

PROMOTION TOOL KIT

2024

MAXIMIZE YOUR VISIBILITY.



HARDSCAPE[®]
North America



Exhibitor Marketing

Maximize your ROI by planning and publicizing your participation in Hardscape North America – before, during and after the event! This kit is packed with opportunities to help you gain visibility and have a successful tradeshow experience. Please share it with your advertising or public relations department or agency.

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FOLLOW US ONLINE



facebook.com/HardscapeNorthAmerica



[@HardscapeNA](https://twitter.com/HardscapeNA)



linkedin.com/company/hardscape-north-america



[hardscapena](https://instagram.com/hardscapena)

#HardscapeNA

www.HardscapeNA.com

SHOW CONTACTS

For information about HNA, please contact:

Deneen Pratt, Exhibitor Services
703-706-8248
hnaexhibitor@ntpevents.com

Robin Hatfield, Sales Manager
703-706-8241
HNAsales@ntpevents.com

Amy Perkins, Show Communications/Media
502-645-4188
Press@HardscapeNA.com



Free Promotional Opportunities

**PROMOTE YOUR EXHIBIT AND
GAIN VISIBILITY WITH THESE
FREE TOOLS!**



Registration discount for your customers

See page 7 for details about VIP Guest Invites, an easy-to-use platform you can use to invite your customers to register for the show at a 50% savings. Share the discount via your website, emails and social media.

Listings in show directory & HNA mobile app

Maximize your visibility by adding product categories, your website URL and other contact information. There are also opportunities to upgrade your listing to include show specials, press releases, videos and more.

Leverage the media

Send press releases about new products and invitations to your booth to industry media. [Click here for a media list](#). In addition, **email your press materials to press@HardscapeNA.com** so we can share them with media who are registered for the show. Zip your files into one folder and save as "CompanyName_Booth#" before sending.

At the show, **deliver your materials to the Press Center**, located in the South Wing Conference Center, Room B109.

Interact on social media by using #HardscapeNA

Connect with the people who are using our hashtag and integrate it into your posts. Be an active participant in conversations about the show.

Utilize our digital assets

Promote your HNA participation in emails, on your web site, social media and other customer communications. Downloadable brochures, logos and news releases are available at www.hardscapena.com/news.





Paid Promotional Opportunities

**AFFORDABLE TOOLS TO
ENHANCE YOUR EXHIBIT
EXPERIENCE**



Lead Retrieval

Exhibiting at HNA is an excellent opportunity to meet, interact and capture qualified leads. Use the form on pages 9-12 to rent **Lead Retrieval equipment** to make follow up easy when you return to your office

Sponsorship Opportunities

HNA offers an array of **sponsorship opportunities** at varying price points that will put your company in the spotlight before and during the show. See page 5 or [click here for the Sponsorship Prospectus](#).

Press Conferences

Get the media buzzing about your company and increase your visibility beyond the tradeshow floor. Use the form on page 14 to **reserve your press conference time ASAP!** Space is limited and the prime time slots will quickly be reserved.

Push Notifications

Reach our audience and drive traffic to your booth with **push notifications in the HNA mobile app**. Alert buyers to your show specials, new products and more. We're limiting push notifications to three per day. [Click here to find information in the sponsorship brochure](#).

HNA New Product Spotlight

Highlight your new product innovations for all attendees to see. Your new product information will be included on the HNA web site, in eblasts, in an announcement to industry media and on a digital display in the HNA registration area. See page 13 for details about how to reserve your spot.

Featured Exhibitor on Social Media

Let us feature your company on HNA social media channels. Each Wednesday and Friday beginning August 7, we will feature one exhibitor on all HNA social media channels. Use the form on page 8 to reserve your date ASAP! Space is limited and the prime dates will quickly be reserved.

