

2016

EXHIBITOR PROSPECTUS



INLA & IAA Trade Show ISU Shade Tree Short Course

February 23 - 25

Scheman Building
ISU Campus
Ames, Iowa



INLA & IAA Trade Show ISU Shade Tree Short Course

Schedule of Events

Iowa State's Shade Tree Short Course is once again teaming up with the Iowa Nursery & Landscape Association and the Iowa Arborist Association for the annual 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 ISU Shade Tree Short Course educational sessions.

Tuesday, February 23

ICNP* Testing
ICNP* Continuing Education
ISA Certification Exam
Exhibitor Move-in 10 a.m. - 4 p.m.
ICNP Preview of Tradeshow Floor & Reception 4 - 6 p.m.

Wednesday, February 24

Tradeshow Opens 7:30 a.m.
INLA Annual Meeting 12:00 p.m.
Reception Open-Bar 5 - 6:30 p.m.
Silent Auction Ends 6:20 p.m.
Live Auction 6:30 - 7 p.m.
Dinner 7 - 7:30 p.m.
Program 7:30 - 8 p.m.

Thursday, February 25

Workshops
Tradeshow
Closing General Session
Trade Show teardown 1:30 p.m.

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

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

Exhibitor Information

Hotel Information

The Iowa Nursery & Landscape Association is not responsible for making hotel reservations for exhibitors or sponsors during the annual trade show. INLA reserved a block of rooms at the Holiday Inn Ames Conference Center At ISU. Please call the hotel directly to make reservations for your stay.

Hotel: Holiday Inn Ames
Phone: 515-268-8808
Address: 2609 University Blvd, Ames, IA 50010

Set-Up

Exhibitor set-up will take place from **10:00 a.m. - 4:00 p.m. on Tuesday, February 23**. In order to visit with ICNPs and take advantage of the Preview and Reception, exhibitors are encouraged to be set-up by 4:00 p.m. on Tuesday, February 23; however, you must be set up no later than 7:00 a.m. on Wednesday, February 24. 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 ISU at 515-956-3204 to schedule a time between 10:00 a.m. - 4:00 p.m. on February 23.

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 p.m. on Thursday, February 25. 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.

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Floor Plan

Booths 26-32 overlook the outdoor booths

Companies with outdoor displays will have their indoor booth placed here to provide a view of their outdoor equipment

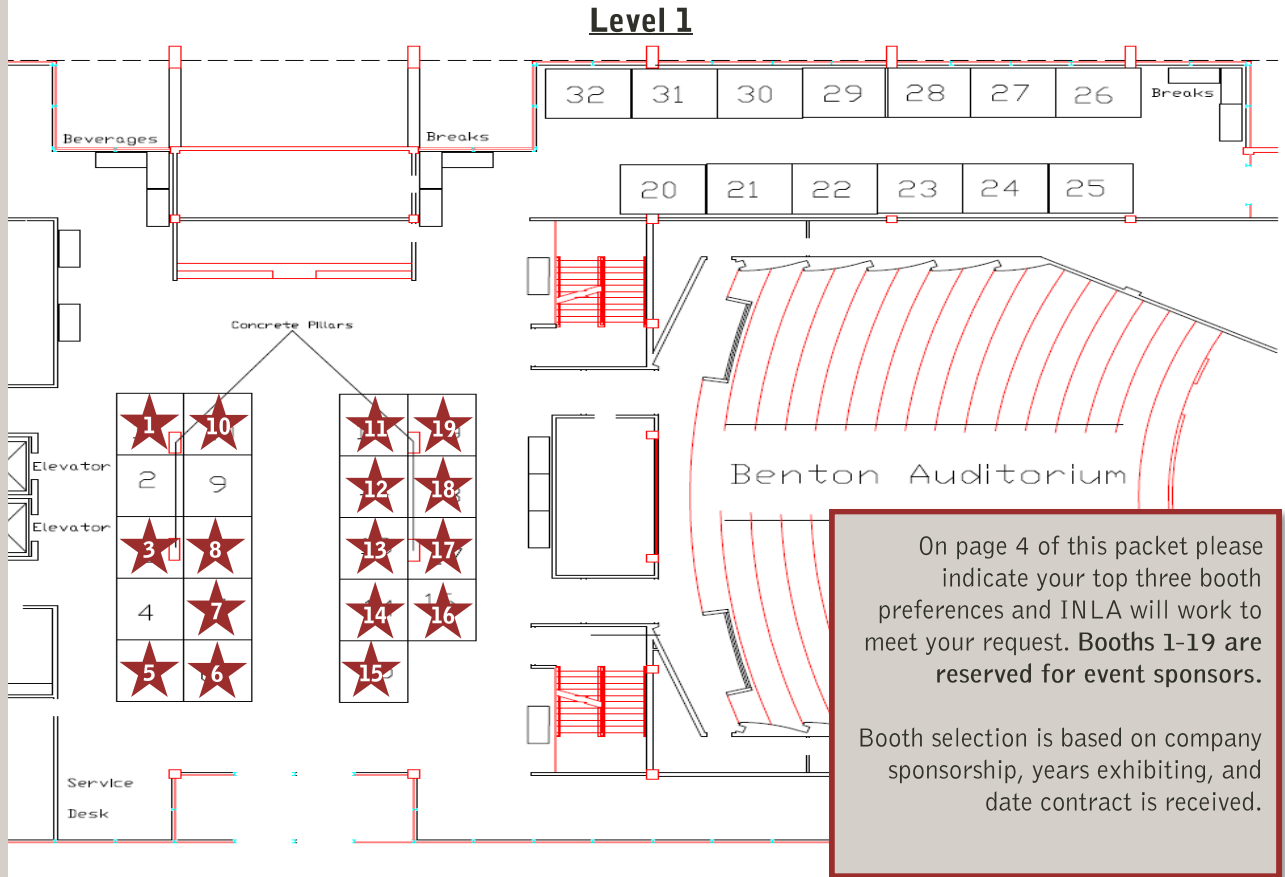
The following booths have already been reserved by previous sponsors of the INLA Trade Show who have committed to sponsoring the 2016 event.

