

February 21 - 23 2017

EXHIBITOR PROSPECTUS



ISU Shade Tree Short Course



Scheman Building
ISU Campus
Ames, Iowa

INLA & IAA Trade Show



Sponsored by:



INLA & IAA Trade Show ISU Shade Tree Short Course

Schedule of Events

Iowa State University'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 21

ICNP* Testing 1 p.m.
ICNP* Continuing Education 1 - 4 p.m.
ISA Certification Exam
Exhibitor Move-in 10 a.m. - 4 p.m.
ICNP Preview of Tradeshow
Floor & Reception 4 - 5 p.m.

Wednesday, February 22

Tradeshow Opens 7:30 a.m.
INLA Annual Meeting 12:00 p.m.
Reception Open-Bar 5 - 7:00 p.m.
Silent Auction 5:00 - 6:50 p.m.
Live Auction 7:00 - 7:30 p.m.
Program 7:30 p.m.

Thursday, February 23

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 21**. 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 21; however, you must be set up no later than 7:00 a.m. on Wednesday, February 23. 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 Tuesday, 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 p.m. 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.

INLA & IAA Trade Show

ISU Shade Tree Short Course

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 event sponsor and have committed to sponsoring the 2017 Trade Show.



Thank you for your sponsorship and support of INLA!

#1 - Wood Duck Tree Farms

#2 - Central Landscape Supply

#3 - Stuebaker Nurseries

#4 - Midwest Groundcovers LLC

#5 - L&G Products

#6 - Unilock Chicago

#7 - Home Nursery

#8 - Bachman's Wholesale Nursery & Hardscapes

#9 - Gertens

#10 - Baily Nurseries

#11 & 19 - Quick Supply Co.

#12 - Golden Valley Hardscapes/Xylem LTD.

#13 - Anderzhon Nursery Sales, Inc.

#14 - Johnson's Nursery, Inc.

