the Distributor and Dealer Program includes all Distributor and Dealer Program presentations, lunch and coffee breaks. An additional ticket must be purchased for tradeshow admission and the optional HNA distributor and dealer networking reception.

For more information on the HNA Distributor and Dealer Program and to view the schedule and list of speakers, visit www.HardscapeNA.com.

HNA is collocated with GIE+EXPO, the Green Industry & Equipment Expo, to comprise the 9th largest tradeshow in America. Together, the shows offer more than 750 exhibitors indoors and outside in the adjacent 19-acre demonstration area. The 2013 HNA Distributor Program is sponsored by Belgard, Pavestone, SRW Products and Weber MT.

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To learn more about HNA, visit www.HardscapeNA.com or call (888) 580-9960.

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Hardscape Contractor Executive Workshop Back by Popular Demand at Hardscape North America

(Louisville, KY) – Back for a second year, the Hardscape Contractor Executive Workshop provides hardscape contractors and executives the opportunity to interact with fellow business owners from all over North America to share ideas and best practices on topics critical to their business.

The Contractor Executive Workshop will be held on Wednesday, Oct. 23, 1:30-5:00 p.m., at the Hyatt Regency Louisville in conjunction with Hardscape North America (HNA), the industry's largest tradeshow for hardscape contractors and distributors/dealers. HNA will be held at the Kentucky Exposition Center on Oct. 23 for distributors and dealers and Oct. 24-25 for all industry participants.

The Workshop, which is approved for 3.5 CE credits for ICPI Certified Installers, opens with a presentation entitled "Retaining Employees in this Ever-Changing World," with speaker Jerry Gaeta of J. Gaeta Business Planning, LLC. Following the presentation, attendees will participate in different roundtable discussions throughout the afternoon.

Roundtable Topics and Facilitators

- Retaining Employees in this Ever-Changing World – Jerry Gaeta, Consultant, J. Gaeta Business Planning, LLC
- When to Invest in Mechanical Installation Equipment – Fred Adams, President, Fred Adams Paving Company, Inc.
- Creating YouTube Videos to Close More Sales – Tom Gardocki, Hardscape Operations Foreman, Interstate Landscape Co., Inc.
- How to Turn Cleaning and Sealing into a Profit Center – Richard Colletti, President, Seal 'n Lock System Corporation
- Expanding your Business from Residential to Commercial Projects – Frank Gandora, President, Creative Hardscape Company
- How PICP Can Help You Capitalize on Stormwater Initiatives – Glenn Herold, National Commercial Hardscape Engineer, Oldcastle Architectural

The fee for the Hardscape Contractor Executive Workshop is \$95 for members of ICPI, NCMA and BIA and \$145 for nonmembers.

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Other education options at HNA 2013 include hardscape installation courses on Tuesday and Wednesday, Oct. 22-23 at the Hyatt Regency Louisville; the HNA Distributor and Dealer Program on Wednesday, Oct. 23 at the Kentucky Exposition Center; and HNA conference sessions and hardscape demonstrations on Thursday and Friday, Oct. 24-25 at the Kentucky Exposition Center.

Tradeshow registration (\$35 through Sept. 11; \$50 Sept. 12 – Oct. 22; \$75 onsite) is required in order to sign up for any of the courses and workshops and includes access to the HNA tradeshow, the co-located GIE+EXPO tradeshow, outdoor exhibits, six hardscape demonstrations and three nights of concerts at Fourth Street Live! To register for the tradeshow and obtain education details and tickets, go to www.hardscapena.com.

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Continuing Education and Certification for Hardscape Contractors Offered October 22-23 at Hardscape North America

(Louisville, KY) - During the days immediately preceding Hardscape North America (HNA), the industry's largest tradeshow, hardscape contractors can earn credentials to gain a competitive edge and increase their profitability and earn continuing education credits needed for ICPI certification renewal.

Registration for any of HNA's Pre-Show Installer Courses includes classroom training, a student manual, exam and coffee breaks. Lunch is not included. All courses run from 8 a.m. to 5 p.m., EDT.

ICPI Concrete Paver Installer Course and Certification Exam

Two-day course, Oct. 22-23; \$215 ICPI members; \$315 nonmembers

Contractors involved in the residential and commercial installation of interlocking concrete pavements with a year or more of experience should attend this course. Content includes job planning and layout, soil characteristics, compaction, base materials, edge restraints, bedding and joint sands, installation and maintenance of concrete pavers, estimating and more.