Exhibitor Promotional Activities

Exhibitors interested in conducting any type of drawing must notify Show Management via email:

Christine von Steiger,
cvonsteiger@ntpevents.com



Sponsorship Opportunities



[CLICK HERE](#)
to see the complete
**Sponsorship
Prospectus.**

To learn more, contact
Christine von Steiger,
703-706-8252
cvonsteiger@ntpevents.com

Sponsorship has been proven to greatly improve traffic to your booth – therefore increasing your ROI. Not only will you maximize your investment, you will showcase your industry leadership, position yourself against your competition, and amplify your brand’s visibility among the entire hardscape industry. This is your chance to take your brand to new heights.

Here are a few of our NEW sponsorship opportunities.

Hat Customization Station

Hats are a beloved item with our audience! Provide them with a fun hat featuring YOUR logo to take with them and wear on job sites.

Fat Construction Pencils

Be in the pockets and tool bags of attendees while they are on the job when we distribute these handy pencils with your logo at the registration desk.

Park Benches

Give attendees a place to rest as a sponsor of a park bench located conveniently on the show floor and high-traffic areas.

Bourbon Tasting

Create an elevated invitation-only experience for select VIP attendees where they can unwind while taking a tour through a rare bourbon selection!

Directional Signage

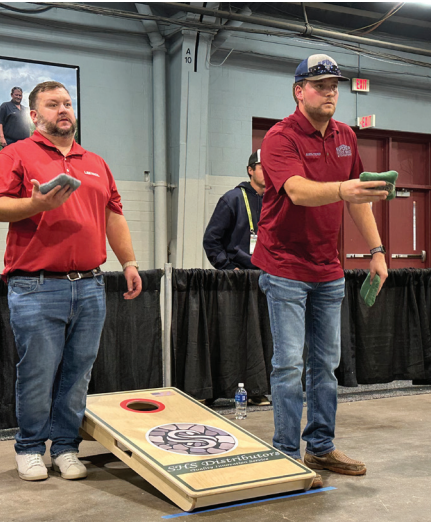
Assist attendees from taxi/rideshare drop offs or to/from their hotels, West Wing, other attractions, with directional signage.

Lunch Table Clings

Catch attendees’ attention during downtime with your brand featured on the lunch tables in the NEW HNA and Equip Food Hall.

Printed Floor Map Ad

Elevate your visibility and guide attendees straight to your booth with an ad in the official printed floor map - a newly added navigation tool specific to HNA.



VIP Guest Invites.....	ASAP
Featured Exhibitor on Social Media.....	July 31
Lead Retrieval Products & Order Form	August 13/August 29
HNA New Product Spotlight	August 23/Sept 27
Press Conference Registration	August 23
Show Directory Advertising Form.....	August 23
Prize Drawing Form	September 26

Magazine Showcases

Hardscape Magazine Product Showcase	June 7
Landscape Management Show Issue / Profitable Products.....	August 29





INVITE YOUR CUSTOMERS AND PROSPECTS TO JOIN YOU AT HARDSCAPE NORTH AMERICA WITH **50% OFF** TRADESHOW ADMISSION!

VIP Guest Invites provides you with all of the marketing tools needed to effectively promote your presence at HNA.

This is a great way to ensure you connect with as many of your key industry contacts as possible.

Plus, it's 100% complimentary!



Increase Your Booth Traffic!

We've made sharing your promo code easy!

Simply visit your VIP Guest Invites Dashboard to see all of your customized invite tools and marketing materials.

HTML Email & Landing Page



Social Media Sharing



Banner Graphics



82% of exhibitors report an increase in booth traffic from pre-show marketing

Exhibitor Response

1

Banner Graphics Already Customized

Use your customized "See us at HNA" banner graphics on your web site, emails, email signatures, and anywhere else your customers will be looking between now and the show.

These are great ways to promote your presence at HNA with all of the customers and prospects your company is already communicating with on a daily basis.

2

Email & Landing Page Ready-to-Send HTML

We have already customized a ready-to-broadcast HTML email invite for every exhibitor. Simply copy & paste the code into any Email Service Provider, test and send. It's as easy as that!

You may also use the link provided as a Landing Page to direct customers to, from anywhere you wish.

