

# Spring Training for Landscape Professionals

FEBRUARY 18, 2025



## LOCATION

Stoneleaf Nursery  
476 County Road 1200 E  
Eureka, IL 61530

The can't-miss season kick-off for landscape professionals in the central region, with two tracks of education focused on the needs of crew members, managers, and landscape business owners.



## ABOUT THE EVENT

In its 4th year, this one-day training event for landscape professionals is planned by the ILCA Spring Training Committee. We use the feedback gathered after the previous year's event, as well as insights gained during a bustling season to carefully curate two distinct tracks of education.

There is a track focused on the members and a lineup for owners and managers. We also feature a greenhouse full of suppliers showcasing equipment, and services, along with some equipment on display outside.

This event has an average attendance of 350. We have created more exhibit spaces and new sponsorship opportunities for 2025, due to a waiting list of companies interested in being part of the event.



## WHO ATTENDS SPRING TRAINING?

	2024	2023
Entry Level (1-3 years)	37%	32%
Mid Level (4-10 years)	25%	29%
Experienced (10+ years)	38%	39%

1/3 of attendees are decision-makers!

Account Manager  
CEO / President  
Client Success Specialist  
Construction Project Manager  
Construction Foreman  
Crew Member / Landscape Crew  
Crew Lead / Supervisor  
Designer / Design-Sales  
Driver / Operator  
Field Supervisor / Foreman  
Graphics & Estimator  
Green Infrastructure Coordinator  
Groundskeeping Foreman  
Horticulture Specialist / Supervisor  
Landscape Laborer / Tech  
Landscape Maintenance Manager  
Landscape Operations Manager  
Lawn Maintenance Tech / Manager  
Maintenance Foreman / Lead / Tech  
Owner / Co-Owner / Partner

LEARN MORE AT [ilca.net/ilca-events/spring-training](https://ilca.net/ilca-events/spring-training)

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## EXHIBIT OPPORTUNITIES

\$375 - ILCA Member Rate

\$450 - Non-member rate

- Registration includes an 8ft x 10ft tabletop space (Includes one 8ft table and one chair)
- Includes an option to display equipment outside
- Includes one complimentary attendee registration (\$75 value).
- Electricity can be purchased for spaces that require it for the continuity of the display, at an additional cost.
- Spaces will be assigned by event staff



Exhibit spaces have sold out since 2022!

Companies that exhibited in 2024 will have first right of refusal.



## SPONSORSHIP OPPORTUNITIES

### Premier Sponsor

\$1500 (limit 1)

- Most prominent logo placement on signage throughout the event
- Prominent placement on event flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- Verbal recognition at the event
- Two (2) complimentary attendee registrations (\$150 value)
- Company recognition in The Landscape Contractor magazine
- Post-event attendee list (names and addresses, no emails)



### AV Sponsor

\$1000 (limit 1)

- Your company video plays for the audience at the event
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- Verbal recognition at the event
- Two (2) complimentary attendee registrations (\$150 value)
- Company recognition in The Landscape Contractor magazine

### Lunch Sponsor

\$850 (limit 2)

- Prominent logo placement on lunch table signage
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- One (1) complimentary attendee registration (\$75 value)
- Company recognition in The Landscape Contractor magazine



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## SPONSORSHIP OPPORTUNITIES

### Owners & Managers Track Sponsor

**\$650 (limit 3)**

- Prominent logo placement on podium signage
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- Verbal recognition at the event
- One (1) complimentary attendee registration (\$75 value)
- Company recognition in The Landscape Contractor magazine



### Breakfast Sponsor

**\$500 (limit 1)**

- Prominent logo placement in coffee area
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- One (1) complimentary attendee registration (\$75 value)
- Company recognition in The Landscape Contractor magazine



### Crew Training Sponsor

**\$450 (limit 3)**

- Prominent logo placement on 14ft x 7ft LED video wall
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- One (1) complimentary attendee registration (\$75 value)
- Company recognition in The Landscape Contractor magazine

### Lanyard Sponsor

**\$400** (*your company provides the lanyards*) / **\$1,000** (*ILCA provides the lanyards*) (limit 1)

- Your company name or logo on all name badge lanyards given to attendees
- Logo placement on signage throughout the event and on the event promo flyer
- Logo on event web page, event registration page, and promotional emails to ILCA database
- One (1) complimentary attendee registration (\$75 value)
- Company recognition in The Landscape Contractor magazine
- NOTE: 400 lanyards with badge inserts needed for this event

Questions?

Contact Kellie Schmidt | [kschmidt@ilca.net](mailto:kschmidt@ilca.net) | 217.546.4733

