

ELEVATE

THE NATIONAL CONFERENCE & EXPO

LANDSCAPE | LAWN CARE | DESIGN BUILD INSTALL

Where the **REAL** pros go

NOVEMBER 3-6, 2024
CHARLOTTE, NC



EXHIBITOR PROSPECTUS

Presented by:



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS

Who is **NALP**?

The National Association of Landscape Professionals is the national trade association representing an **industry market size of over \$105 Billion.**

NALP's membership includes nearly **200,000 landscape industry professionals from over 2,800 companies** in the United States, Canada, and overseas.

Member companies specialize in:

- lawn care**
- landscape design and installation**
- landscape maintenance**
- tree care**
- irrigation and water management**
- interior plantscaping**

and **the product and service suppliers that support the industry**

Summary of **ELEVATE 2023** and **Outlook for ELEVATE 2024**

ELEVATE 2023 conference and expo was a great success. Nearly 1,350 professional attendees representing more than 400 companies from 48 states and Canada gathered at the Gaylord Texan in Grapevine, Texas for the 2nd edition of this annual conference and expo. The sold-out expo hall of 39,600 net sq feet (a 23.4% YoY growth) displayed innovative products and services from 171 exhibiting companies and proved to be a great platform for exhibitors to develop new business, strengthen relationships with their most valued customers and focus on driving growth. The show floor featured 8 hours of exclusive exhibit hall only time with proven opportunities to enhance the experience, keep attendees engaged and on the show floor. In the exhibit hall, NALP hosted food & beverage events (Happy Hour and Lunch), networking areas, and small session areas (Campfires), all of which were huge successes.

For 2024, we will gather at the Charlotte Convention Center in early November and are projecting to surpass 2023 numbers with nearly 1,500 attendees having an opportunity to visit a greater number of exhibitors in over 41,000 net sq ft of exhibit space. We will build on the success of 2023 by again providing great opportunities for attendees to stay in the hall, network, enjoy food & beverages and learn from the exhibitors and each other.

You have an important role in this exciting experience. ELEVATE Expo is a powerful platform for meeting new customers, reaching out to existing ones, and establishing your presence in the industry. Foster worthwhile leads with this unique opportunity to reach engaged and motivated decision-makers in a more focused, connected environment.

Come Join Us!

What attendees are saying:

“The Landscape Workshop team loved ELEVATE! We brought 20 leaders from our organization and they are already asking about coming to ELEVATE in 2024!”

- J. T. Price, Landscape Workshop

Why Exhibit?

Quality prospects attend **ELEVATE**. Meeting and networking with decision makers can make all the difference in your company gaining valuable market share and having a successful year. ELEVATE can be the forum you need. Where else could you meet with key decision makers of industry leading companies that can increase your bottom line?

(Data based on 2023 Attendee Survey)

EXHIBITOR EXPERIENCE:

- 82.50%** Met their exhibiting expectations
- 92.50%** Rated attendee quality as Good-Excellent
- 82.50%** Rated the quantity of attendees as Good-Excellent

Exhibitors rated Show Management with an average of

4.23 out of **5** in all aspects.

Attendees Stayed in the EXPO HALL for an Average of 4 hours.

- 96%** of Attendees reported ELEVATE Met or Exceeded Expectations
- 98%** of Attendees found Exhibitors Attentive and Engaging
- 83%** of Attendees Felt the Number of Exhibiting Companies were Just Right and
- 92%** of Attendees said ELEVATE Expo offered the products and services they were looking for
- 90%** of Attendees rated the ELEVATE as Very Good or Excellent
- 78%** Plan on Attending ELEVATE 2024

What attendees are saying:

“

There's no better industry opportunity than experiencing ELEVATE. If you're not there to partake in everything it has to offer, then you're not advancing your business

- Corey Verch, Dennis' 7 Dees Landscaping

”

Attendee Demographics* from ELEVATE 2023

(*All Demographics based on number of respondents recording an answer to a specific question.)

