Exhibitor Prospectus

INLA Convention & Trade Show
ISU Shade Tree Short Course

February 21-23, 2012
Scheman Building
ISU Campus
Ames, Iowa
Iowa State’s annual Shade Tree Short Course is once again teaming up with the Iowa Nursery & Landscape Association’s Trade Show.

The partnership brings exhibitors an even bigger, better opportunity to connect with potential clients by highlighting the best of both worlds and incorporating INLA’s long-standing trade show into the traditional Shade Tree Short Course educational sessions.

Application & Contract for Exhibit Space

Company: _____________________________________________________________

Pre-event Contact: ____________________________ Onsite Contact: ____________________________

Address: _____________________________________________________________

City: ____________________________ State: ________________ Zip: ________________

Phone: ____________________________ Fax: ____________________________

Email: ____________________________ Website: ____________________________

Description of Products/Equipment Displayed: _____________________________________________________________

### Booth Rental Fee ###

**Exhibitor Booth Rental Fee Includes:**

- 8’ x 10’ booth and sign
- 1 Table
- 2 Chairs
- Wastebasket
- Trade Show Preview & Hospitality Hour from 4:00 - 6:00 pm on Tuesday

- Lunch for 2 people on Wednesday, Thursday’s lunch is an optional ticketed lunch
- 2 Complimentary Registrations (onsite contact both days)

**Booth Rental Fee:**

- Number of Booths: _______ @ $550 = $ ________
- Outside Display Space: 15’ x 30’ stalls available _______ @ $300 = $ ________ *(must have a booth inside in order to reserve an outside display stall)*
- Booth Location: Please indicate your top three booth location preferences and INLA will do our best to meet your request.
  
  #1: ________  
  #2: ________  
  #3: ________

50% of grand total must accompany contract. This is a non-refundable deposit.

**Exhibitor Names:** (first two included in booth rental)

1. _____________________________________________________________

2. _____________________________________________________________

**Additional Exhibitor Fees:**

Booth rental fee includes admittance to the Trade Show and lunch for two people. Additional registrants are $50 per person.

- Additional registrations _______ @ $50 = $ ________

**Name:** _____________________________________________________________

**Name:** _____________________________________________________________

Total for Booth Rental Fee Category = $ ________

Final payment due: January 16, 2012

### Additional Services ###

- Electricity @ $25 = $ ________
- Water @ $0 = $ ________ *(for display use, not drinking)*
- Ethernet @ $90 = $ ________ *(free wireless available)*
- Whiteboard @ $10 = $ ________ *(no paper pad)*
- Easel @ $10 = $ ________ *(no paper pad)*
- Extra Skirt Table @ $40 = $ ________ *(booth rental includes one table)*
- High Round Table @ $20 = $ ________
- 4’ x 8’ Riser @ $55 = $ ________
- Thursday Lunch @ $15 = $ ________
- Submit Marketing Literature for inclusion in attendee packets @ $75 = $ ________

**Horticulture Scholarship Dinner**

The Annual Membership Dinner and Scholarship Auction will take place Thursday, February 23rd, beginning at 5:00 pm at Reiman Gardens. All proceeds from this event go to INLA Horticulture scholarships.

- Adult Dinner, Auction, & Entertainment Tickets _______ @ $35 = $ ________
- Child Dinner, Auction, & Entertainment Tickets _______ @ $15 = $ ________

Total for Additional Services Category = $ ________
A 50% non-refundable deposit is due with contract. Final payment must be received by January 16, 2012.

Questions?
Contact the INLA Office at:
Phone: 515.262.8323 // 800.383.1682
Fax: 515.262.8960
Email: joano@agribiz.org

Company Name: ____________________________________ __________________________________

Sponsorship Opportunities

Company Name: ____________________________________ __________________________________

Sponsors help support the conference in a variety of ways.

Sponsor for as little as $150!

For more information contact:
Joan O’Brien
Email: joano@agribiz.org
Phone: 515.262.8323 // 800.383.1682

Sponsorship Opportunities

In the past, the social activities, as well as conference expenses, have been financed in part by voluntary contributions from members and friends of the Iowa Nursery and Landscape Association. The social activities scheduled for this year include the ICNP Trade-show Preview & Reception on Tuesday, the Hospitality Hour, and the Dinner & Scholarship Auction on Wednesday at Reiman Gardens.