Thank you for your sponsorship and support of INLA!



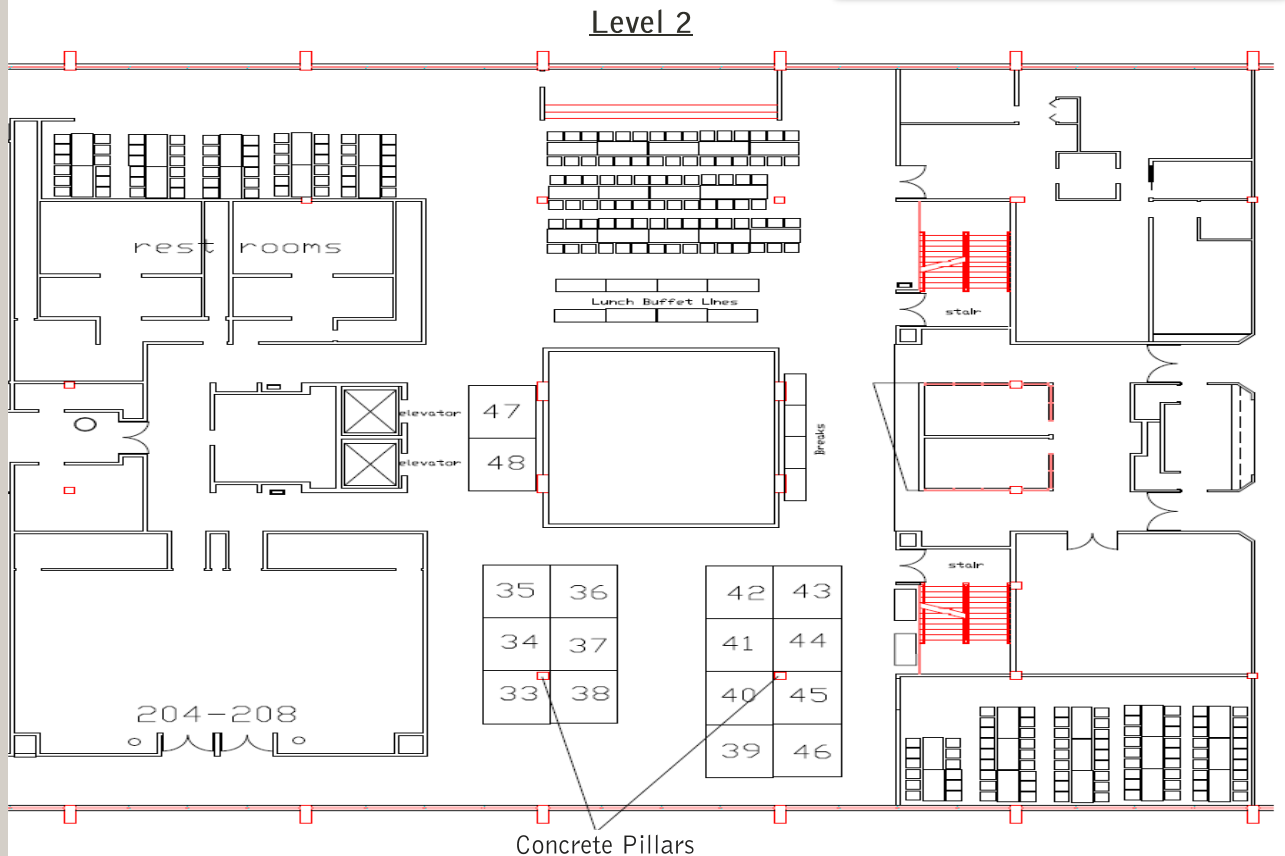
- #1 - Wood Duck Tree Farms
- #3 - Studebaker
- #6 -Unilock
- #5 - L&G Products, Inc.
- #7 - Home Nursery
- #8 - Bachman's Wholesale Nursery & Landscapes