ICPI Advanced Residential Paver Technician Course

Approved for ICPI Installer Continuing Education credit.

Two-day course, Oct. 22-23; \$215 ICPI members; \$315 nonmembers

This advanced-level course for residential hardscape contractors builds upon the content of the Concrete Paver Installer Course. Specific instruction on advanced installation techniques is provided, including overlays, multi-level and raised patios, outdoor fireplace and kitchen installation, pool deck construction and advanced business practices.

ICPI Commercial Paver Technician Course

Two-day course, Oct. 22-23; \$215 ICPI members; \$315 nonmembers

This course covers the best practices for interlocking concrete pavements construction for commercial applications. It is highly recommended, but not required, that participants complete the ICPI Concrete Paver Installer Course prior to attending. Topics include stabilized bases, bedding sand hardness, durability, overlays and inlays, rigid applications, roof plaza decks, concrete grid pavements, mechanical

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installation, MasterFormat specifications, liens, construction details, plan reading, submittals, estimating software, on-screen takeoffs and more.

ICPI PICP Specialist Course

One-day course, Oct. 23; \$160 ICPI members; \$260 nonmembers

This course is a must for experienced contractors who would like to build permeable interlocking concrete pavement systems. Previous attendance at the ICPI Concrete Paver Installer Course is highly recommended but not required. Content includes job planning and layout, estimating, soil and site characteristics, sub-base and base materials, edge restraints, bedding and jointing materials, paver selection, installation and maintenance.

NCMA SRW Installer Course and Certified SRW Installer (CSRWI) Exam

New and expanded. Approved for ICPI Installer Continuing Education credit.

One-day course, Oct. 22; \$140 per person

Participants will learn how to build segmental retaining walls (SRW) that perform well over time. This program teaches hardscape contractors and installers essential concepts related to the design, construction and performance of SRWs, providing the knowledge you need to install quality walls that meet customer expectations and ensure your long-term success. Learn about SRW installation guidelines, materials, soils, compaction and water, planning, estimating, safety and equipment selection.

NCMA Advanced SRW Installer Course and Certified SRW Installer-Advanced (CSRWI-A) Exam

Approved for ICPI Installer Continuing Education credit.

One-day course, Oct. 23; \$190 per person

This program increases value to customers by teaching advanced SRW applications and installation techniques, and it is open to NCMA-Certified SRW Installers (CSRWI) who are engaged in the advanced construction of SRWs. The program is focused on advanced residential applications and small commercial jobs where stairs, corners, pillars, etc. are incorporated.

ICPI Courses

Participants who attend a course and earn a passing grade on the exam receive a Record of Completion. Participants interested in earning an ICPI Concrete Paver Installer certification or designation must meet minimum installation experience requirements. For more information on requirements and course content, visit www.icpi.org/certification.

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NCMA Courses

Each candidate who completes a segmental retaining walls (SRW) course and passes the written exam earns the Certified SRW Installer (CSRWI) credential.

Registration and Other Educational Options

Other education options at HNA 2013 include the HNA Contractor Executive Workshop on Wednesday, Oct. 23 at the Hyatt Regency Louisville; the HNA Distributor and Dealer Program on Wednesday, Oct. 23 at the Kentucky Exposition Center; HNA Conference Sessions and Hardscape Demonstrations on Thursday and Friday, October 24-25, at the Kentucky Exposition Center.

Tradeshow registration (\$35 through Sept. 11; \$50 Sept. 12 - Oct. 22; \$75 onsite) is required in order to sign up for any of the courses and workshops and includes access to the HNA tradeshow, the collocated GIE+EXPO tradeshow, outdoor exhibits, six hardscape demonstrations and three nights of concerts at Fourth Street Live! To register for the tradeshow and obtain education details and tickets, go to www.hardscapena.com.

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For information, contact: Jessica Chase, (703) 657-6898

Sixth Annual Hardscape Project Awards Now Accepting Entries

Louisville, KY –Hardscape North America is now accepting entries for the 6th Annual HNA Hardscape Project Awards to be presented during HNA 2013's Awards Breakfast being held on Friday Oct. 25, 2013 at the Hyatt Regency Louisville in Louisville, KY.

