

2025 Exhibitor Guidelines

DoubleTree by Hilton
Bloomington, IL
January 28 – 29, 2025



This document contains pertinent event 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 InVigorateU contract, you are bound by all terms contained in this booklet.

MANAGEMENT:

- InVigorateU is managed by the Illinois Landscape Contractors Association.

TERMS:

- Checks (payable to the Illinois Landscape Contractors Association or ILCA) or credit card (MC / Visa / Discover / AmEx) are accepted.
- If your company must cancel participation in the event, requests must be made in writing and received by close of business November 29, 2025. Remember, you may send a substitute from your company if you are personally unable to attend.

BOOTH ASSIGNMENT:

- Booth assignment information will be sent upon finalization of site layout.
- Every effort will be made to match booth assignments with exhibitor requests, based on the priority point system.
- Points are earned by exhibiting (1 point each year) and sponsoring (1 point each year) at InVigorateU in previous years. First priority goes to the company with the greatest number of points, then by the date registration is received (among those companies with equal point value).
- Exhibitors may not take down or change the location of any booth onsite.
- ILCA reserves the right to make any necessary changes in layout to best accommodate the show.
- No exhibitor may assign, sublet, or otherwise apportion the whole or any part of the space allotted to 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.

SETUP SCHEDULE

- Setup must take place between 2pm – 7pm on Monday, January 27 or 6am – 7:30am on Tuesday, January 28. Hand-carried materials only after 7:00am on Tuesday, January 28.
- **Tear-down of exhibit booths may not begin until 3:30 on Wednesday, January 29.** All exhibitors have an obligation to the attendees, to ILCA, and to their own firms to ensure this rule is not violated.

USE OF BOOTH SPACE

- Each booth will have a skirted table and two chairs. If you need electricity, that must be noted at the time of registration, as there is an associated cost. It cannot be added onsite.
- Each booth will be marked off and your display materials must fit within your space so that we can accommodate all vendors.
- Do not leave anything valuable in your booth unattended during the event. No responsibility will be assumed by ILCA for theft, vandalism or other loss or damage occurring prior to, during or after the event.
- 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.
- Flammable and combustible items are prohibited - No open flames, heaters, candles, incense burners or similar items will be permitted in, or around exhibit booths.

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.
- Include InVigorateU in your marketing plan. Exhibitors can enhance attendance by promoting participation in the event. ILCA will provide marketing materials for you. (Example: InVigorateU logo, sample content for emails, social media, etc.)
- Distribution of literature, samples or any type of giveaway items must be done from within your booth space only, unless you have a sponsorship agreement that allows you to distribute materials at a specific time/location as agreed upon with ILCA staff.
- The hotel **does not allow** advance shipment of samples, printed materials, or other booth supplies.

EXHIBIT STAFF REGISTRATION

- Your company receives one complimentary conference registration with your exhibit space.
- Please indicate staff booth names, if available, when registering for your booth space.
- If your company will send more than one team member to be at the exhibit booth, you must register them separately for the conference.

DEADLINES

- Early Booth Rate Registration – September 6, 2024
- Priority Points Placement – October 1, 2024

BOOTH FEES

- Member Rate - \$350 (before September 1, 2024); \$400 (after September 1, 2024)
- Non-Member Rate \$500 (before September 1, 2024); 550 (after September 1, 2024)
- Booth Electricity - \$40
- ILCA membership must be current at the time of the show to receive member rates. Call 630-472-2851 or visit www.ilca.net for membership information and an application.



Contact Kellie Schmidt with questions at kschmidt@ilca.net or 217.546.4733.

Updated June 17, 2024