



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



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	=	\$ _____
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.

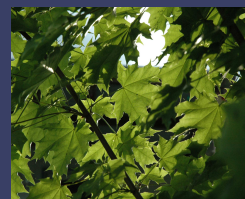
You are invited to join conference attendees in a relaxing environment for networking and entertainment.

- Adult Dinner, Auction, & Entertainment Tickets
_____ @ \$35 = \$ _____
- Child Dinner, Auction, & Entertainment Tickets
_____ @ \$15 = \$ _____

Total for Additional Services Category = \$ _____



Sponsorship Opportunities



Company Name: _____

Sponsorship

- ☐ Platinum Sponsorship: \$1,000
- ☐ Gold Sponsorship: \$500
- ☐ Silver Sponsorship: \$300
- ☐ Bronze Sponsorship: \$150

Total for Sponsorship Category = \$ _____

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.

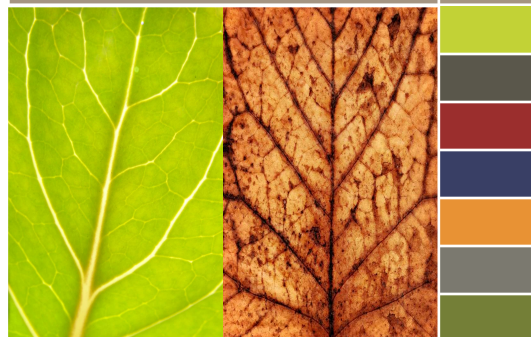
INLA would greatly appreciate any help you can provide us this year. All contributions of \$150 or more, received by January 16, 2012, will be listed in convention materials, INLA newsletters, and on the INLA website (www.iowanla.org).

Sponsors help support the conference in a variety of ways.

For more information contact:

Joan O'Brien
Email: joano@agribiz.org
Phone: 515.262.8323 // 800.383.1682

Sponsor for as little as \$150!



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

☐ Visa

Name on Card: _____

Number: _____

Expiration Date: _____ Security Code: _____

Signature: _____

Credit Card

☐ Mastercard

☐ Discover

Questions?

Contact the INLA Office at:

Phone: 515.262.8323 // 800.383.1682

Fax: 515.262.8960

Email: joano@agribiz.org

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.

Floor Plan

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**

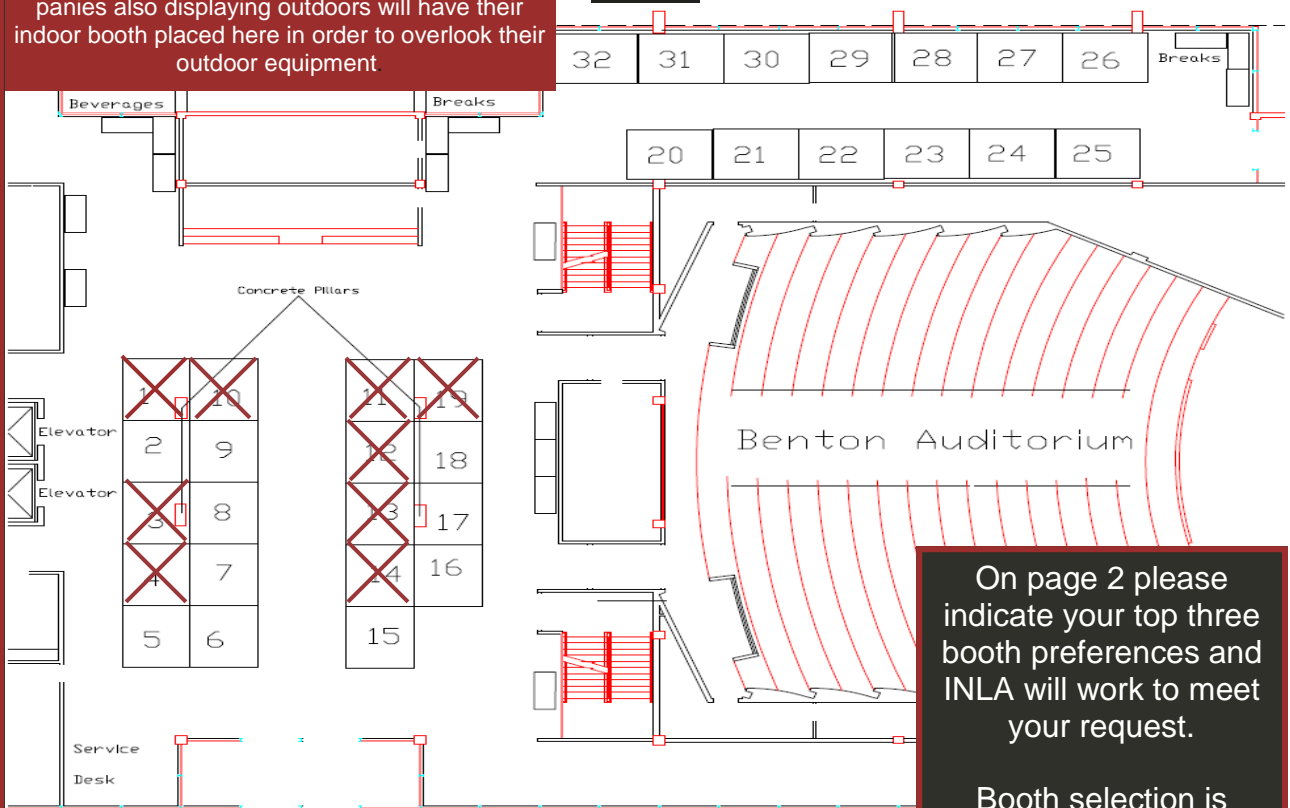
Pace Supply - **Booth #13 & 14**

Quick Supply Company - **Booth # 11 & 19**

Wood Duck Tree Farms - **Booth #1**

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.

Level 1



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.

Level 2

