

iLandscape 365 Marketplace

2021 Exhibitor FAQ'S

- ❖ Is iLandscape happening in person this year?
 - *No, State of Illinois guidelines do not allow for a gathering the size of iLandscape. Instead, iLandscape will occur as a virtual event known as iLandscape365.*
- ❖ What are the dates of the 2021 iLandscape365 Show?
 - *Wednesday, February 3rd & Thursday, February 4th, 2021. Access to the entire iLandscape365 platform will be available throughout the entire year.*
- ❖ How does an exhibitor participate in the virtual show?
 - *iLandscape365 will feature the “Marketplace”. Exhibitors can purchase an interactive page that allows them to interact with attendees. Sponsorships are available to Exhibitors and Wait List companies.*
- ❖ We don't want to do a “virtual booth”. What are you offering returning exhibitors?
 - *There will be no “virtual booths” at iLandscape365 that your staff has to manage. Instead, iLandscape365 kicks off a virtual marketplace that lasts the entire year. This platform allows exhibiting companies to interact with landscape professionals – clients and prospective clients.*
- ❖ What is the schedule?
 - *2-day Marketplace featuring hundreds of exhibitors easily searchable by product and service*
 - *Over 40 education sessions (most pre-recorded and some live)*
 - *“Live” Keynotes*
 - *“Morning Joe” coffee chats*
 - *Raffle drawings*
 - *Lunchtime entertainment*
 - *“Happy Hour” networking*
 - *Exhibitor “Company On-Site” tours via video*
 - *New Product info videos and demos*
 - *Wednesday Night Party with games and prizes.*
 - *ILCA Awards Program – Thursday night (Featuring Professionals’ Choice voting)*

(Watch for final schedule available on ilandscapeshow.com website.)

- ❖ What are some examples of how I can use my Marketplace listing after the live show has concluded?
 - *Upload annual or seasonal product catalogs and price lists*
 - *Discuss availability at key times of the year*
 - *Include information on new product launches*
 - *Invite people to open houses and company events*
 - *Add links to social media posts or videos*
 - *iLandscape365 will send information out to attendees based on new information added to the platform.*
- ❖ How much does a Marketplace listing cost?
 - *\$850 per company. All exhibitors will be paying thousands of dollars less to be part of iLandscape365.*
- ❖ Will my original 2021 booth location transfer over to the 2022 in-person show?
 - *Yes, if you participate in the 2021 Marketplace.*
- ❖ Will there be sponsorship opportunities available?
 - *Yes! Sponsorship Opportunities will be available on the website. Watch for more information to follow.*
- ❖ What are my options if I do not wish to participate in the virtual show?
 - *Respond to the Exhibitor email (re: form for Marketplace Basic Package) indicating you do not want to participate. You will receive a full refund. You will lose your booth and booth location for future in-person shows. You may ask to be put on the Wait List, but a spot is not guaranteed.*
- ❖ What happens to the deposit I already paid?
 - *You have several options:*
 - *Option 1: Transfer it to a Marketplace Basic Package Listing – the difference can be returned, applied to a sponsorship, donated, or rolled over to 2022.*
 - *Option 2: Request a full refund – realizing this will forfeit booth space in 2022.*
- ❖ Can I use my booth deposit for other things? (thinking about using it for sponsorships and Education pass)
 - *Yes! You will be able to use your deposit for sponsorships and Education Passes.*
- ❖ Do I still get complimentary trade show registrations?
 - *Yes! Each Basic Package includes (5) complimentary Show passes (does not include Education).*
- ❖ What are the top 3 reasons to participate in iLandscape365?
 - *You will have the opportunity to interact with your loyal customers and potential new customers during and after the event in a safe environment. (and at a huge cost savings)!*

- *You will enjoy the ability to network with industry professionals and suppliers from the comfort of your home or office.*
- *You will maintain your vital connections with the industry through new product awareness, networking, and links to your social media and promotional materials for a full year!*