3

Social Media Sharing Tools

Your VIP Guest Invites dashboard has automated social media sharing tools for LinkedIn, Facebook and Twitter.

Social media is a great place to post your "Come see us at HNA" message to share your exclusive promo code with all of your contacts and followers!

How to get started!

Simply visit your VIP Guest Invites online dashboard to review, download and use your customized marketing materials.

If you would like your dashboard link resent to you, please email us at: support@vipguestinvites.com.

Need assistance?

Please contact us via email anytime:

support@vipguestinvites.com

Or by phone 10 AM - 6 PM EDT at:

800-211-6570



Featured Exhibitor on Social Media

Deadline: July 31, 2024

Please send to:

hnaexhibitor@ntpevents.com

Questions: Deneen Pratt, 703-706-8248

**ONLY 20 SPOTS
AVAILABLE.**

RESERVE EARLY.

Let us feature your company on HNA social media channels.

Each Wednesday and Friday beginning August 7, we will feature one exhibitor on all HNA social media channels. One post, including your product image and text, will be scheduled on our four channels – Facebook, Instagram, Twitter and LinkedIn (**12,000+ followers across all channels**).

During the weeks these are being posted, HNA will be running a digital ad campaign, which will drive increased traffic on our platforms.

Posts will be reserved on a first-come, first-served basis. Limit one per exhibitor.

Fee: \$300 or 2 for \$550. Once confirmed, we will provide payment information, with payment due prior to posting.



Sample image. We will add the HNA logo and banner to your image.

Indicate your date preferences by numbering 1, 2 and 3 to the right of the preferred date.

August 7	_____	September 11	_____
August 9	_____	September 13	_____
August 14	_____	September 18	_____
August 16	_____	September 20	_____
August 21	_____	September 25	_____
August 23	_____	September 27	_____
August 28	_____	October 2	_____
August 30	_____	October 4	_____
September 4	_____	October 9	_____
September 6	_____	October 11	_____

Assets due August 1.

Submit to press@hardscapena.com

- Product Image – 1080x1080 pixels (see example above)
- Text – 280 character limit

Social media handles so we can tag your company:

Facebook: _____

Instagram: _____

Twitter: _____

LinkedIn: _____

Exhibiting Company _____

Contact Name _____

Email Address _____

Phone _____ Booth No. _____

Please print all information above.

LEAD MANAGEMENT PRICING CATALOG

2024 Hardscape North America

	8/13/24 EARLY BIRD	8/29/24 ADVANCED	STANDARD
A-la-Carte			
CompuLEAD App 1 User Activation (173A)	\$385	\$430	\$500
+ Additional User Activations (173B)	\$145	\$145	\$145
CompuLEAD Tablet (174A)	\$505	\$545	\$595
Packages			
CompuLEAD App 3 User Activations (115)	\$595	\$630	\$665
<ul style="list-style-type: none"> Download app to 3 of your smart phones or tablets to capture leads at your booth or anywhere else Qualify top prospects with custom qualifiers and surveys Send prospects up to 5 video links & 15 PDFs for quick email follow-up 			
M3 Exposure (M3E)	\$755	\$790	\$825
<ul style="list-style-type: none"> Download CompuLEAD app to 3 of your smart phones or tablets to capture leads on or off show floor Qualify top prospects with custom qualifiers and surveys Receive 1 unique M3 QR code sign to place in booth Send prospects up to 5 video links & 15 PDFs for quick email follow-up 			
CompuLEAD Tablet (114)	\$650	\$685	\$720
<ul style="list-style-type: none"> One additional app activation for your own mobile device Send prospects up to 5 video links & 15 PDFs for quick email follow-up Identify top prospects with custom qualifiers and surveys (up to 99 qualifiers & 10 survey questions) Delivery, setup and in-booth training 			
CompuLEAD Kiosk For Stand (175A) <i>or</i> Table Top (275A)	\$995	\$995	\$995
<ul style="list-style-type: none"> Kiosk stand, HD touchscreen tablet, kiosk software, integrated barcode scanner, and internet service Custom survey questions and digital content delivery system – leave your hard copies at the office Delivery, set up, training, and pickup Choose between two options preshow: stand or table top. 			
Add-ons			
M3 – In-Booth QR Code Signage (M3A)	\$199	\$199	\$199
Wireless Printer For App (287A) <i>or</i> Tablet (187A) – Only pairs to 1 device/app at a time	\$90	\$90	\$90
Delivery, Setup and In-Booth Training For App (108) <i>or</i> Tablet (08)	\$80	\$80	\$80
Lead Retrieval Product Pick-up For Tablet (09)	\$80	\$80	\$80
Custom Qualifiers and Survey Questions For App, Tablet or Kiosk (05A)	\$90	\$90	\$90
Literature & Videos Delivery For App, Tablet or Kiosk (LITE)	\$90	\$90	\$90
Insurance For Tablet (INS)	\$90	\$90	\$90