- #10 - Bailey Nurseries
- #11 & 19 - Quick Supply
- #12 - Xylem LTD/ Golden Valley Hardscapes
- #13 - Anderzhon Nursery Sales, Inc.
- #14 - Johnson's Nursery, Inc.
- #15 - B&B Bedding
- #16 - Bluebird Nursery, Inc.
- #17 - The Tessman Company
- #18 - Goodmark Nurseries, LLC



On page 4 of this packet please indicate your top three booth preferences and INLA will work to meet your request. Booths 1-19 are reserved for event sponsors.

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



Company: _____

Pre-event Contact: _____ Onsite Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Description of Products/Equipment Displayed: _____

Booth Rental Details

Exhibitor Booth Rental Includes:

- 8' x 10' booth and sign
- 1 Table
- 2 Chairs
- Wastebasket
- 2 lunch tickets - Wed. only
- Trade Show Preview & Hospitality Hour from 4:00 - 6:00 pm on Tuesday
- 2 complimentary registrations (*onsite contact both days*)

Exhibit Rental Fees:

- # of Regular Booths: _____ @ \$600 = \$ _____
- # of Non-Profit Booths: _____ @ \$150 = \$ _____
- # of Non-Profit Tables: _____ @ \$ 50 = \$ _____
- Outside Display Space: 15' x 30' stalls available
_____ @ \$ 50 = \$ _____

(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.

Attention: *Booths 1 -19 are reserved for event sponsors. 50% of grand total must accompany contract & is a non-refundable deposit.*

#1: _____ #2: _____ #3: _____

Exhibitor Names:

(Two registrations - Reg. Booth; One registration - Non-Profit Booths or table)

Name: _____

Name: _____

Additional Exhibitor Fees:

Additional registrants are \$50 per person.

Number of Additional registrations _____ @ \$50 = \$ _____

Name: _____

Name: _____

Total for Booth Rental Fee Category = \$ _____

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 = \$ _____

Horticulture Scholarship Dinner & Auction

The Annual Membership Dinner and Scholarship Auction will take place Wednesday, February 24, beginning at 5:00 p.m. at Reiman Gardens. All proceeds from this event go to INLA Horticulture scholarships.

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

- Adult Dinner, Auction, & Entertainment Tickets
_____ @ \$40 = \$ _____

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

Total for Additional Services Category = \$ _____

Final payment due: January 1, 2016
All final booth assignments will be made after January 1, 2016.

Sponsors help support the conference in a variety of ways which include the ICNP Tradeshow Preview & Reception on Tuesday, the Hospitality Hour and the Dinner & Scholarship Auction.

INLA would greatly appreciate any help you can provide us this year. All contributions of \$150 or more (that are received by Monday, January 11, 2016) will be listed in trade show materials, INLA newsletters and on the INLA website (www.iowanla.org). *Booths 1-19 are reserved for event sponsors. See page 4.

Sponsor Levels

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

Total for Sponsorship Category = \$ _____

Auction Donations

Item description _____

Item's estimated value \$ _____

Other monetary donation \$ _____

Total for Auction Donation Category = \$ _____

Payment Information

A 50% non-refundable deposit is due with contract. Final payment must be received by January 1, 2016. All final booth assignments will be made after January 1, 2016. Please submit application and payment to the INLA office 900 Des Moines St., Des Moines, IA 50309.

Total for Booth Rental Fee Category: \$ _____

Total for Additional Services Category: \$ _____

Total for Sponsorship Category: \$ _____

Total for Auction Donation Category: \$ _____

Grand Total: \$ _____

Payment Information

- Check Enclosed (Payable to: INLA)
 - 50% Deposit
 - Full Amount
- Invoice
- Credit Card

- Visa
- MasterCard
- Discover

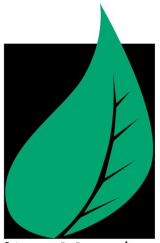
Name on Card: _____

Number: _____ Expiration Date: _____ Security Code: _____

Signature: _____

Submit Application to:

Iowa Nursery & Landscape Association
900 Des Moines Street • Des Moines, IA 50309
Fax: 515-262-8960 • joano@agribiz.org



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Des Moines, IA 50309

INLA
IOWA NURSERY &
LANDSCAPE
ASSOCIATION



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2016

**INLA & IAA Trade Show
ISU Shade Tree Short Course
EXHIBITOR REGISTRATION**