Company Size (Reported Revenue)

- 6.36%** — >\$100 Million
- 22.03%** — \$25-\$100 Million
- 16.67%** — <\$2 Million
- 15.28%** — \$10-\$25 Million
- 39.64%** — \$2-\$10 Million

Job Title

- 37.32%** — Owner, Partner, President, CEO
- 18.13%** — VP, Director, Regional Manager
- 21.09%** — Business/Acct Mgr, Sales, Customer Service
- 4.64%** — Other
- 6.04%** — Foreman, Crew Leader, Supervisor
- 3.20%** — Office Manager, Receptionist, Admin
- 2.60%** — Human Resources, Hiring, Benefits
- 2.25%** — Accounting, Finance, Billing
- 0.83%** — Designer Architect
- 0.83%** — Safety Trainer, Professional Development
- 1.18%** — Advertising, Marketing
- 1.06%** — Arborist, Horticulture, Other Specialist
- 0.83%** — Technician, Operator, Crew, Laborer

Primary Business Focus

- 26.83%** — Design/Build Count
- 0.66%** — Interior Landscaping
- 56.64%** — Landscape Maintenance
- 14.12%** — Lawn Care and/or Turf and Ornamental
- 1.74%** — Tree Care

Regions Represented

- 1.43%** — International
- 9.02%** — Mid-Atlantic
- 19.90%** — Mid-West
- 4.73%** — New England
- 8.11%** — Pacific
- 30.80%** — Southeast
- 22.54%** — Southwest
- 3.38%** — The Rocky Mountains

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EXHIBITOR INFORMATION

BOOTH RATES

- NALP Supplier* Member** - \$26.00 per sq. ft.
- Non-Member** - \$32.00 per sq. ft.
- Corner Fee** - \$250/corner
- Split Island/Island Fee** - \$500

Minimum island is 20'x20' (end cap and peninsulas are not permitted, 10x20 split Islands are permitted)
Minimum booth size is 10'x10' or 100 sq. ft. (Example: 10'x10' = 100 sq. ft., 10'x20' = 200 sq. ft., 20'x20' = 400 sq. ft., etc.)
The maximum allowed booth size is a 20'x40' island.

* To qualify for the NALP Supplier Member rate, the applicant must be a Supplier Member of NALP at the time of application and at the time of the 2024 Event.

YOUR BOOTH REGISTRATIONS INCLUDES THE FOLLOWING BENEFITS:

- All non-island booths will include 8' back and 3' side wall draping in official colors.
- 7"x44" identification sign, (Island booths will not receive a 7"x44" identification sign).
- Two complimentary full conference registrations per exhibit space unit (100sf or 10' x 10' space) i.e., a 10x20 is 200sf or 2 units, therefore you would receive four full conference registrations.
- One complimentary pre-or post-show mailing list of attendees

PAYMENT INFORMATION

Applications received on or before July 1, 2024, must include a 50% nonrefundable deposit. On or after July 1, 2024, full payment must accompany all applications.

CANCELLATION & REFUND POLICY

Cancellations must be made in writing. Deposit refunds are based on the schedule listed on the Application for Exhibit Space. Please review the Application for Exhibit Space carefully.

To reserve your booth now and join us in Charlotte or need to learn more, please contact, Scott Savodnik scott@landscapeprofessionals.org or (703) 456-4211.



What exhibitors are saying:



