

# February 19 - 21 2019

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 19

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 20

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 21

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 Country Inn & Suites in Ames. Please call the hotel directly to make reservations for your stay. Please reference the "Iowa Nursery & Landscape Association" to receive the group discount of \$109/per night (plus taxes). Hotel cut off date for discounts - January 19, 2019.*

*Hotel: Country Inn & Suites  
Phone: 515-233-3935  
Address: 2605 SE 16th St, Ames, IA 50010*

### Set-Up

Exhibitor set-up will take place from **10:00 a.m. - 4:00 p.m. on Tuesday, February 19**. 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 19; however, you must be set up no later than 7:00 a.m. on Wednesday, February 20. 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 19.

### 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 21. 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.

\*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

**BOOTH SPACES 1-19  
ARE RESERVED FOR  
EVENT SPONSORS.  
PLEASE SEE PAGE 6 TO  
BECOME AN EVENT  
SPONSOR.**



1. Gerdes Wholesale Nursery
2. Sold
3. Studebaker Nurseries
4. Midwest Groundcovers
5. L&G Products
6. Unilock Chicago
7. SiteOne Landscape Supply
8. Bachman's Wholesale Nursery & Hardscapes
9. Gertens Wholesale
10. Bailey Nurseries
11. Quick Supply Co.
12. Xylem Ltd/Golden Valley Hardscapes
13. Anderzhon Nursery Sales, Inc.
14. Johnson's Nursery
15. B&B Bedding
16. Bluebird Nursery
17. The Tessman Company
18. Goodmark Nurseries
19. Quick Supply Co.
20. Kankakee Nursery Co.

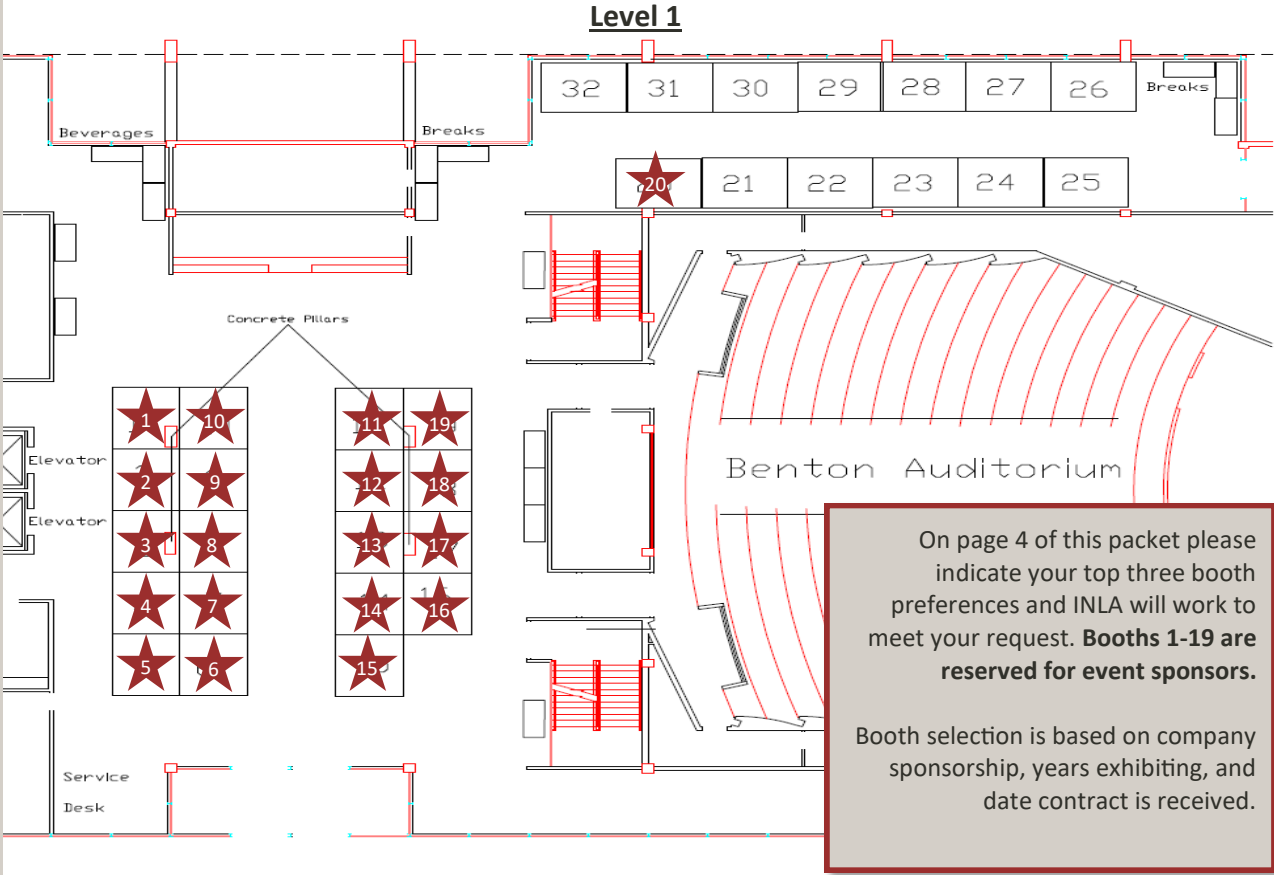
**EXHIBITOR  
NOTICE:**

\*

Final booth payments  
are due in the INLA  
office by  
January 2, 2019.

