



## The Landscape and Snow Expo

Thursday, August 8, 2024

The Morton Arboretum

4100 Route 43

Lisle, Illinois

### 2024 Exhibitor Rules & Regulations

This document contains pertinent show information regarding booth designations, setup times and requirements. It is the company’s responsibility to forward this information to all authorized personnel responsible for exhibiting at the show.

By signing the Fire & Ice contract, you are bound by all terms contained in this document.

#### BOOTH FEES:

<u>20’ x 20’</u>	<b>Before June 16:</b>	<b>After June 16:</b>
<b>Member:</b>	\$650	\$700
<b>Non-Member</b>	\$1,050	\$1,100

*Larger booths can be created by combining 20’ x 20’ booths (20 x 20 multiplied by desired number of booths)*

<u>10’ x 20’</u>		
<b>Member:</b>	\$350	\$400
<b>Non-Member:</b>	\$550	\$600

All exhibitors with a product must rent a 20x20’ or larger booth. 10x20 booths are for service-related, “non-product firms”, associations, and colleges only.

ILCA membership must be current at the time of the show to receive member rates. Call 630-472-2851 or visit [www.ilca.net](http://www.ilca.net) for membership information and an application.

Requests for attendee refunds must be made in writing and received in the ILCA office no later than July 1, 2024.

#### BOOTH ASSIGNMENT:

Booth numbers are assigned using the priority point system for registrations received by close of business, **May 31st, 2024**. Points are earned by exhibiting (1 point each year) or hosting this event (10 points each year hosted).

First priority goes to the company with the greatest number of points. When companies have

the same amount of priority points, priority will be given by the date registration is received. Every effort will be made to match booth assignments with the exhibitor's requests, based on the priority point system.

Booth Registrations received June 1st, 2024 or after are assigned on a first-come, first-served basis.

ILCA reserves the right to make any necessary changes in layout to best accommodate the show. BOOTH ASSIGNMENT INFORMATION WILL BE SENT UPON FINALIZATION OF SITE LAYOUT

### **WHAT'S INCLUDED?**

Each 20x20 booth space includes:

- (2) 8' tables
- (2) chairs
- (1) booth number sign
- (2) Complimentary Trade Show tickets

20x10' exhibitors receive only one table due to space restrictions. Additional tables, chairs, 10x10' tents, or 48" umbrella tables are available for rent.

At a later date, exhibitors will be able to register additional booth staff, at a discounted rate.

### **USE OF BOOTH SPACE:**

Most booths are exposed to the sun and weather elements. No alterations may be made to the landscape without the host's approval. Only one distributor firm may occupy each booth space. Without exception, no piece of equipment may exceed 40' on the grass. All equipment must fit within 20'x20' or 20x40' adjacent booth spaces.

Side walls may not obstruct neighboring exhibitor's view (above five feet).

Booth spaces DO NOT include electricity. Generators will not be permitted in the exhibit area without ILCA's prior approval.

No tent poles, stakes or accessories will be permitted to extend outside the booth boundary.

### **DEMONSTRATIONS:**

Booths designated for companies demonstrating large equipment must be at least 20x40'.

A company representative must be on hand during an equipment demonstration. Any equipment being demonstrated must be in the demo area before 7:00 a.m., Thurs, August 3rd. Exhibitors in the demo area may exchange demo items (mowers, etc.), during the show.

Motorized equipment may be demonstrated by persons 18 years or older, in the appropriate demonstration area only, not within the exhibit space. An exhibitor representative must be present. Demonstrations cannot involve digging. Equipment may be operated but cannot pierce

the surface of the earth.

**SUBLETTING:**

No exhibitor may assign, sublet, or otherwise apportion the whole or any part of the space allotted the exhibitor, or exhibit therein any goods other than those sold by the exhibitor in the normal course of business, except by prior arrangement with ILCA.

**ADVERTISING MATERIALS:**

Exhibitors may not distribute materials for companies other than their own. Exhibitors must remain within their own exhibit space to distribute literature, product samples, or other materials. The aisles and other non-booth areas may not be used for this purpose. Samples, printed material, etc., may not be shipped to the site. Include Fire & Ice in your marketing plan! Exhibitors can enhance attendance by promoting show participation. ILCA will provide marketing materials for you. (Example: Fire & Ice logo, sample content for emails and newsletters. More info to follow.)

**FURNITURE:**

Booth furnishings must be reserved in advance and ordered during booth registration. No additional furnishings will be available on the day of the show.

Additional furnishings are available to rent:

8' table	\$12
White folding chair	\$2
48" umbrella table	\$70
10' x 10' tent	\$180

Furnishings can be ordered during booth registration. Furniture provided by or purchased from ILCA must remain in the booth until removed by ILCA personnel or designee.

Exhibitors may elect to bring their own pop-up tent for their booth, however, the tent must fit within the size constraints of the purchased booth. Exhibitors may also bring their own booth furnishings (tents, tables, chairs, tablecloths, etc.).

**WATER:**

Water will be made available for exhibitor use in watering plants on the day of setup. The host will water all plants Wednesday afternoon/evening unless informed otherwise.