Processing Fee = \$25

Show Code: HNA24

Early Bird Pricing Ends: 8/13/24 | Advanced Pricing Ends: 8/29/24

Order Online: compusystems.com/order

Cancellation/Refund Policy:

By completing this lead retrieval order, you agree to be held liable for the safekeeping and return of the lead retrieval device and its accessories. If the device or Bluetooth printer is damaged, lost, or stolen, a replacement fee of \$500 per item will be charged. If the power cord is not returned for any device, a \$100 replacement fee will be charged. If the device is not returned within one hour after the show floor closes, a \$100 late fee will be assessed. All fees will be charged to the credit card used when placing the order. CompuSystems is not liable in the event of any hardware or software malfunction, service interruption, or loss of saved leads. No refunds on the CompuLEAD App once it has been activated. No refunds on all CompuLEAD products within 30 days of the start of the event or after the event begins. Orders canceled before that period are entitled to a full refund less a \$100 cancellation fee. If the event dates change, the original event dates will apply to the refund policy.

LEAD MANAGEMENT PRODUCTS CATALOG

2024 Hardscape North America

6 Tools to Maximize Your Sales Opportunities

CompuLEAD® is the most powerful way to capture sales leads on the trade show floor using your own smartphone or a rented tablet. With six distinct tools to help warm up your sales calls and boost ROI, it's a marketing plan in an app!



- 1 Collect leads on and off the show floor
- 2 Create action codes or survey questions to qualify leads
- 3 Score leads to identify your hottest prospects
- 4 Send targeted content to educate and inform prospects
- 5 Access leads any time
- 6 Transfer leads to your CRM for quick lead follow-up

Equip Your Team With the Right Tools For the Job

Show Code: HNA24

Early Bird Pricing Ends: 8/13/24 | Advanced Pricing Ends: 8/29/24
 Order Online: compusystems.com/order

LEAD MANAGEMENT PRODUCTS CATALOG**2024 Hardscape North America**

Generate Up to 3x More Sales Leads

M3 is an add-on to the CompuLEAD app that helps you streamline content distribution while creating another channel for your team to capture sales leads on the show floor. When coupled with CompuLEAD, this add-on will help your team generate up to 3 times more leads!

How it works:

- 1** Upload your electronic content to our secure portal
- 2** Pick up your "ready-to-go" company-branded signage at our onsite service counter
- 3** Place signage anywhere in your booth
- 4** Allow attendees to scan your signage with their smartphone to receive your content
- 5** Get an organized list of the attendees who scanned your signage in our leads portal

Benefits:

- ✓ Streamline the distribution of your electronic literature
- ✓ Collect passive sales leads while your team is busy with other prospects
- ✓ Self-serve – attendees can scan your signage when they want
- ✓ No hardware for you to rent
- ✓ No software for attendees to download
- ✓ Daily scan details sent to attendees that includes your content and company information






Show Code: HNA24

Early Bird Pricing Ends: 8/13/24 | Advanced Pricing Ends: 8/29/24
Order Online: compusystems.com/order

