

SERVICE DEALER

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GIE+EXPO

SPECIAL REPORT

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EXPO EXCELS

Service Dealer reports from a buoyant showcase for the American outdoor powered equipment industry

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You could visit 2020's exhibition in Kentucky

DISCOVERING GIE+EXPO

New technology to the fore at the US trade show with plenty to benefit UK dealers



RADICAL SHIFTS

Q&A WITH OPEI PRESIDENT KRIS KISER, WHO TELLS US ABOUT THE TRENDS IN THE US MARKET



MEET IN A CITY THAT CULTIVATES CHAMPIONS

We're proud GIE+EXPO has called us home for 38 years. Together, we made 2019 the largest show yet and we can't wait for 2020 to be another championship year. Come visit Louisville, KY, the home of the Greatest, and see why Thrillist called us an "Under-Appreciated American City You Need to Check Out."

Start planning your trip at GoToLouisville.com/GIE.

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OUR PEOPLE

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Welcome to this *Special Report* on the GIE+EXPO trade show. First up, you might ask why are we, in our position as a UK-based journal for independent machinery dealers, covering a trade show based all the way over in Louisville, Kentucky?



Steve Gibbs, Editor

Put simply, we believe it's part of our remit to cover an international event such as GIE+EXPO due to how small and interconnected the business world we operate in today has become. We need to look further afield for inspiration and innovation than perhaps we used to. It's no longer good enough merely existing within our own, long-established bubble. To gather ideas and knowledge from new sources will become increasingly important as we move forward in a post-Brexit world.

October 2019's edition of the show, which took place once again at the Kentucky Exposition Centre in Louisville, USA, was another record breaker. Welcoming more visitors and taking up more floor space than ever before, this exhibition for the outdoor power equipment sector must be seen to be believed. A mega-show, it is in fact one of the largest trade shows for any sector in the US.

What makes the show so special from a specialist dealer's perspective, regardless of whether they are from the US, UK or anywhere, is just how much attention is paid to the needs of these attendees. From the comprehensive educational sessions that are on offer to the exclusive show-floor opening before any other visitors are allowed around the stands – dealers are treated with a respect and a priority rarely seen at similar undertakings.

And what keeps dealers and end-users returning to the wonderful city of Louisville, year after year, is the desire by the organisers to keep the offering fresh. New features are added each time out – in 2019 it was tree climbing demos, in 2020 it'll be drone-flying lessons. It's this continual attention to innovation that draws the record-breaking crowds every October.

Some facts about 2019's show:

- Servicing dealer registrants increased by 8%.
- Lawn and landscape attendee categories increased by 18%.
- 34% of dealer/retailer and 42% of lawn and landscape attendees were first-timers.
- Attendees hailed from all 50 states and more than 40 countries.
- Indoor booths were spread throughout 675,000 sq ft. of exhibition space.
- The Outdoor Demo Area exceeded 20 acres for the third year in a row.

In this *Special Report* you can read what *Service Dealer* made of the show and find out what the head of the OPEI thinks of the current and future state of the US market.

2020's GIE+EXPO is set to take place from 21-23 October. Perhaps this year will see some more UK dealers make the trip over to Kentucky? There will certainly be one additional, lucky Service Dealer reader and their guest amongst the attendees this October! Check out page 14 of this Special Report and it could be you!

EXPO EXCELS

The GIE+EXPO trade show took place in Louisville, Kentucky last autumn. With robotic solutions to the fore and plenty of content to satisfy specialist dealers, Editor STEVE GIBBS reports from a buoyant showcase for the American outdoor power equipment industry