**FOOD DISTRIBUTION:**

Prepackaged food such as fruit, cookies and candy may be distributed in the booth. Cooking is not permitted other than by ILCA or their designee.

**SETUP SCHEDULE:**

**NEW THIS YEAR:** Exhibitors will be assigned a move in window between 9:30 – 2:30 p.m. Due to

the constraints of the site, we ask that all exhibitors plan to arrive by their designated move in time.

All booths must be set up by 5:00 p.m., Wednesday, August 7th.

A limited number of forklifts and golf carts will be available to assist in setup. You may bring your own spider, golf cart, or loader to speed up unloading and loading.

Only hand-carried materials will be allowed on Thursday, August 3<sup>rd</sup> after 7:00 a.m. The Fire & Ice committee is unable to assist with set-up after 7:00 a.m. Exhibitors' vehicles must be off the show site by 7:30 a.m. There will be a designated truck/trailer parking for exhibitors.

### **SHOW HOURS:**

Thursday, August 8, 2024 from 8:30 a.m. to 3:00 p.m.

The show will proceed "rain or shine" with the exception of lightning or life-threatening circumstances. Cancellation or postponement will be jointly determined by committee chair and host at the earliest time possible.

### **TEAR DOWN SCHEDULE:**

Dismantling of your booth may not begin until the official closing at 3:00 p.m. All exhibitors have an obligation to the buyers, to ILCA, and to their own firms to ensure this rule is not violated. A cleanup fee will be assessed if materials are left after breakdown. Detailed move out instructions will be provided as the event approaches.

### **MANAGEMENT:**

ILCA Fire & Ice is managed by the Illinois Landscape Contractors Association.

### **TERMS:**

Checks (payable to the Illinois Landscape Contractors Association or ILCA) or credit card (MasterCard/Visa/Discover/AmEx) are accepted.

Please call or email if you must cancel. Refunds will be made only if written (or email) requests are received by close of business on July 1, 2024. Remember, you may send a substitute from your company if you are unable to attend.

This is an outdoor show. The show will proceed "rain or shine" with the exception of lightning or life-threatening circumstances. The cancellation or postponement of the event will be jointly determined by committee chair and host, at the earliest time possible. The contingency backup show date will be limited to the next day, Friday, August 9, 2024.

In the event of cancellation of the show due to circumstances beyond the control of ILCA, space rental fees and deposits paid to ILCA shall be refunded within the guidelines of the ILCA.

## **LIABILITY & INSURANCE:**

Exhibitors must have liability insurance for not less than one million dollars in order to reserve a booth space. In the event such certificate cannot be provided or shall be canceled so that coverage shall be afforded for the above-stated event, exhibitor's right to exhibit shall be terminated upon notice from ILCA.

Insurance Coverage must name both of the following as additional insureds or under special provisions for both Wednesday, August 2nd and Thursday, August 7, 2024.

Illinois Landscape Contractors Association  
2625 Butterfield Road, Suite 104 S  
Oak Brook, IL 60523

The Morton Arboretum  
4100 Route 53  
Lisle, IL 60185

It is mutually agreed that the Illinois Landscape Contractors Association, an Illinois not-for-profit corporation, and the host, The Morton Arboretum, will not be held liable for any loss sustained by the exhibitor in any manner whatsoever during the ILCA 2024 Fire & Ice, including during setup and breakdown.

The exhibitor agrees to carry workers' compensation insurance for all exhibitor employees and to furnish proof of insurance upon request.

Exhibitor further agrees to accept all liability for any injury sustained by the public in the exhibitor's booth area.

By signature on the contract, exhibitor does hereby agree to indemnify, hold harmless and defend ILCA, the host, The Morton Arboretum, and its, or their officers, members, shareholders, partners, directors, agents and employees, from and against all claims, demands or liability arising out of damage or injury to persons or property as a result of any act or omission by the exhibitor or any employee or agent of the exhibitor, at the ILCA 2024 Fire & Ice, including, but not limited to, reasonable attorney's fees and court costs, if any.

Exhibitor will indicate that they have a certificate of insurance when they register for their booth, whether or not it is demonstrating a product in the demo area, showing the exhibitor, its officers, agents and employees insured from and against any claim, demand or liability for injury to person or property arising out of acts or omissions by the exhibitor at the above described event. Said certificate or certificates are to be issued by such company or companies as ILCA may reasonably approve and in the amount of not less than one million dollars, showing premiums thereon prepaid and providing insurance covering the dates of the event including setup and breakdown.

**SECURITY:**

Professional security is provided by ILCA and the host from Wednesday PM to Thursday AM. No responsibility will be assumed by ILCA for theft, vandalism or other loss or damage occurring prior to, during or after the exhibition. Property left unattended or without owner identification at the exhibit site cannot be presumed to be in the custodial care of ILCA or the exhibit site owner.

Neither the host nor ILCA will provide protective material to cover exhibits overnight.

**INTERPRETATION & IMPLEMENTATION:**

ILCA, through its representatives, shall have the exclusive right to interpret and enforce of all rules contained herein, and make such amendments thereto and adopt such further Rules and Regulations as they shall consider necessary for the proper conduct of the exhibition.