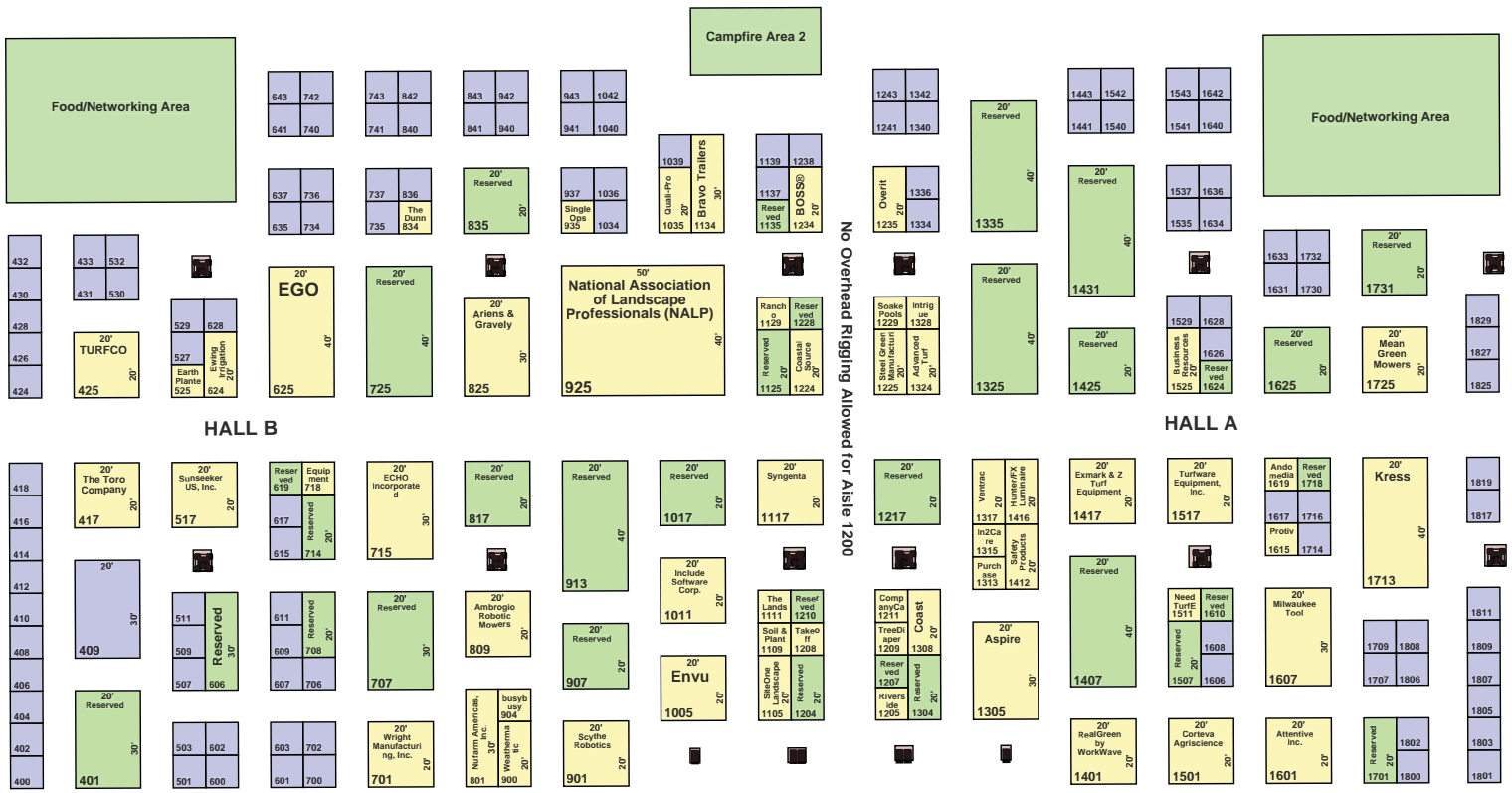
NALP's ELEVATE is an excellent opportunity to gather with and learn from many of the best lawn and landscape companies in the USA. As a supplier to these companies it's an effective use of our money to be able to have quality time with so many of our customers all at one location. A great meeting not to be missed!!

- Rod Marquardt, Nufarm

If you're looking for innovation, inspiration, and top-notch industry professionals, you'll find it all in one place at **NALP ELEVATE!**

- Patty DiNapoli TOWA Industries, Inc.





What attendees are saying:



ELEVATE 2023 was an extraordinary gathering of industry leaders that left a lasting impression. If you couldn't make it this year, mark your calendar for next year because it's an event you won't want to miss. From the captivating keynote speakers to the engaging breakout sessions, I absorbed a wealth of knowledge and left with a newfound sense of inspiration to excel in my work. The exhibit hall was a showcase of innovation, featuring companies that are revolutionizing how we do business and serve our clients. I'm looking forward to implementing the cutting-edge concepts and ideas from the conference into my professional life. If you're considering whether to attend in 2024, let me assure you, it's a decision you won't regret. Take the plunge, sign up, and prepare for an incredible experience!