LEAD MANAGEMENT PRODUCTS CATALOG

2024 Hardscape North America

PRODUCT COMPARISON CHART

	 CompuLEAD® App	 CompuLEAD® Tablet	 CompuLEAD® Kiosk
Scan badges for full contact details			
Capture demographic data			
Download app to my own phone			
Use app on rented device			
Capture leads off the show floor			
Capture leads in self-serve mode			
Pair with wireless printer*			
Qualify leads with action codes/surveys*			
Add notes to leads			
Send electronic literature*			
Export leads in CSV format			
Comply with GDPR			

*Additional charges may apply

Show Code: HNA24

Early Bird Pricing Ends: 8/13/24 | Advanced Pricing Ends: 8/29/24

Order Online: compusystems.com/order



HNA Product Spotlight

Deadlines: August 23, 2024 / September 27, 2024

Please send to:

hnaexhibitor@ntpevents.com

Questions: Deneen Pratt, 703-706-8248

**HNA IS THE
PREMIER PLACE
TO INTRODUCE
YOUR NEW
PRODUCTS!**

Let us highlight your new product innovations for all attendees to see.

Your new product information will be included in the following places:

- On the HNA web site.
- In two eblasts to current and past attendees. Eblasts will be sent on 9/13 and 10/11 (see deadlines above).
- In an announcement to industry media on 10/9 to encourage them to visit your booth during the show and write about your products.
- On a digital display in the HNA registration area.

Fee: \$285 per product

Email this form along with the assets detailed below to hnaexhibitor@ntpevents.com.

If submitting more than one product, please indicate how many: _____ X \$285 = \$_____

Please submit a separate form for each new product. (Payment details only required on one form.)

Exhibiting Company _____ Booth No. _____

Name of the Product _____

Description of Product (25 word max) _____

In addition to the information above, please submit:

1. 1200 x 1080 pixel image/logo of the new product
2. Optional - pdf of more information on the product to be linked to the posting on the HNA website

Contact Name _____

Email _____ Phone _____

Please type or print all information above.



PRESS CONFERENCE RESERVATION FORM

Deadline: August 23, 2024
Please email to: hnaexhibitor@ntpevents.com

Each exhibiting company has the opportunity to hold a press conference in your indoor or outdoor booth. The fee to reserve a 20-minute press conference (in any location) is \$250. Because we expect high demand, sessions will be limited to 20 minutes. Once confirmed, we will provide payment information.

To avoid time conflicts, the schedule will be coordinated through the Press Office, with only one exhibitor holding a press conference at a time. They will be scheduled on a first-come, first-served basis. Indicate your preferences of time and date by numbering 1, 2 and 3 at the right of the preferred time. **Press Conferences are not available outdoors on Wednesday until 12pm.**

By September 15 confirmations of press conferences and a list of pre-registered press will be emailed to you. In late September, we will send the schedule to the media, but you will also want to issue invitations. It is recommended that you follow up with media a week prior to the show.

Please print all information below.

Exhibiting Company _____

Subject of press conference (Specifics can be added in early September, if necessary)

Contact Name (for confirmation prior to the show)

Contact Email _____

Phone (_____) _____

Onsite Contact Name _____

Onsite Mobile Number _____

Wednesday, October 16

- 9:30 - 9:50 am _____
- 10:00 - 10:20 am _____
- 10:30 - 10:50 am _____
- 11:00 - 11:20 am _____
- 11:30 - 11:50 am _____
- 12:00 - 12:20 pm _____
- 12:30 - 12:50 pm _____
- 1:00 - 1:20 pm _____
- 1:30 - 1:50 pm _____
- 2:00 - 2:20 pm _____
- 2:30 - 2:50 pm _____
- 3:00 - 3:20 pm _____
- 3:30 - 3:50 pm _____
- 4:00 - 4:20 pm _____
- 4:30 - 5:00 pm _____