The HNA Hardscape Project Awards recognize the contractor's ability to create outstanding hardscape projects. Twenty-four award categories include residential and commercial applications using a variety of products including concrete pavers, clay pavers and segmental retaining walls and projects of different sizes. The deadline to submit entries is Wednesday, September 18, 2013.

"There are many hardscape awards programs available to designers but the HNA Hardscape Project Awards truly recognizes the quality of construction and craftsmanship by the contractor", says ICPI Chairman of the Board, Dave Carter of OAKS Concrete Products.

Past HNA Hardscape Project Award winner Parker Condit, marketing director of JB's Landscaping LLC, said, "We have received unbelievable feedback after the HNA Hardscape Project Award was presented to us. It was such an honor to be recognized for everything we put into that project and we are still seeing the residual effects, months later. It's nice that we don't have to verbally prove our level of quality or creativity with prospective customers. The award and recognition is like a stamp of approval. All in all, winning the HNA Hardscape Project Award has been a great experience. We can't wait for the next big project!"

The early-bird entry fee is \$100 for members (ICPI, BIA or NCMA) and \$200 for non-members until Sept. 4. After that the entry fee is \$140 for members and \$240 for non-members. Projects for consideration must have been completed between Nov. 1, 2009 and June 30, 2013.

The winning entries will be featured in *Interlock Design Magazine* and other trade publications as well as on the HNA website at HardscapeNA.com.

The HNA Hardscape Project Awards breakfast is open to all HNA registrants as an optional ticketed event. Tickets are \$19 per person or \$150 for a reserved table of eight.

Produced By:



Endorsed By:





Press Release

Dealer Day, October 23, 2013 | All Attendees - October 24-25, 2013

The HNA Hardscape Project Awards are produced by the Interlocking Concrete Pavement Institute, National Concrete Masonry Association and the Brick Industry Association.

The HNA Hardscape Project Awards and Breakfast Banquet is sponsored by Belgard Hardscapes and Ewing Hardscape Products.

For more information about the 2013 HNA Hardscape Project Awards, visit www.hardscapeNA.com.

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About Hardscape North America Hardscape North America (HNA) is THE Hardscape show for contractors and dealers/distributors. Its focus is to bring top-notch education including certification courses, products and technology to contractors and installers who build segmental pavements and retaining walls and also to provide networking opportunities. HNA features indoor and outdoor exhibits displaying state-of-the-art tools and products and trade floor demonstrations and offers the latest technology for contractors. Hardscape North America is produced by the Interlocking Concrete Pavement Institute and endorsed by the National Concrete Masonry Association and the Brick Industry Association. To learn more about HNA, visit HardscapeNA.com.

Produced By:



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Press Release

Dealer Day, October 23, 2013 | All Attendees - October 24-25, 2013

For Immediate Release

For Information contact: Polly Moter, 502-562-1969, polly@promoterinc.com

**Friday Education, Entertainment and Incentives
Provide Value-Added Opportunities at Hardscape North America**

Louisville, KY – Hardscape North America (HNA) 2013 attendees can benefit by planning to stay through the final day of the tradeshow. Opportunities to learn profit-boosting tips, see Holly Williams and Olivia Henken in concert and win prizes make Friday a can't-miss day at HNA. HNA is set for October 23-25 at the Kentucky Exposition Center, co-located in Louisville with GIE+EXPO (the Green Industry & Equipment Expo).

Friday will be packed with networking and learning opportunities. The schedule includes:

HNA Awards Breakfast Banquet

7:00 a.m. – 8:30a.m., Hyatt Regency Louisville

HNA Demonstrations (included in HNA tradeshow admission)

11:00 a.m. – noon, Building Raised Patios, Steps and Seat Walls

1:00 p.m. – 2:00 p.m., Adding Water Features to Hardscapes

3:00 p.m. – 4:00 p.m., Paver Maintenance and Restoration

HNA Education Sessions

10:00 a.m. – 11:30 a.m., Bringing Fire and Entertainment to the Outdoor Room

1:30 p.m. – 2:45 p.m., Your Customer Wants Permeable Pavers. Now What?

