

2026 EXHIBITOR CHECKLIST

Lawn & Landscape[®] technology conference

JULY 22-24, 2026 • SCOTTSDALE, ARIZONA

10 TIPS TO ENHANCE YOUR EXPERIENCE

1 READ UP ON THE SHOW

We know your time is valuable and your team attends multiple shows each year. Make sure everyone working the booth knows the show hours, who will be in attendance and the goal of the show for your company.

2 PROMOTE YOUR PARTICIPATION

Your customers picked you for a reason; don't do them a disservice by not letting them know when your team will be on-site for one-on-one conversations. Promote on social media, on your website, and in your emails so customers can plan on having the conversations they want to have with you. New customers are great, but curating continued relationships is also important.

3 MAKE YOUR BOOTH MEMORABLE

People do most of their shopping online these days. Designing a booth that provides an experience they can't get online will ensure you draw in customers looking for a more personalized experience.

4 CHOOSE EXCITING GIVEAWAYS

This industry is unique; cater to your customer. No conference attendee wants to walk home with 10 different branded koozies. Find items that are eye catching, memorable, and proudly display your logo so your brand is top of mind after they return home.

5 HAVE EYE-CATCHING MARKETING MATERIALS

Attendees may hit up every booth on the show floor, so don't expect them to remember everything from your conversations. Ensure they walk away with the most relevant information in their hands by providing brochures, pamphlets, business cards and booklets that include all the information you discussed.

6 CREATE A BOOTH INCENTIVE

Everyone loves free services. Whether it's a charging station in your booth, warm cookies right out of the oven, or doing a brief workshop on your newest product, add extra value to your exhibitor space that will have attendees filling your booth and waiting to hear more from you.

7 BE PRESENT

Exhibitor registrations to our conference includes access to all educational sessions and networking opportunities. Be a part of the complete attendee experience by sitting in on the roundtable discussions, listen to their pain points in the general sessions, and take time during the networking receptions to show them that you can be a direct solution to their biggest concerns.

8 WANT TO BE THERE

Send a representative or team of individuals that want to be there, want to be engaged, and want to spend quality time discussing your products, services, and technology with potential customers.

9 ENGAGE WITH ATTENDEES

You can have the most incredible booth in the world, but if your sales reps are sitting in the back on their phones, you're not going to get leads. Make sure your staff are engaging attendees and you'll see a better ROI.

10 FOLLOW UP POST-EVENT

You've got the leads; now use them! Don't let the relationships you spent so much time curating slip through your fingers, reach out to those potential customers when you return to the office so you can continue the conversations you started on the show floor.