



**2023 REBOOK  
For The  
2024 ELEVATE Expo  
How It Works**

You have been given an appointment time based on a priority system for consecutive years of exhibiting\*. Points are assigned based on a variety of factors. Please refer to the chart below:

Criteria	Priority Points
Show Participation each year beginning in 2022	1
Booth Size each year beginning in 2022	5 per 100 sq ft
Island each year beginning in 2022	2
Corner each year beginning in 2022	1
NALP Membership each year beginning in 2022	2
Upsizing Booth beginning each year in 2023	1
Sponsorship of ELEVATE 2023	10 per \$5k of Sponsorship
Advertising in ELEVATE Insider Emails	3 per Sponsored Content, 1 per Product Showcase or Medium Rectangle

\* If a year is missed, priority points reset to "0".

**Example:** John Doe and Sons Company, an NALP Member had a 10 x 20 corner booth in 2023, was a \$15K sponsor of the event and had a Sponsored Content Ad. The company also exhibited in 2022 and accumulated 42 points in that year. In 2022 they had a 10x10 Corner booth, so they receive and upsize point in 2023.

Year	Participant (Pts)	Size (Pts)	Island (Pts)	Corner (Pts)	2023 Member (Pts)	Upsize (Pts)	Sponsor (Pts)	Adv (Pts)	Points
2023	1	10	0	1	2	1	30	3	48
<b>Total Points from 2022</b>			<b>42</b>						
<b>Total Points for 2023</b>			<b>48</b>						
<b>Total Priority Points</b>			<b>90</b>						

There are three rebooking categories, and your category is based on the square footage of your 2023 booth. Your total number of priority points will determine your ranking in the specific category. **When you rebook, you do not have to sign up for the same size booth.** You may choose a larger or smaller size for 2024.

# ELEVATE

**THE NATIONAL CONFERENCE & EXPO**  
LANDSCAPE | LAWN CARE | DESIGN BUILD INSTALL

**Example:**

Company	Priority Points	2023 booth size (square feet.)	Rebook Order in category
			20 x 20
Jane Smith Co.	50	400	1
Etc, INC	48	400	2
John Doe & Kids	35	400	3
			10 x 10
ACME Co	18	100	1
Mower Inc.	16	100	2

**Rebook Category order will be as follows:**

Category 1 - 2022 size of 400 sq ft or larger.

Category 2- 2022 size of 200-300 sq ft.

Category 3 - 2022 size of 100 sq ft.

Ties – In the instance where 2 or more companies have the same number of points in the same categories, re-booking order will be determined by random selection.

Merged Companies - In the event 2 or more companies merge, the merged company points will be calculated as follows – ½ of the total points of one company will be added to the company with the higher points that was merged. Ie. Company A exhibited for 5 years and had 500 total points. Company B exhibited for 2 years and 200 total points. Company A & B merge and now go by the name of Company B – Total points would now be 600 for the merged company.  $500 + \frac{1}{2} \text{ of } 200 = 600$

**Rebooking Procedure:**

1. Please read this entire packet and bring with you to your re-booking appointment.
2. You will be booking electronically. You will reserve space at rebook and you will receive an email with link and password to complete the online application and pay the 50% deposit that is due.
3. **Pre-plan** your booth selection using the enclosed floor plan.
4. **Arrive at the Exhibitor Rebook Office (located on-site by tthe Exhibit Hall) 15 minutes prior to your appointment time.**
5. When you arrive for your appointment, please review the floor plan to determine if your booth choices are still available. If any of your choices are unavailable, please select an alternative(s).
6. When your company name is called, proceed to the booking desk to select an available booth.
7. Once you get to the booking desk, **you only have 3 minutes**, so please plan ahead.
8. If you miss your appointment, please stop by the Rebook office, we will try to work you in to the next available slot.
9. **IF YOU CAN'T MAKE YOUR APPOINTMENT.** We can still get you registered for a booth during your priority time. Please fill out the Proxy Form with up to 10 booth choices in order of preference prior to your appointment time, we will assign your first choice, if available, and if not, then the best available choice for you during your scheduled time. If none of your choices are available, we will assign you a space.