3:00 p.m. – 4:30 p.m., Using Design Visualization Software

GIE+EXPO Workshop

10:00 a.m. – 11:30 a.m., Production Management and Crew Motivation on the Hardscape Jobsite

Hardscape Installer Championship

10:00 a.m. – 4:00 p.m. (Winner announced at 3:30 p.m.) HNA Outdoor Demonstration Area, Kentucky Exposition Center

Produced By:



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Press Release

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Friday's fun concert series features **Holly Williams** on the exciting lineup of entertainment. Tradeshow attendees will be treated to a free concert Friday at 8 p.m. at Fourth Street Live! As one might expect from Williams, daughter of Hank Williams, Jr. and granddaughter of Hank Williams, she's a southern girl who can belt out a ballad, but she stays true to her own tune. Her latest album, "The Highway," is a distinctly personal record – one Williams chose to write and produce independently. Friday night's opening act will be **Olivia Henken**, who wowed last year's HNA audience. Attendees can meet this up-and-coming performer Friday, 1 – 3 p.m. at the ICPI booth, # 1202. Then stick around to see her open Friday night's show.

In the **\$10,000 Friday Giveaway**, one visitor will be selected each hour between 1 p.m. and 4 p.m. to win a cash prize. Winners must be present to claim their prizes. Prizes will be as follows:

- 1 p.m. – \$1,000
- 2 p.m. – \$2,000
- 3 p.m. – \$3,000
- 4 p.m. – \$4,000

Register and make hotel reservations online at www.HardscapaNA.com. **The early bird discount ends September 11.** In addition to the web site, more information can be found on [Facebook](https://www.facebook.com/HardscapeNA) and by contacting Sellers Expositions at 888-580-9960, 812-949-9200 or info@HardscapeNA.com.

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About Hardscape North America

Hardscape North America is THE Hardscape show for contractors and distributors/dealers. It brings top-notch education, certification courses, products and technology to contractors and installers who build segmental pavements and retaining walls and to distributors. HNA features indoor and outdoor exhibits displaying state-of-the-art tools and products and demonstrations, plus networking opportunities and education programs. Hardscape North America is produced by the Interlocking Pavement Institute and endorsed by the National Concrete Masonry Association and the Brick Industry Association.

Produced By:



Endorsed By:





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For information contact: Polly Moter, 502-562-1969, polly@promoterinc.com

What's the Buzz at HNA 2013?

- New this year at HNA, top hardscape contractors from three countries will compete for the **Hardscape North America Installer Championship**. Competitors from Canada, the United States and Mexico will test their understanding of industry best practices, safety, quality and craftsmanship in a race against the clock and other top installers. This championship will determine the best of the best in the hardscape industry!
- **HNA's Distributor & Dealer Program**, "What's The Big Idea?" is set for Wednesday, Oct. 23, 9:30 a.m. – 3 p.m., at the Kentucky Exposition Center. This optional full-day program is dedicated to distributors and dealers who sell hardscape and landscape products to contractors and consumers. The program will cover topics such as marketing, social media, sales strategies, retaining quality employees and more. Following the program, distributors and dealers are invited to an exclusive preview of the tradeshow and welcome reception.
- Also new this year, the Distributor & Dealer Program will start Tuesday evening with an optional **networking reception** where dealers and distributors will have the opportunity to come together for an evening of fun, networking and entertainment.
- Back for a second year, the **Hardscape Contractor Executive Workshop** will focus on best practices for hardscape contractor owners and executives. Set for Wednesday, Oct. 23, 1:30 – 5:30 p.m. at the Hyatt Regency in downtown Louisville, this optional program will give seasoned hardscape contractors the opportunity to network with peers from across North America and share ideas on topics critical to their business.
- The Interlocking Concrete Pavement Institute (ICPI) will host their **Hardscape North America Conference** Tuesday through Friday. Courses and sessions will take place at the Hyatt Regency (Tues-Wed) and at the Kentucky Exposition Center (Thur-Fri).
- Attendees can earn up to two years' worth of **continuing education credits for ICPI Certified Installers** in one central location.