It was my privilege in October 2019 to attend the GIE+EXPO trade show, which takes place annually at the Kentucky International Exposition Centre. Run by the American trade association the OPEI, alongside Sellers Expositions, I had last attended the show four years ago and in those intervening years it has, remarkably, grown even larger. I remember, when I attended previously, what struck me immediately was the sheer scale of the endeavour. We are just not used to shows of this size for the outdoor power equipment sector in our country. What, of course, contributes significantly to the GIE+EXPO's ability to run on such a large scale is the venue itself – an equivalent to which we don't really have at home. The Kentucky Exposition Centre allows the show to enjoy the best of both worlds for

a machinery exhibition, in that it has a huge indoor space for fancy, static stands, plus an enormous outdoor area for practical, hands-on demonstrations. To this end, most exhibiting companies will have two stands, both inside and out. For 2019 the stats clearly illustrated just how GIE+EXPO is expanding year on year. Post-show the organisers announced that this most recent edition drew more than 26,500 attendees from around the world. In addition, the indoor exhibit floor and the outdoor demonstration area took up more space than ever, covering 24,000 net square feet more than the previous year – meaning the indoor total space totalled 675,000 square feet with the outdoor demo area exceeding 20 acres.

Dealer exclusives and educational opportunities

One of the appeals which the show undoubtedly enjoys for both US dealers and those who choose to attend from further afield, is that the event caters incredibly well for their specific needs. Most of day one of the show is exclusive entry for dealers only. This means the show floor is that much freer of crowds, making it easy to move around between stands. Crucially, it also allows dealers and suppliers to talk candidly to each other without prying end-users' ears overhearing any potentially sensitive conversations. It genuinely is a fabulous innovation and one which I believe dealers from the UK would appreciate.

Also Wednesday is classed as a reception day, with many exhibitors giving away food and beer to attendees on their stands. STIHL took things even further, with a full oompah band on theirs! This all contributes to a most convivial atmosphere, which judging by the sight of some attendees stumbling for the buses that shipped everyone back to town at the end of the day, was taken advantage of to its fullest!

Alongside this, dealers can benefit from a comprehensive series of free educational seminars across all three days. Cleverly taking place early in the mornings so as not to take the dealer visitors away from the show floor and the exhibitors, topics covered in the plethora of dealer educational sessions included profitability, service processes, sales techniques and other facets of managing an independent dealership.

These are led by Bob Clements and Sara Hey of Bob Clements International, who many of our readers will be familiar with from our *Service Dealer* Conferences. There were some truly superb sessions that were packed out with dealers listening to the advice on offer.

For example, Sara Hey, who readers will of course also know from her regular column in *Service Dealer* magazine, on day one ran a very well attended session entitled *Meeting the Challenge of Change*. She talked about how change for dealerships can be a most daunting prospect, but one which however intimidating, is often essential to move the business forward. Sara posited that change must start and be decisively led by the dealer principal. "Stop being the firefighter at your place of work," she said, "instead be the arsonist!"

She suggested three steps that dealers could follow in order to start leading change in their company are to make it sound exciting, be transparent with employees, and to have a strong plan in order to create certainty.

A popular session which Bob Clements himself ran was entitled *Fine Tuning Your Service Process*. He explained that from check-in to triage, to pulling parts and updating customers, today's service departments must run like finely-tuned engines. For the average service department, he said, over 20 unique steps must happen to move a work order from open to closed. Each step must be tuned and adjusted to get the maximum performance out of the techs and the maximum profitability out of the shop.

In an entertaining presentation, Bob broke down the process and shared tweaks that would help those in the room to fine tune their businesses once they returned to their dealerships.

Away from Bob and Sara there was a unique session on the final day called the *Friday Special Report*, which saw industry economist Brian Beaulieu deliver a presentation entitled *More Growth – More People – More Business*. A fascinating talk, Brian explained how we all manage business cycles, but it is also important to keep sights on the underlying reality of ongoing growth in the



Bob Clements ran many dealer educational sessions



The huge outside area allows for hands-on demonstrations of all types of machinery

US economy. "Our economic system is geared for growth unless obstacles are put in our way," he said. "Our population is growing and business opportunities are expanding for those willing to take risks, act and trust in a good decade ahead."

Brian went on to analyse the state of the economy and how it relates to the outdoor power industry, offering insights to hopefully enable dealers to "stride boldly into the future".

More educational opportunities for dealers were also on offer via both the UTV University and the Technician Training Sessions.

The UTV content comprised several specialists offering advice to dealers who stock the vehicles, or who were considering adding them to their product line-up – presenting them with effective tools and tips that they could implement upon returning to their dealerships.