Thursday, October 17

- 9:30 - 9:50 am _____
- 10:00 - 10:20 am _____
- 10:30 - 10:50 am _____
- 11:00 - 11:20 am _____
- 11:30 - 11:50 am _____
- 12:00 - 12:20 pm _____
- 12:30 - 12:50 pm _____
- 1:00 - 1:20 pm _____
- 1:30 - 1:50 pm _____
- 2:00 - 2:20 pm _____
- 2:30 - 2:50 pm _____
- 3:00 - 3:20 pm _____
- 3:30 - 3:50 pm _____
- 4:00 - 4:20 pm _____
- 4:30 - 5:00 pm _____

Friday, October 18

- 9:30 - 9:50 am _____
- 10:00 - 10:20 am _____
- 10:30 - 10:50 am _____

Preferred Location

Indoor Booth _____

Outdoor Booth _____

The \$250 fee applies to all locations.

The Official Show Directory makes it easy for your exhibit to stand out from the other **750+ exhibitors**



October 15-18, 2024
Kentucky Exposition Center • Louisville, KY



Directory Includes

- Indoor & demo area maps
- Show and event schedule
- Exhibitor listing and product cross reference
- New and featured products



Distribution

- At badge pickup
- Emailed in digital format pre-show to 40,000+ contractors and 10,000+ retailers
- Many attendees use the directory all year long as an industry guide



Advertiser Opportunities

- Full and ½ Page Advertising (rates on back)
- Featured product section, includes a photo or logo and 50-word description for your featured product listing
- Premium exhibitor listing with bold blue font

Company: _____

Name: _____

Phone: _____

Website: _____

Email: _____

Bill To Address: _____

Fusable contact: _____

Signature: _____

Date: _____

Terms: Net 30



Deadlines

- ✓ **Show Dates:**
October 15-18, 2024
- ✓ **Orders Due:**
August 23, 2024
- ✓ **Materials Due:**
September 2, 2024

50 word description of your featured product

Email product photo and/or logo with a 50 word product description to production@totallandscapecare.com

Advertising Options

Order by July 31st 2024 & receive a **15% discount**

		Cost before July 31st, 2024	
<input type="checkbox"/> 2-Page Spread	16" w x 10.75" h + .125" bleed	\$6,166.75 net	\$7,249 net
<input type="checkbox"/> Full Page	8" w x 10.75" h + .125" bleed	\$3,697.75 net	\$4,349 net
<input type="checkbox"/> Half Page	7.5" w x 5" h no bleeds	\$2,463.75 net	\$2,897 net
<input type="checkbox"/> Featured Product Section - Advertisers Only			

For additional information, contact

Pete Austin 205-248-1258 petaustin@fusable.com

Tess Miller 614-406-5361 tessmiller@fusable.com



Prize Drawing

Deadlines: September 26, 2024

Please send to:

hnaexhibitor@ntpevents.com

Questions: Deneen Pratt, 703-706-8248

**GIVE ATTENDEES
A REASON TO
SEEK OUT YOUR
EXHIBIT.**

Offer a Prize Drawing (valued at \$500 or more and given away during the show), and in addition to increased floor traffic from your promotions, HNA will provide you with the following – FREE!

For prizes valued at \$500 or more:

- Your company will be recognize on the HNA website and in the mobile app.

For prizes valued at \$2,000 or more, you will receive the above as well as:

- Your company will be recognized on the digital screen in the registration area at HNA.
- Winners can be announced by Show Management on social media outlets and in the post-show news release. You are responsible for informing us of the winner.

Maximize your coverage with advance show promotion! Use social media (#HardscapeNA) and send emails to promote your prize drawing and exhibit location. Tell your customers and clients to visit www.HardscapeNA.com to register for the show.

My company will be offering a Prize Drawing valued at: _____*

**Must be \$500 or more. This does not include discount offerings or a large number of products equalling the amounts above.*

Date and time of giveaway (Must be during HNA 2024) _____

Please provide exact wording (limit 25 words) for your announcement below. Include the company name, booth number and the prize. Sample: XYZ Company, Booth #1111, is giving away a new car. Please stop by the XYZ Company booth to enter.