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- HNA will announce the winners of the **6th Annual HNA Hardscape Project Awards** at a breakfast banquet at the Hyatt Regency Louisville on Friday, October 25th. The awards recognize contractors' quality construction and craftsmanship in outstanding commercial and residential hardscape projects in North America. Winners will also be featured in **Interlock Design Magazine**, other trade publications, and on the HNA website.
- A big hit last year, the **\$10,000 Friday Giveaway** will start at 1:00 p.m. on Friday. Winners must be present to win \$1,000 at 1:00 p.m., \$2,000 at 2:00 p.m., \$3,000 at 3:00 p.m. and \$4,000 at 4:00 p.m. To be eligible, register for HNA. An entry form will be mailed along with badges and will include instructions for returning it on-site.
- The **New Products Showcase** will be a launching pad for new products. Attendees can stop here for a glimpse of the latest innovations and make their must-see lists, then stop at the exhibits throughout the show floor to meet with the manufacturers and test the products.
- **Three free concerts** are planned – one each evening – at the Nissan Commercial stage at Fourth Street Live! Attendees won't want to miss the after-show-hours fun.

Wednesday, Oct. 23

7:30 p.m. – Jamie McLean Band

9:00 p.m. – Craig Morgan

Thursday, Oct. 24

7:30 p.m. – Angie Johnson

9:00 p.m. – Three Dog Night

Friday, Oct. 25

8:00 p.m. – Olivia Henken

9:00 p.m. – Holly Williams

- The unique **Outdoor Demonstration Area**, just outside the indoor exhibits, covers 19 acres and showcases the newest equipment in the industry. The **HNA Outdoor Arena** gives attendees an exclusive, up-close-and-personal opportunity to learn the latest installation methods and techniques.

To register online for the HNA, visit www.HardscapeNA.com.

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User-Friendly Tools Help Registrants Increase ROI at GIE+EXPO/HNA

Early Registrants Have Opportunities to Win Prizes

(Louisville, KY) GIE+EXPO and HNA 2013 registrants and exhibitors have valuable tools at their fingertips to increase their ROI. The shows are set for October 23-25 in Louisville, KY.

Online registration for HNA is open at www.hardscapena.com. Attendees have user-friendly tools that make the registration process easy, plus registrants can schedule and manage appointments with exhibitors and set their agenda with real-time **Personalized Dashboards**.

Through these dashboards, attendees can send appointment requests to exhibitors, manage their attendance in educational sessions, view and manage their show agenda and access exhibitors' brochures.

The **Connect Me** mobile smart phone app allows attendees to locate exhibitors that match their product interests before and during the Expo. They can also browse the entire exhibitor list, collect exhibitor electronic brochures and manage appointments. All data collected returns to the dashboard in real time.

With **Buyer Connect** attendees are able to keep track of the exhibits they visit, download company information about those exhibitors, send individual e-mails to exhibitors' contacts and follow up at their convenience. **Buyer Connect** helps exhibitors keep track of attendees who stopped by their booth, create show reports and send e-mails to leads.

Exhibitors also have access to **Invite a Customer**, the fast and easy way to create and launch e-mail campaigns alerting customers to the products and services that will be featured at their booths, as well as the customer events they are planning during GIE+EXPO/HNA.

Before and after the show, exhibitors can use the lead retrieval app **CompuLEAD Smart**, which enables exhibitors to connect with attendees on and off the floor using their own smart phones.

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Sellers said, "Our No. 1 goal is to give attendee customers and exhibitors the best tools available to increase ROI and keep track of their GIE+EXPO/HNA participation before, during and after the show. The technology we are using makes that possible."

To register online for the HNA/GIE+EXPO tradeshow, visit www.HardscapeNA.com.

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Editors: Downloadable photos of the entertainers are available in our online Media Center.

Three Free Concerts Scheduled for GIE+EXPO and HNA 2013
Craig Morgan, Three Dog Night & Holly Williams at 4th St. Live! in Louisville

(Louisville, KY) – Attendees at the 2013 GIE+EXPO (the Green Industry & Equipment Expo) and Hardscape North America will be treated to three free concerts by award-winning performers. The concerts will take place at 4th Street Live! in downtown Louisville on the Nissan Commercial stage.

Wednesday, October 23

Opening Act: Jamie Mclean Band, 7:30 p.m.

Headliner: Craig Morgan, 9 p.m.