One interesting seminar was run by JW Washington, Director of Business Development for Ariens Co, who provided strategies and tactics to help dealers effectively increase UTV sales using the targeted approach of "eight distinct UTV "professional verticals" – verticals being the concept of knowing your customers and then planning services or products to satisfy their needs.

The Dealer Technician Training content, meanwhile, offered a variety of hands-on training and certification sessions for technicians at basic and advanced levels. A variety of in-depth learning was available, with subjects such as *Basics of Electronic Fuel Injection Systems*, *Two-Stroke Engine Failure Analysis* and *Hydraulic Troubleshooting* among others being covered.



Dealers were on hand for customers' questions



Robotics and battery equipment were to the fore

Around the exhibition

The aspect of GIE+EXPO which most of the non-dealer attendees come for, of course, is the ginormous product and services exhibition.

What's slightly different about this show, compared to our major professional trade exhibitions in the UK run by the IOG and BIGGA, is that the make-up of attendees in Louisville is more skewed towards professional contractors rather than sporting facility or local authority turf professionals. Contracting is such a bigger endeavour in the US that it is natural that many exhibitors gear their stands towards appealing to the needs of this sector.

As an aside, it will be interesting to see if our UK-based shows might find their visitor demographics shifting this way in the future too. Readers who attended the 2019 *Service Dealer Conference* for example, will have heard 'generational intelligence expert' Dr Eliza Filby talk about how the younger generations are less keen on buying high-priced items to undertake tasks themselves, than they are to pay for professionals to provide them with services as and when they require, so perhaps we'll see garden contracting increase in the UK in the coming decade and thus the make-up of our shows increasingly mirror that of GIE+EXPO?

One aspect in which last autumn's shows at both the Birmingham NEC and the Kentucky Exposition Centre were already similar was in the proliferation of battery powered machinery and robotic mowing solutions for the commercial sector across the show floors and demo areas.

One very interesting launch in this regard was on the Mean Green Mowers stand, where they had a grand unveiling of a new large-area autonomous mower. Called the Atom, the innovation here was that the machine doesn't use a guide wire or GPS via a base station – rather



Ariens' stand

it navigates courtesy of on-board cameras and in-built AI. Company owner, Joe Conrad, described it as "the future of autonomous mowing".

While at the Mean Green Mower stand it was also great to see some UK faces being represented at the show, with the chaps from Overton Ltd, Guy and Richard Overton, who are the UK distributors for the Mean Green range. Richard told me they'd had a great 2019 with Mean Green at home, with more dealers coming on board and the products really starting to take off. He said there was space for more dealers in the UK and just recently they'd been having some very interesting conversations and demonstrations with several large UK grounds care contracting companies.

Other attractions

One innovation to the show that wasn't included last time I attended, and one which, if I'm being honest, I'd be surprised to see repeated at home, was an area entitled Mutt Madness – clearly a passion project of Kris Kiser, President of the OPEL. As part of his presidential role, Kris can be seen on national US morning television with the educational character Turf Mutt, promoting the benefits of natural grass gardens as an ideal environment for family dogs.

This area, which was in its second year, allowed attendees to return home with a newly adopted rescue dog! Yep, an actual dog. Imagine going to SALTEX and instead of simply leaving with a carrier bag full of brochures and a promotional baseball cap, you went home with a new family pet?!

However different it may sound to us in the UK, in the context of GIE+EXPO it worked perfectly. I honestly must say, it was a joyful experience, interacting with the dogs. It was an attraction which gave attendees an emotionally nourishing break from trawling around the stands. It was also performing an undeniably worthwhile service, with



Mean Green Mower's Joe Conrad introduces the Atom



Spider on show



Cub Cadet stand-on being put through its paces

a cheque for \$10,000 presented to the Kentucky Humane Society – plus 15 abandoned puppies found new homes during the course of the show.

In the wider scheme of the industry, Mutt Madness and the Turf Mutt concept are all very ingenious. The promotion of the idea of well-maintained grassed areas for pets to flourish is outside-the-box thinking at its best.