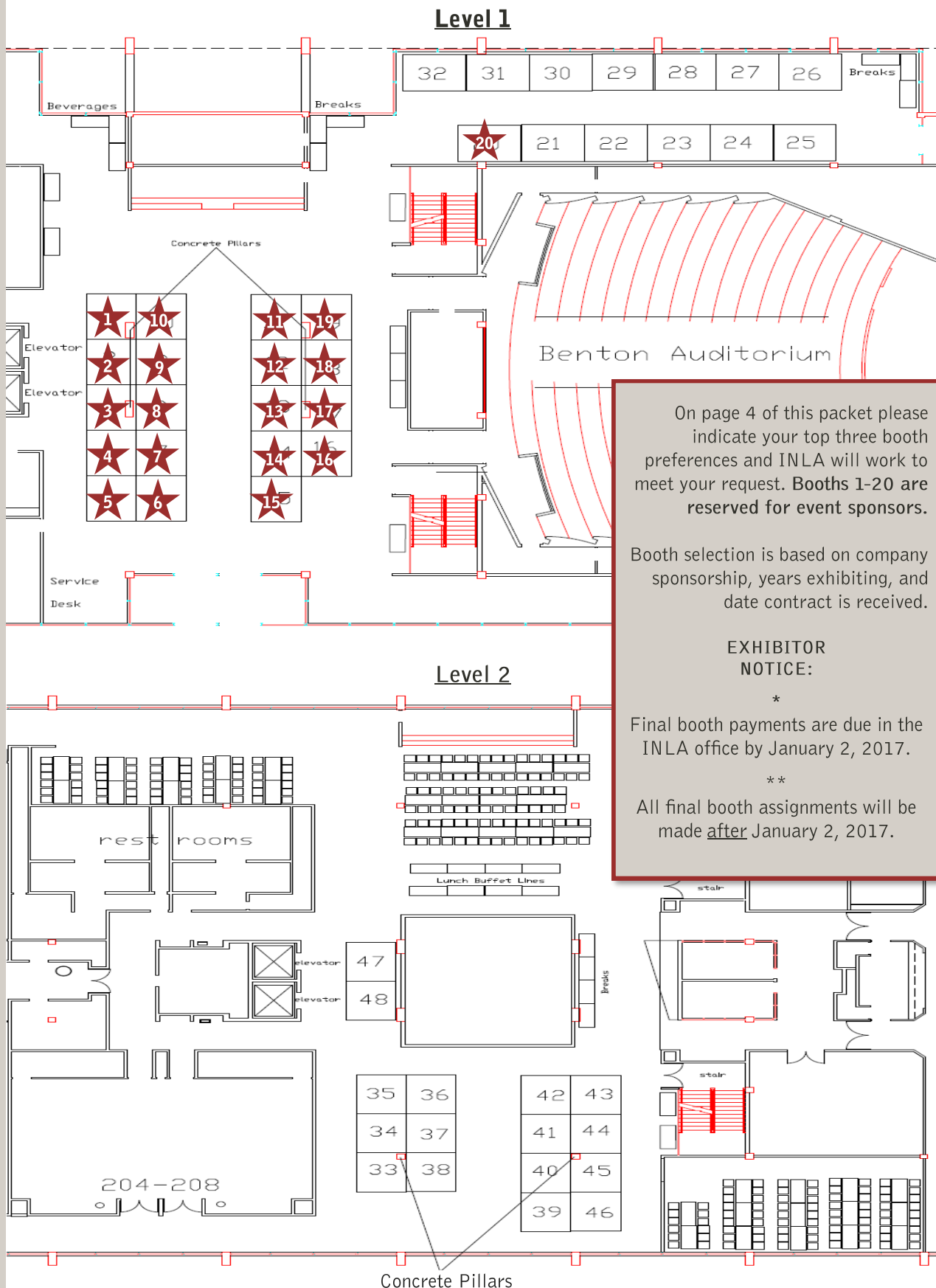
#15 - B&B Bedding

#16 - Bluebird Nursery

#17 - The Tessman Company

#18 - Goodmark Nurseries

#20 - UltraCompost



On page 4 of this packet please indicate your top three booth preferences and INLA will work to meet your request. Booths 1-20 are reserved for event sponsors.

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

EXHIBITOR NOTICE:

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Final booth payments are due in the INLA office by January 2, 2017.

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All final booth assignments will be made after January 2, 2017.

INLA & IAA Trade Show ISU Shade Tree Short Course

Application & Exhibit Space Contract

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 – 20 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 = \$ _____

Total for Additional Services Category = \$ _____

Horticulture Scholarship Auction

The annual Scholarship Auction will take place Wednesday, February 22, beginning at 5:00 p.m. at Reiman Gardens. The silent auction will go from 5:00 - 6:50 p.m. and the live auction from 7:00 - 7:30 p.m. INLA invites everyone to join us for the Hospitality hour and heavy hors d'oeuvres and to stay for the auction. There is no charge to attend this event.

All the proceeds from this annual event go toward the INLA Horticulture scholarships that are awarded each year to community college students and an ISU Student. The Wednesday Auction is open to everyone!

Final payment due: January 2, 2017
***All final booth assignments will be made after
January 2, 2017.***

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Sponsorship Opportunities

Sponsors help support the conference in a variety of ways which include the ICNP Tradeshow Preview & Reception on Tuesday, February 21. Sponsorships also goes toward the Hospitality Hour on Wednesday, February 22.

INLA would greatly appreciate any help you can provide us this year. All contributions of \$200 or more (that are received by Monday, February 6, 2017) will be listed in trade show materials, INLA newsletters and on the INLA website (www.iowanla.org).

*Booths 1-20 are reserved for event sponsors (see page 3 of mailer).

Sponsor Levels

- ☐ Platinum Sponsorship: \$1,000 +
- ☐ Gold Sponsorship: \$500
- ☐ Silver Sponsorship: \$300
- ☐ Bronze Sponsorship: \$200

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 2, 2017. All final booth assignments will be made after January 2, 2017. 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: \$ _____

☐ Check Enclosed (Payable to: INLA)
☐ 50% Deposit

☐ Invoice
☐ Full Amount

☐ 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

EXHIBITOR REGISTRATION ENCLOSED

Iowa State University Shade Tree Short Course



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