Exhibiting Company _____

Indoor Booth No. _____

Contact Email _____

Phone _____

Contact for Info About Giveaway _____

HNA reserves the right to trim descriptions that exceed the space available. Any promotions that are deemed in violation of exhibitor guidelines will not be listed.



2 HNA Show Issues!

Hardscape Magazine will once again publish 2 HNA issues: our Aug/Sep **HNA Pre-SHOW Issue** and Oct/Nov **Hardscape North America SHOWCASE**.

- ❖ If you advertise in both issues you receive an **HNA package discount** for both issues.

The **HNA Pre-SHOW Issue**:

- Will be polybagged with the HNA brochure, and will include all exhibitor advertisers in our HNA Preview section with a FREE Show Ad (3-3/8" w x 2-1/4" h).
- Will be in readers' hands from early August to early October, great timing for the late October show.
- Will have bonus distribution at the show.

The **Hardscape North America SHOWCASE**:

The issue is a combination Show Preview and Product Catalog with bonus distribution at *Hardscape North America* AND the EQUIP show in addition to *Hardscape Magazine's* nationwide distribution. The Product Catalog is organized by product type to make it very shoppable. Products from all advertisers will be included with color photo, text, your phone and website to draw reader response.

Contact us by June 7th to reserve space. More time for ad materials after that.

Hardscape Magazine
U.S. & Canada **800-785-9782**
TomHatlen@HardscapeMagazine.com
www.HardscapeMagazine.com



PROFITABLE PRODUCT\$ Q+As

Buy a Full-Page Display Ad, Get A Profitable Product\$ Q+A FREE

SPONSORED CONTENT

PROFITABLE PRODUCT\$
Equip Indoor Booth #24016

Unilock
with **Elaine Willis**
Director of Sustainability

EcoTerra technology is the first of its kind in North America. By eliminating the use of cement in the top portion of the pavers, we can reduce carbon dioxide emissions up to 15 percent. This reduction directly addresses embodied carbon, which is the amount of greenhouse gas emitted during the manufacturing, installation and life cycle of a product. In doing so, we help combat rising global temperature averages, the underlying catalyst of climate change.

For more sustainable products, our product manufactured with EcoTerra technology offers a 100% cement-free face-mix layer and also boasts high compressive strength, low absorption, remarkable durability and colorfastness. This means you can offer clients an exclusive sustainable product that's better for the environment, will drive word-of-mouth recommendations and boost your company's profitability.

How does your product make landscape companies more profitable?
We've seen a rise in demand from consumers who are willing to pay

pristine, EcoTerra thrives with vibrant colors, minimal upkeep, and is free of efflorescence, which is a game-changer for homeowners who are concerned about this naturally occurring phenomenon post-installation, reducing callbacks for contractors.

Unilock presents award-winning EcoTerra technology, unleashing a new, greener era in hardscaping.

- UP TO 15% REDUCTION IN CO₂
- EFFLORESCENCE FREE
- CEMENT-FREE FACE-MIX
- COLOR STAYS TRUE LONGER
- ENDURACLOR

Connect with a Unilock Territory Manager to learn more about this and other exclusive Unilock products.

UNILOCK
PAVERS & WALLS

100 LANDSCAPEMANAGEMENT.NET | OCTOBER 2023

Your **PROFITABLE PRODUCT\$ Q+A** will include up to five questions about how your products make landscape companies more profitable:

1. How do your products save time?
2. How do your products save labor?
3. How do your products save materials or fuel?
4. How do your products help generate additional revenue for landscape companies?
5. In what other ways do your products make landscape and lawn care companies profitable?

69% of Landscape Management readers say new product highlights, trends and best practices are important to their business.

Signet Research, August 2023

Share your **PROFITABLE PRODUCT\$ Q+A** with 88,000+ qualified buyers in the October 2024 **HARDSCAPE NORTH AMERICA** Show Issue of *Landscape Management*.

AD CLOSE: **Aug. 29** • AD MATERIALS DUE: **Sept. 5**



Call your *LM* account manager today to secure your **PROFITABLE PRODUCT\$ Q+A**.

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440-463-7754

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