Additions such as this to the main exhibition are something that the show organisers say they strive to achieve each year. They stress they want to keep the show fresh by offering something new for visitors each time.

As such, making a debut in October were arborist demos by the Women's Tree Climbing Workshop, which gave attendees the opportunity to learn from a group of experts, demonstrating climbing techniques on a 40-foot tree erected inside the expo centre. The sessions, presented by Davey Tree, were sponsored by STIHL, with support from SHELTER Tree.

Also new was a Social Media Lounge, sponsored by ECHO Means Business, that provided a place for attendees to network and hear insights from live guests and social media influencers, within the trade show floor area.

Looking ahead

I was so incredibly impressed with my visit to GIE+EXPO. I'm sure the dealers and professional end-users who had made the trip to Louisville would have returned to their places of business having genuinely benefited from their time spent at the show.

What also shouldn't be underestimated is the appeal of Louisville itself as a setting for a trade event. The exhibition centre is so well suited, with its combination of indoor and outdoor space, plus the town affords many great attractions in terms of cool hotels, bars, restaurants, and fascinating local culture and history.

In fact, EXPO itself runs a series of free music concerts each night of the exhibition, in the downtown area. The show organisers make life easy for attendees too, with free bus services constantly running people between the showground and all the major downtown hotels.

2020's edition is set to take place from 21-23 October. What contributes greatly to visitors returning year-on-year is that the organisers strive to include new features each time out. As such, plans are in the works for this autumn to add practical workshops for visitors to learn how to use drones in their business, plus the creation of a UTV demo track.

"Unlike other events, where attendees sit in meeting rooms, GIE+EXPO offers hands-on training," said Kris Kiser. According to Kris it's the Kentucky Exposition Centre itself that allows them to keep innovating each edition, describing it as one of the country's unique venues. The plans for drones, for example, are only possible due to the Freedom Hall's indoor arena, with its 70-foot ceilings where attendees can learn to fly the units safely. Combine this with the 20-acre demo park right outside the exhibition halls, where there are hands-on training opportunities and all types of equipment available for testing, and you generate a pretty much ideal environment for a trade show in this sector.

Would a trip to the event in the future for more UK dealers be worth the inevitable expenses involved? If the costs could be covered and the time away from the business possible, then absolutely.

As well as offering early access to the latest products and a multitude of learning opportunities, it would also act as a genuine eye-opener, revealing the potential for what an outdoor power equipment show can be, when operating on a scale such as this.

RADICAL SHIFTS

President and CEO of the Outdoor Power Equipment Institute (OPEI), Kris Kiser has his finger on the pulse of the industry in the US. Also integrally involved in the organisation of GIE+EXPO, Service Dealer Editor STEVE GIBBS sat down with him in Louisville in October 2019, to discuss product trends, promoting the sector and keeping the exhibition fresh

Service Dealer: How did the industry fare in the US during 2019?

Kris Kiser: Fairly strong. It hasn't been a banner year, but it's been a good year. What we have seen though, is very significant shifts, particularly on the consumer side, into battery power. And I mean, a radical shift.

We've seen 26% jumps in certain product categories – particularly in hand-held and walk-behind lawnmowers. It's just exploded.

SD: Why do you think this is?

KK: It's the inevitable way the industry is heading. For example, over here, California is going to rewrite its emissions programme in 2020. It's an extraordinarily aggressive programme with a target of, by 2031, eliminating the sale of internal combustion engines. Period. By that year they do not want any internal combustion engines sold in the entire state at all. Remember, California can regulate in the airspace and in the waterspace because they were ahead of the federal

government. With the Clean Air Act they have what's called a 'waiver programme', allowing California to do its own thing. It's the only State in the country that can.

Other States, however, can elect to follow California's rules if California develops them. The complexity of this is compounded right now because of the current political situation here – which is a train wreck! It means that the fight between the federal government and California currently, is profound. There are dozens of lawsuits between the two, with authorities being challenged.