Headlining the opening concert, **Craig Morgan** will perform from an impressive body of work that includes 14 Top Ten hits such as “Redneck Yacht Club,” “International Harvester,” “Almost Home,” “That’s What I Love About Sunday” and “Tough.” He’ll also sing some of the songs from his newly released album, *This Ole Boy*. A multi-talented performer, he also has starred in “Craig Morgan: All Access Outdoors” on the Outdoor Channel. The reality show offers fans a fly-on-the-wall look at Craig’s extreme lifestyle at home, touring and in the great outdoors – hunting, aerial bow fishing, bungee jumping and skydiving.

Jamie McLean was originally a guitarist of the Dirty Dozen Brass Band before branching out on his own in 2006. He joined up with Brian Griffin on drums and Ben Mars on bass and it proved to be the right decision. The **Jamie McLean Band** now has five albums of true country rock, or, as they say, “downtown rock and roll, country and swampy soul.”

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Dealer Day, October 23, 2013 | All Attendees - October 24-25, 2013

Thursday, October 24

Opening Act: Angie Johnson, 7:30 p.m.

Headliner: Three Dog Night, 9 p.m.

Legendary music icons **Three Dog Night** claim some of the most astonishing chart statistics in popular music. Over a span of 40 years, the group has racked up 21 consecutive Top 40 hits including three No. 1 singles, 11 Top Tens and 12 straight RIAA-Certified Gold LPs. With their customary impeccable harmonies and exciting arrangements, they will perform fan favorites including "Mama Told Me (Not to Come)," "Joy to The World," "Black and White," "Shambala," "One," "Liar," "Celebrate" and new songs including "Heart of Blues" and an a-cappella ballad, "Prayer of the Children."

The band is made up of founding members Cory Wells and Danny Hutton on lead vocals, original band mates Jimmy Greenspoon (keyboards) and Michael Allsup (guitar) and completed by Paul Kingery (bass and vocals) and Pat Bautz (drums).

Staff Sgt. **Angie Johnson's** rise to fame wasn't smooth. In fact, it was rife with confusion, false starts and dust, plenty of dust. Before a viral YouTube video caused Carson Daly to search for the unknown singer on Twitter and invite her to join The Voice, Johnson spent most of her time in fatigues. She's been an intelligence analyst, an Air Force Band vocalist, a struggling singer/songwriter and an undergrad pursuing a doctorate in psychology. Since starring on The Voice, Johnson has signed with Sony Nashville and released her first album, "Sing for You," in May. She also continues to serve one weekend each month with the Missouri Air National Guard as a band vocalist to lift troop morale.

Friday, October 25

Opening Act: Olivia Henken, 8 p.m.

Headliner: Holly Williams, 9 p.m.

New to the GIE+EXPO/HNA stage, but not to the country music world, is **Holly Williams**, daughter of Hank Williams, Jr., granddaughter of Hank Williams. As one might expect from a Williams, she's a southern girl who can belt out a country ballad, but she stays true to her own tune. Her latest album, "The Highway," is a distinctly personal record; one Williams chose to write and produce independently. A few recognizable voices can be heard on the album, including Dierks Bentley, Jakob Dylan, Jackson Browne and Gwyneth Paltrow.

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Returning performer and Louisville native, **Olivia Henken** has been busy promoting her album, "Ride," a mix of country rock and soulful ballads, and she's making a name for herself. This country bombshell may be a local celebrity, but she has her sights set on something bigger – her goal is to become Country Music's Entertainer of the Year. Don't miss the native country bombshell that delivered the rocking performance at GIE+EXPO 2012.

Nissan Commercial Vehicles, an exhibitor, is the stage sponsor for three nights of evening entertainment.

The tradeshows will be held at the Ky. Exposition Center in Louisville. The 2013 dates are Wednesday, October 23, Dealer Day; October 24-25, all industry participants. Now the 9th largest tradeshow in North America, GIE+EXPO is sponsored by the Outdoor Power Equipment Institute, Inc., Professional Grounds Management Society and Professional Landcare Network. For information and online registration: www.gie-expo.com. Other contact points: Facebook, info@GIE-EXPO.com and 800-558-8767/812-949-9200.

##

About Hardscape North America

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To learn more about HNA, visit www.HardscapeNA.com or call (888) 580-9960.

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For immediate release

For information contact: Polly Moter, 502-562-1969, polly@promoterinc.com

Louisville, KY to Play Host to GIE+EXPO 2013 and Hardscape North America
Use Your Tradeshow Badge for Discounts Around Town

(Louisville, KY) Louisville, Kentucky will play host to GIE+EXPO 2013 and Hardscape North America Wednesday-Friday, October 23-25, and attendees looking for after-show-hours fun or to extend their stay through the weekend will find plenty to do in Derby city.