- Justin White, CEO, K&D Landscaping



Sunday, November 3

8:00 AM — 6:00 PM | EXHIBITOR MOVE-IN

6:00 PM — 7:30 PM | Welcome Reception

7:30 PM — 9:00 PM | PAC Event

Monday, November 4

7:00 AM — 7:45 AM | Continental Breakfast

8:00 AM — 12:00 PM | EXHIBITOR MOVE-IN

8:00 AM — 9:15 AM | Opening Main Stage Session

9:30 AM — 12:00 PM | Concurrent Education Sessions

12:00 PM — 1:00 PM | Lunch for All Attendees (Buffet)

1:00 PM — 2:00 PM | Concurrent Education Sessions

2:00 PM — 6:00 PM | ELEVATE Expo Show Floor Open

2:30 PM — 5:00 PM | Campfire Education Sessions on ELEVATE Expo Show Floor

5:00 PM — 6:00 PM | Happy Hour on ELEVATE Expo Show Floor

6:00 PM — 7:30 PM | Awards of Excellence Celebration

7:30 PM | Open Evening (Exhibitor Hosted Events)

Tuesday, November 6

6:00 AM — 8:45 AM | Continental Breakfast for all Registrants.

7:30 AM — 8:45 AM | Breakfast with Champions (Additional Fee)

7:30 AM — 8:45 AM | Advocacy Town Hall for CEOs (Invitation Only, Breakfast Provided)

9:00 AM — 10:00 AM | Concurrent Education Sessions

10:00 AM — 2:00 PM | ELEVATE Expo Show Floor Open

10:30 AM — 1:30 PM | Campfire Education Sessions at the ELEVATE Expo

12:00 PM — 2:00 PM | Lunch on ELEVATE Expo Show Floor (Provided by NALP)

2:00 PM — 5:00 PM | EXHIBITOR MOVE-OUT

2:00 PM — 3:00 PM | Main Stage Session

3:15 PM — 5:00 PM | Concurrent Education Sessions

5:00 PM — 6:30 PM | NALP Foundation Event

7:00 PM — 10:30 PM | ELEVATE Bash

Wednesday, November 6

7:30 AM — 8:45 AM | Continental Breakfast for all Registrants.

7:30 AM — 8:45 AM | Breakfast with Champions (Additional Fee)

8:00 AM — 12:00 PM | EXHIBITOR MOVE-OUT

9:00 AM — 10:45 AM | Concurrent Education Sessions

11:00 AM — 12:00 PM | Closing Main Stage Session

1:00 PM — 5:00 PM | Optional "On Tour" Facility Tours (Additional Fee; includes boxed lunch)



What exhibitors are saying:

ELEVATE: Where greatness gathers, ideas flourish, and the future of landscaping takes root.

- Claudia Martinez, Greenworks Commercial



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Charlotte Conventions Center, Charlotte, NC

SPONSORSHIP

In November, they arrive — business leaders, buyers, dealers, decision makers, and press — intent on making decisions that define the next year for their companies.

ELEVATE is the premier education, networking, and expo event for green industry professionals. Attendees look forward to the diverse educational tracks and the various networking events, where they form lasting relationships, learn best practices, and discuss the latest products and services that the industry has to offer.

You can't afford to miss this opportunity to reach approximately **1,200-1,500 decision makers** in the green industry — your prime audience — all hungry to learn about the latest innovations and services you have to offer.



CURRENT SPONSORSHIP OFFERINGS

For more information and details about **ELEVATE** sponsorship offerings below, please contact Shane Boyle, shane@landscapeprofessionals.org.

ELEVATE SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship — **\$100,000 - SOLD**

Gold Sponsorship — **\$75,000**

Silver Sponsorship — **\$30,000**

Breakfast Sponsor — **\$25,000**

Session Breaks/ Coffee at Registration — **\$17,500**

Educational Session Track Sponsorship — **\$15,000/Track**

Breakfast with Champions — **\$15,000 - SOLD**

Mobile App — **\$7,500**

EXPO HALL OPPORTUNITIES

Campfire Areas — **\$30,000** Exclusive or **\$15,000/Area** (3 Available)

Aisle Signs — **\$15,000**

Food Stations — **\$25,000** Exclusive or **\$10,000/Station** (Multiple Available)



For more information regarding sponsorship, please contact Shane Boyle, shane@landscapeprofessionals.org.