That doesn't just affect our industry; the auto industry, for example, is in apoplexy because of this situation between California and the federal government. It's extraordinarily challenging for them because you can sell cars across State lines. They are, therefore, asking themselves, what standards do we design to? What standards do we build to? In the auto industry they plan in seven- and 10-year production cycles – our industry plans in three- and five-year production cycles. And we follow them on power sources. Whatever's available for them to power the product, that's what we get down the line.



Mutt Madness drew the crowds



Tree climbing demonstrations were a new addition in 2019

SD: Is time almost up for the internal combustion engine?

KK: No. All that said, gasoline's here for a good long time. Certainly, on the commercial side – that's a much longer transition for those guys to change to battery.

The killer for the dealers, though, is that they make their money in the back of their shop – not really on the point of sale. The lion's share of their money is made in service and repair. There are tons of moving parts on an internal combustion engine – there are very few on a battery! And so the whole paradigm of profitability and revenue on a battery verses an internal combustion engine for our dealers... well, it's going to be a radical shift, because in the main, they don't require repair.

Now, recycling, recovery, disposal of batteries will all be a big deal – and battery machinery won't be the panacea for all end users. Run times, temperature change, areas of usages – all these things affect performance, therefore some customers will want to stick with gas.

One thing's for sure though, it's a very interesting time to be in the business.

SD: What about robotic mowing solutions? Are those taking off in the US?

KK: Massively. It seems that everybody has them at the show this year. They're clearly going to be huge – partly because you can use them around hotels, hospitals, nursing homes and the like – anywhere they need quiet.

They're also taking off because of our workforce problem, as contractors are struggling to find labour. You need people to install and maintain them, obviously, but on the day-to-day cutting of the grass, if you can leave a

robot doing that, the team can just come by every couple of weeks to do the trimming and blowing and what have you.

We think it's a big deal. In fact, the OPEI has recently released the first ever robotic standard for the country which took five years to put together. That gives legal cover. If you build to a recognised safety standard, in this country that gives you a lot more cover and levels the playing field. Now that has just become real, we feel that the market is ready to explode.

There has been some hesitancy up until now, mostly getting the consumer used to it. But there has been such positive feedback on other battery products, it's only a matter of time before the robotics truly take off.

The nice thing about robots, of course, is that the yard always looks exactly the same. That's why you'll see them take off first in places such as corporate business parks and hotels.

Once people understand that you can't steal them and they won't hurt you, they will grow in popularity; and America loves technology – we love gadgets and the newest thing – it's part of our culture, so it will happen.

The way it works here, once it takes, it's a torrent. Things can change very quickly.

SD: Have you noticed any other product trends at this edition of GIE+EXPO?

KK: There have been a bunch of zero-turns out here this year, which are battery powered. Now the price points for these can be significantly higher, but in certain areas of the country customer demand is there for cleaner products, and just as after the introduction of any other new technology, prices will come down with volume.

SD: Last time we spoke, four years ago, the OPEI was heavily involved in a *Look Before You Pump* campaign, warning about the danger of using ethanol-based fuel in outdoor power equipment. Is this on-going?

KK: We've evolved it. We don't want our messages to stagnate, so now the campaign is entitled *Protect Your Power*. What we're trying to instil in users now, rather than just being aware of what they are putting in at the pump, is that they must protect their machines for their lifetime, because you can destroy your equipment. If you use bad fuel or let it go stale, you'll destroy your product, so it's a similar campaign, but with a new name and a slightly wider remit.

SD: The other issue we spoke of previously was the demonization of the lawn – the idea of homeowners being advised to asphalt over lawns as they were water guzzlers in times of drought. Is this still a concept you are combating?

KK: It is and it's one of the reasons why we created Turf Mutt. What that character does is educate folks that the outdoors is critical to our well-being. It helps relieve stress and we have to do what we can to get our kids off their devices and into the outdoors and get them a dog. We've really championed the urban habitat, because it really is in steep decline in this country.

We must look at the lawn differently, approach pollinators differently, plant the right things in our yards – and that's what Turf Mutt teaches us. We're getting the message out there that if your lawn turns brown, that's just natural; it's not dead, it's just gone to sleep.