INLA would greatly appreciate any help you can provide us this year. All contributions of $150 or more, received by January 16, 2012, will be listed in convention materials, INLA newsletters, and on the INLA website (www.iowanla.org).

Total for All Categories >>>

Total for Booth Rental Fee Category: $ __________  
Total for Additional Services Category: $ __________  
Total for Sponsorship Category: $ __________  
Grand Total: $ __________  

Check Enclosed (Payable to: INLA)  Invoice  Credit Card

A 50% non-refundable deposit is due with contract. Final payment must be received by January 16, 2012.

Mail Application to:

Iowa Nursery & Landscape Association  
900 Des Moines Street  
Des Moines, IA 50309

Fax: 515.262.8960  
joano@agribiz.org

Questions?
Contact the INLA Office at:
Phone: 515.262.8323 //  800.383.1682
Fax: 515.262.8960
Email: joano@agribiz.org

Credit Card

Visa  Mastercard  Discover

Name on Card: ____________________________________  
Number: __________________________________________  
Expiration Date: ________  Security Code: ________  
Signature: _________________________________________
INLA Convention & Trade Show
ISU Shade Tree Short Course

Schedule of Events

**Tuesday, February 21**
ICNP* Testing
ICNP* Continuing Education
INLA Board Meeting
ISA Certification Exam
Exhibitor Load-in 10 am - 4 pm
ICNP Preview of Tradeshow Floor & Reception 4 - 6 pm

**Wednesday, February 22**
Tradeshow Opens at 7:30 am
Registration
Keynote Speaker (Open to Exhibitors)
Iowa Nursery & Landscape Association Meeting
Workshops
Arborist Annual Meeting
Hospitality Hour at Reiman Gardens (Open to all attendees)
Dinner & Scholarship Auction at Reiman Gardens

**Thursday, February 23**
Workshops
Tradeshow
Closing General Session
Trade Show teardown begins at 1:30 pm

* This is a tentative schedule, events are subject to change

** Please note the change in days of the week for the INLA Convention & Trade Show & Shade Tree Short Course. The conference will now be held on Tuesday, Wednesday, and Thursday.

Exhibitor Information

**Set-Up**
Exhibitor set-up will take place from 10:00 am - 4:00 pm on Tuesday, February 21. New to the INLA Convention and Trade Show is an ICNP Tradeshow Preview and Reception. In order to visit with ICNPs and take advantage of the Preview and Reception, exhibitors are encouraged to be set-up by 4:00 pm on Tuesday, February 21; however, you must be set up no later than 7:00 am on February 22. Exhibits will be set-up on the first and second floor of the Scheman Building and display space is available in the parking lot. Several push carts and volunteers are available in the ground floor lobby area to help transport your materials to the exhibit space. There is a freight elevator located at the dock (northwest corner of the building) that can be used to transport to the first floor. If a forklift is required, please call Jennifer at ISU at 515.956.3204 to schedule a time between 10:00 am - 4:00 pm on February 21.

**Shipping**
If you require shipment of materials, please send to: Iowa State Center
c/o Shade Tree Short Course/INLA
Suite 4 Scheman Building
Ames, IA 50011
Phone: 515.294.3347

Exhibitors may tear down their booths between 1:30-5:00 pm on Thursday, February 23. Carts will be available in the ground floor lobby of the Scheman Building to transport your materials to your vehicles. If you have materials which need to be shipped back to your organization, please pack them in an appropriate container or box, place a pre-paid shipping label on the outside, and leave at your exhibit table. Building staff will ship it back for you via your preferred carrier the following business day.
On page 2 please indicate your top three booth preferences and INLA will work to meet your request.

Booth selection is based on company sponsorship, years exhibiting, and date contract is received.

Booths 26-32 overlook the outdoor booths. Companies also displaying outdoors will have their indoor booth placed here in order to overlook their outdoor equipment.

The following booths have already been reserved by companies who have previously sponsored the INLA Convention & Trade Show and have committed to sponsoring the 2012 event.

Thank you for your sponsorship and support of the Iowa Nursery & Landscape Association!

Bailey Nurseries, Inc. - Booth #10
Golden Valley Hardscapes / Xylem Ltd. - Booth #12
Midwest Ground Covers, LLC. - Booth #3
Midwest Trading Horticulture Supplies, Inc. - Booth #4
Pace Supply - Booth #13 & 14
Quick Supply Company - Booth # 11 & 19
Wood Duck Tree Farms - Booth #1