As an added bonus to attendees, Louisville welcomes meeting and convention attendees with discounts on top destinations through the **Very Important Badge (V.I.B.)** program. Take advantage of special offers and discounts from the city's most popular sites including retail shops, restaurants and attractions by presenting your name badge at participating locations. For a list of discount offers, visit www.gotolouisville.com/VIB.

Visitors can find some Halloween fun at the **Jack-O-Lantern Spectacular**. This inaugural event will feature 5,000 illuminated pumpkins on a 1,500-ft. trail with over 100 carved into veritable works of art. A brand-new event for Louisville, it provides entertainment for the whole family. Details will be available soon at www.jackolanternlouisville.com.

Horseshoe Casino is open almost around the clock, all three days of GIE+EXPO, just minutes from downtown. The casino features 2,300 slots, 143 table games, live entertainment and nine restaurants, buffet to gourmet. www.horseshoe-indiana.com.

Visitors are in for a treat while traversing the **Urban Bourbon Trail**, a true Louisville original. Visit 28 of the best stocked and most celebrated whiskey bars in the world. The Bourbon Country passport program is a fun way to record stops along the Trail and be rewarded with a special gift after visiting. Taste why they call Kentucky "Bourbon Country." www.bourboncountry.travel.

At the **Kentucky Derby Museum**, visitors can immerse themselves into this great race – from the fancy hats to the jockeys to the Winners Circle. Also, get an up-close look at the big race's most notorious party spot – the infield. This temporary exhibit features life-sized cutouts of Kentucky Derby revelers and takes visitors on a virtual trip through the famous tunnel to the infield itself. **Churchill Downs** will kick off its fall meet Sunday, October 27. For race details, visit www.churchilldowns.com.

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Louisville Slugger Museum and Factory is a sports-fan favorite and one of the city's most popular attractions. Guests are invited to learn about the official bat of Major League Baseball while taking a working-factory tour. Guided factory tours begin at 9:00 a.m. and last approximately 25 minutes. Guests will even get to leave with a little Slugger of their own as everyone receives a miniature souvenir bat at the end of the tour! (If you are flying to GIE+EXPO, just be sure to pack your bat in luggage that will be checked returning home!) www.sluggermuseum.org.

History buffs will enjoy a journey through more than 1,000 years at the **Frazier History Museum** where you can come face to face with some of the people and stories that changed the world forever. A combination of interactive temporary exhibits and one-of-a-kind permanent galleries bring history to life every day. A special exhibit, "The Eye of Napoléon," examines Napoléon Bonaparte's extraordinary influence on the creative arts. Objects he used and gave as gifts, as well as more than 200 works of art and craftsmanship are part of the display. Guests will experience a collection of his family's silver, gold, glassware, porcelain, fine furniture, jewels and elegantly-bound books. Documents and clothing from the period, including a very rare hat that belonged to the emperor himself, and fine fabrics ordered for his imperial palaces complete this decadent exhibition. www.fraziermuseum.org.

The downtown area is also teeming with excitement at **Fourth Street Live!** Features of this entertainment complex include restaurants such as Gordon Biersch Brewery, Hard Rock Café, TGI Friday's, Sully's Restaurant & Saloon, Maker's Mark Bourbon House, Quattro, the Sports & Social Club, The Fudgery and Eddie Merlot's Prime-Aged Beef & Seafood. Fourth Street Live! is located on Fourth Street between Liberty Street and Muhammad Ali Blvd, within walking distance of all major downtown hotels. *The free concerts during GIE+EXPO will be held at this exciting venue.* www.4thstlive.com.

You'll also find many retailers in the downtown area this year. Pick up unique gifts and souvenirs along Fourth Street and East Market Street. www.sofolouisville.com / www.nulueastmarket.com

For sightseeing, take advantage of the **Day Tripper One Day Pass** – only \$3.50. The Day Tripper is intended to make public transportation a more convenient option for visitors by providing unlimited trips during any one-day period. TARC provides access to all downtown attractions and has frequent and direct service to shopping areas and attractions throughout the city on major TARC bus routes. Day Tripper passes are sold only at the **Louisville Visitors Center**, located downtown on Fourth and Jefferson Streets and at Union Station, 1000 W. Broadway. And, be sure to visit www.gie-expo.com to find out which hotels provide shuttle service to the show.