Outdoor demonstrations



Robotics are taking off massively in the US says Kris



Trends including the increased use of battery equipment have been seen in the US recently



Outdoor stands



Kris with Emma Craigie, Duncan Murray-Clarke and Steve Gibbs of Service Dealer, along with representatives of the Kentucky Humane Society, at Mutt Madness

We've been really successful at pushing back against this demonization of the lawn. We've been aided by relators who like the kerb appeal that a lawn affords. But we're going further, saying that the lawn can both look good and be purposeful.

We're so proud of Turf Mutt, which has been incredibly successful – we're at 70 million students, teachers and families who have heard our message of the importance of the living landscape. We've done tremendously well in establishing the value of managed outside green spaces.

SD: In terms of the GIE+EXPO show itself, is that continuing to be successful?

KK: 2019 was the biggest show ever. We had 26,500 visitors and it's a private show. That's what people need to remember. It's not open to the public, you have to be in the business to get in here. It's a significant undertaking and we'll expect more again next year.

Every year since 2011 when I became President of the OPEI, our show has grown. I put this down to the fact that I've been a broken record, repeating every year that you must give them something new.

This year, for example, our tree climbing demonstration sessions are new. This came about because we knew one of the things that is helping landscapers keep workers is to offer them year-round employment. The seasonality of the profession has traditionally been challenging. One of the ways that landscapers over here have been able to keep their workers 12 months a year is to take on tree-work.

That's why this year we've offered tree training for beginners. This isn't arborist work, the demonstrators are just talking to landscapers about how they might go about getting into dealing with trees. It's proved popular, so I think we'll run it again next year.

What's also new is that landscapers are now using lots of drones, tree workers especially. They don't want to put

someone up a tree until they've sent a drone up there to look for any potential hazards. As such, in 2020 we're going to have drone-flying training at the show. We've got permission from Kentucky Expositions that if we create a no-fly zone and we don't fly over people, we can have an area where we can offer educational sessions.

We also have a lot of UTVs out here now which we haven't really been able to show off in our demonstration area before. But we've been working on this for three years. Next time out we're going to have a big UTV track. We've designated acres and acres where users will be able to get them up to speed to fully understand their stability and performance, so that'll be in place for October 2020.

SD: How do you reach your target audience to let them know about innovations at the show?

KK: Just this year we have launched a new magazine called *Equip* because we believed the show deserved a better platform. Until now we've not been able to effectively go out to our dealer, landscaper and hardscaper audience with our message all year round.

One of the main challenges of a show this size, frankly, is logistics. Historically people wait too long to organise themselves, meaning things such as hotel rooms become scarce or plane seats are hard to source. Now we can start to talk

to them much earlier. We can give them a better sense of what's here, let them know about the new opportunities we have. With the new elements we add each time out, we can incentivise people to come – because attendees are always chasing what's new.

In terms of letting people know about what new products they can see at the show, manufacturers like to debut products here. With this new magazine we've created a place where they may not tell people outright what they'll be showing, but they can give a hint – and that's what is going to start happening more and more in *Equip*.

“2019 IS THE BIGGEST SHOW EVER. WE'VE HAD 26,500 VISITORS THIS YEAR AND IT'S A PRIVATE SHOW”

SD: How else do you talk to your attendees?

KK: I'm a big exponent of digital and social means to connect with our future audiences. There will be a digital edition of *Equip* magazine and a once-a-month communication from the title. We can talk to our audience with stories throughout the year, with the physical magazine for 2020 coming out around the end of July, which is about the critical point for registrations – it's the time when people really start focussing on coming here.

Many landscapers who make the decision to attend EXPO for example, that choice is predicated on what kind of year did they have? Are they too busy? Did they make some money? Those kinds of factors.

The other publication that we created was the *Land In Louisville* magazine. This is important because while the show has a significant audience who can drive to the event, I want to build our fly-in audience. Both international folks, but also folks from the West Coast; from California and Washington State. There's a lot of landscapers out there, but they need to plan for their attendance earlier.

That's why we've created this other publication in partnership with Louisville Tourism, essentially to sell the appeal of Louisville itself to potential show visitors.