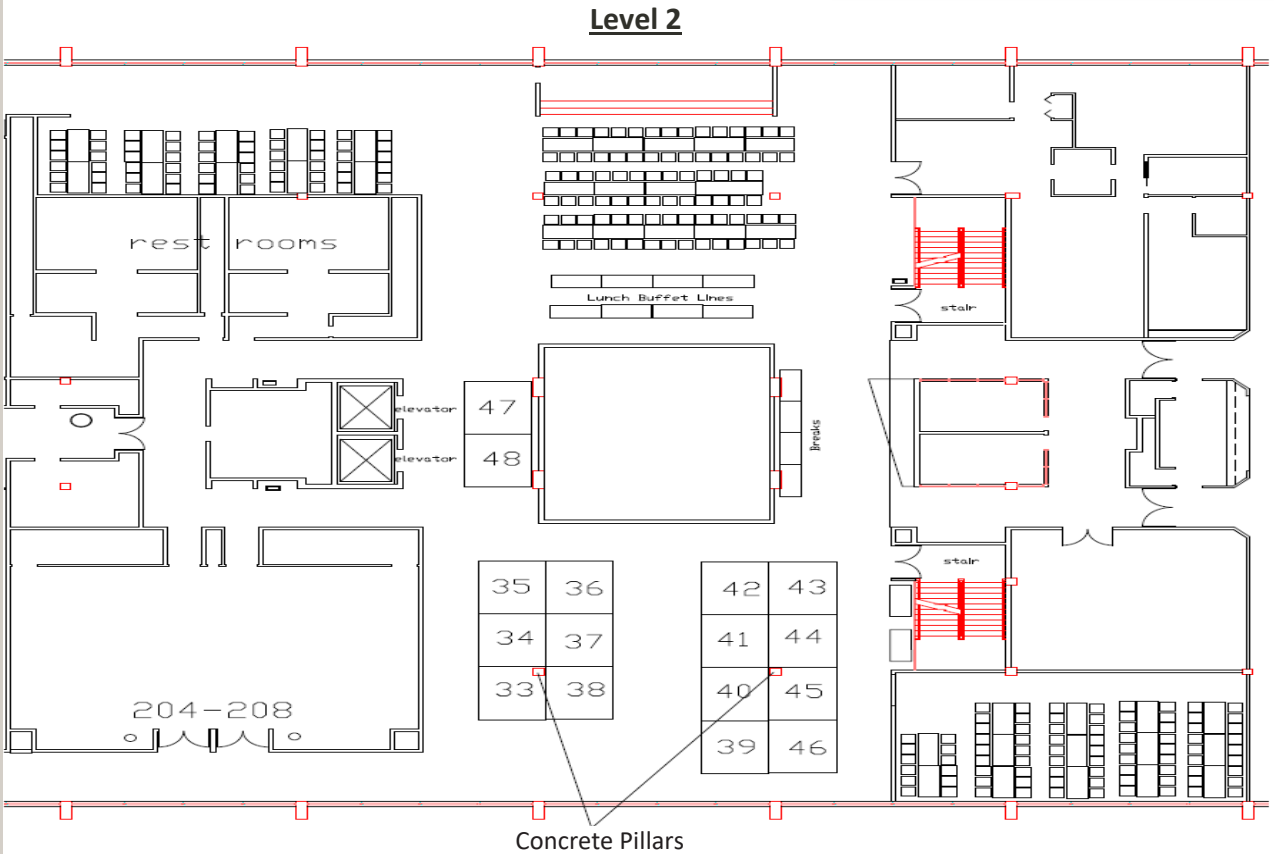
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All final booth  
assignments will be  
made after  
January 2, 2019.



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 = \$ \_\_\_\_\_

Total for Additional Services Category = \$ \_\_\_\_\_

### Horticulture Scholarship Auction

The annual Scholarship Auction will take place Wednesday, February 20, 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 annually event goes toward the INLA Horticulture scholarships. The Wednesday Auction is open to everyone, please join us!

**Final payment due: January 2, 2019**  
**All final booth assignments will be made after January 2, 2019.**

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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 19. Sponsorship also goes toward the Hospitality Hour on Wednesday, February 20.

INLA would greatly appreciate any help you can provide us this year. All contributions of \$200 or more (that are received by Monday, February 4, 2019) will be listed in trade show materials, INLA newsletters and on the INLA website ([www.iowanla.org](http://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: \$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, 2019. All final booth assignments will be made after January 2, 2019. 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)

☐ Invoice

☐ Credit Card

☐ 50% Deposit

☐ Full Amount

☐ 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](mailto:joano@agribiz.org)



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900 Des Moines Street  
Des Moines, IA 50309

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**EXHIBITOR  
REGISTRATION  
ENCLOSED**

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**2019**