Produced By:



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MEDIA BADGE APPLICATION

For press credentials, please complete this form and submit it as soon as possible but no later than October 18, 2013. Those who register by October 1 will receive badges by mail. Otherwise, your badge will be waiting for you in the Press Center at the Kentucky Expo Center. **A business card will be required for each media applicant who did not attend GIE+EXPO 2012.** Fax: 502-562-0083 or email scans to press@gie-expo.com.

This form is also available as a fillable Word doc that you can email back. Go to our online Media Center and click on [Press Materials](#).

Company _____

Address _____

City / State / Zip _____

Company Website _____

Name _____ Title _____

E-mail _____ Editor ___ Publisher ___ Sales ___

Phone / Fax _____

Name _____ Title _____

E-mail _____ Editor ___ Publisher ___ Sales ___

Phone / Fax _____

Name _____ Title _____

E-mail _____ Editor ___ Publisher ___ Sales ___

Phone / Fax _____

Name _____ Title _____

E-mail _____ Editor ___ Publisher ___ Sales ___

Phone / Fax _____

****Non-Exhibiting Media Sales required to pay \$350 per registrant. Register on-line at www.gie-expo.com.**



Press Release

Dealer Day, October 23, 2013 | All Attendees - October 24-25, 2013

Sellers Expositions
PO Box 139, New Albany, IN 47151
800-558-8767, 812-949-9200
Fax 812-949-9600

Magazine Distribution

On-Site Shipping & Freight Handling Instructions

Note: This opportunity is only available to publications that exhibit or run GIE+EXPO or HNA ads.

All shipments and drayage **MUST BE PREPAID** for on-site handling and must arrive October 21-22, 2013.

Boxes should be marked and shipped as follows:

Ship to: GIE+EXPO
South Wing B106
c/o Kentucky Exposition Center (attn: Maintenance, 502-367-5321)
937 Phillips Lane
Louisville, KY 40209

Please send no more than 2,000 copies of your magazine. Mark the magazine name on the outside of each box and please eliminate divider tissues before packing. Show Management will distribute trade-related magazines from bins near the registration area if your boxes arrive pre-paid. **If you have not done so already, please complete the information below and send a copy of this form to:** Kentucky Exposition Center, c/o Maintenance Department, 937 Phillips Lane, Louisville, KY 40209, along with a check for the appropriate amount, payable to the Kentucky Exposition Center. If you prefer to pay by credit card, call the Service Desk, 502-367-5321, and fax this form to 502-367-5358.

Tentative Rates:

Two Way	\$53 per 100 lbs.	\$180 minimum charge
One way	\$45 per 100 lbs.	\$120 minimum charge

Company name _____

Address _____

City/State/Zip _____

Contact name _____

Phone number _____

Booth number if exhibiting _____

If you want to ship remaining magazines after the show, the Kentucky Exposition Center will have shipping labels and bills of lading available for your outbound shipments. These can be picked up at the KEC Service Desk on Friday morning, October 25. Bills of lading are to be completed and returned to the service desk. Assistance will be provided if needed. All pieces must be properly labeled or material will be left at the facility.



Sellers Expositions
222 Pearl Street, Suite 300
New Albany, IN 47150
800-558-8767, 812-949-9200
Fax 812-949-9600

HNA 2013 Exhibitor List for Publication

A preliminary list of HNA 2013 exhibitors and booth numbers is available by e-mail or fax for publication. (The list does not include addresses, phone numbers or contact names.) If you would like to publish the list, please call Susan Sellers at 812-949-9200 or 800-558-8767 or complete this form and e-mail it to Susan@SellersUSA.com or fax it to 812-949-9600 to let us know the deadline for your pre-show issue. Because the list changes daily as more companies sign up to exhibit, we want to make sure the list you publish is as complete as possible.

_____ Please e-mail a text delimited list
e-mail address _____

_____ Please fax the list only
fax _____

Deadline _____

Name _____

Publication _____

Address _____

Phone _____ Fax _____

Note:

Anytime you publish a Hardscape North America exhibitor list, please add: subject to change.