I think Louisville, as a venue, has been undersold in the past. It's a really old city with so much history. It's such an interesting town. There's a lot of old money here, what with the Kentucky Bourbon industry – it's the centre of the Bourbon universe, in fact.

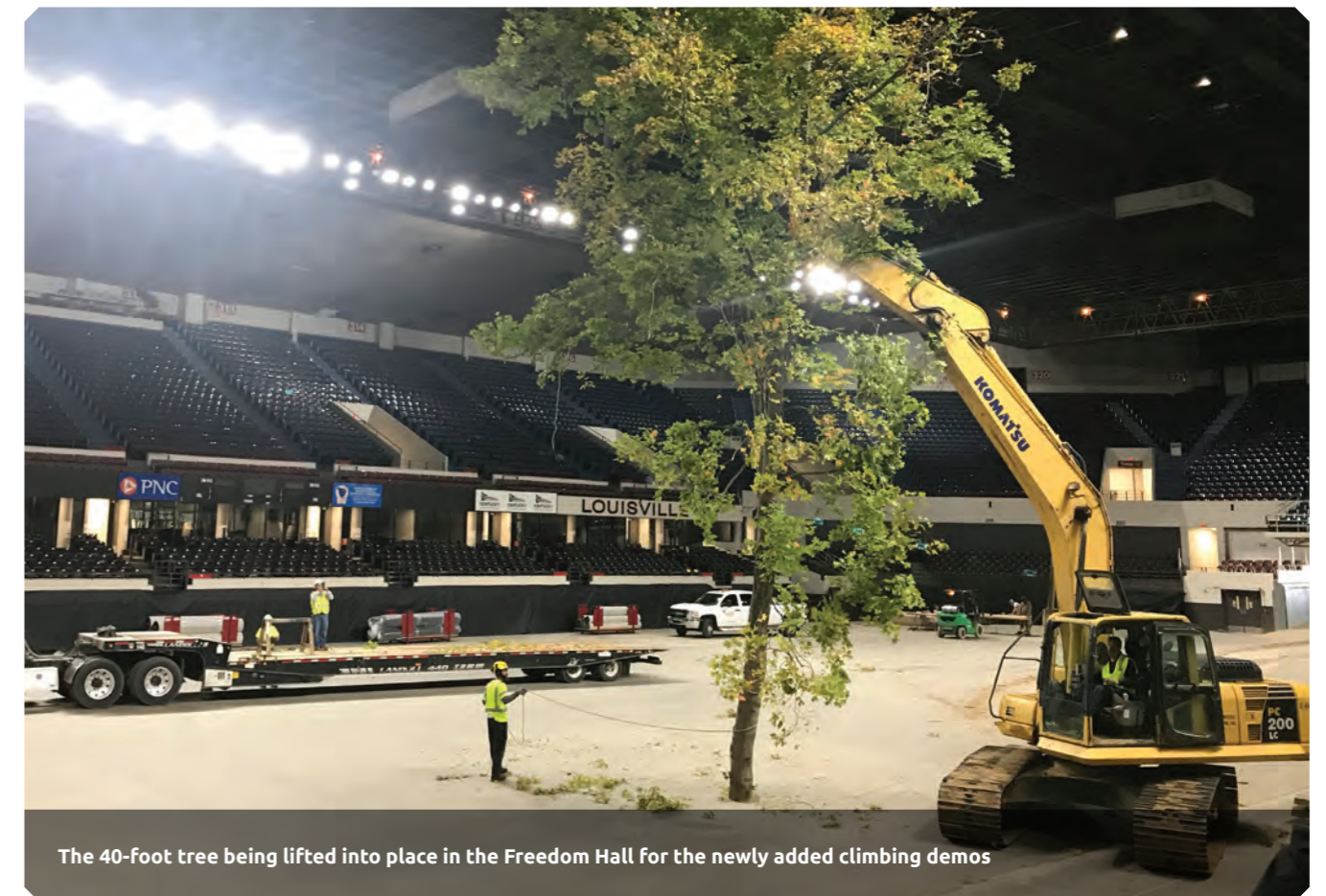
Louisville features a lot of historic warehousing buildings and lofts which in recent times have been renovated into some very cool hotel and bar spaces. There's a great arts scene here, with many theatres and museums, and it has a very significant parks system.

SD: You're wanting to highlight the complete package to potential visitors?

KK: With elements like the free concerts in downtown Louisville every night of the show, we try to do all that we can to get people returning each year. We're so proud to have landscapers, hardscapers, dealers, contractors and manufacturers all getting together to talk about their problems and their issues. We believe that the industry talking to each other is how everyone learns.

In fact, we like to think of EXPO as our family reunion each year.

SD: Thank you.



The 40-foot tree being lifted into place in the Freedom Hall for the newly added climbing demos

WIN A TRIP TO LOUISVILLE!

Your chance for you and a guest to attend GIE+EXPO in the USA this October

HOW TO ENTER

The Outdoor Power Equipment Institute (OPEI) is giving one lucky reader plus their guest the chance to visit GIE+EXPO, the international landscape, outdoor living and equipment show in Louisville, USA, in October 2020.

The winner of this amazing free-to-enter competition, who must currently work at a dealership, will win two tickets to the show as well as travel to the US, transfers and accommodation.

Between 21-23 October, GIE+EXPO will showcase the hottest products and technological innovations in the global outdoor power equipment industry, and you could be immersed in the latest developments plus be able to network with peers from across the world.

Throughout the three days you will be able to visit over 1,000 exhibitors across the show floor. There is even 20 acres of outdoor space for demonstrations

and test-driving, so you can put the equipment through its paces.

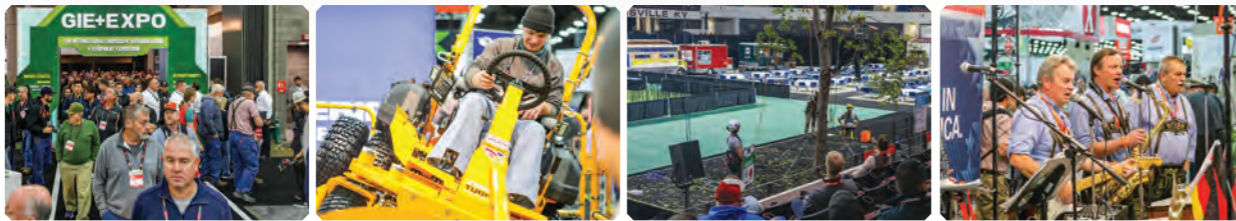
You'll also be able to attend a raft of insightful seminars aimed at boosting your efficiency and bottom line.

This really is an incredible opportunity to get away from the business for a few days and come back with a wealth of new ideas from across the globe.

To enter the competition, visit the *Service Dealer* website at www.servicedealer.co.uk and answer the following question on the competition page:

In which US state does GIE+EXPO take place?
Then complete the following tie-breaker in 20 words or less: *I think a trip to GIE+EXPO will be beneficial for my dealership because...*

For more information on GIE+EXPO visit: GIE-EXPO.com



TERMS AND CONDITIONS

- It is free to enter this competition. You can only be entered into the competition if you fill in the required fields online at www.servicedealer.co.uk
- You must work at a dealership in order to be entered into the competition. If you confirm that you work for a dealership then we have the right to confirm this with the dealership before the prize is awarded.
- The prize is for two people to visit the GIE+Expo in Kentucky, USA and will cover travel from the UK to the Kentucky Exposition Centre and accommodation. All other costs associated with the trip will be at the winner's discretion.
- To win this competition you must be available to travel to the USA from 21-23 October 2020.

- Individuals entering the competition must be 18 or over.
- The closing date for this competition is 30 April 2020. Anyone entering after this date won't be entered into the competition. The winner will be picked by a panel and notified by 8 May 2020 via the contact details provided.
- The winner must be available for publicity as a result of winning the prize. This might include social media, online and in print.
- The fulfilment of the prize will be through OPEI, The Outdoor Power Equipment Institute. There is no cash alternative for this prize or any alternative to the prize outlined above, and accommodation is based on two people sharing.



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