

# ISU Shade Tree Short Course INLA & IAA Trade Show

## 2020 Exhibitor & Sponsor Packet

FEBRUARY 25-27, 2020  
AMES, IOWA



## About INLA Trade Show

Iowa Nursery & Landscape Association is hosting our annual trade show as part of the Iowa State University's Shade Tree Short Course! This partnership brings exhibitors an even bigger and better opportunities to connect with potential clients by highlighting the best of both worlds. It incorporates INLA long-standing trade show into the traditional ISU Shade Tree Short Course educational sessions. **NOTE:** *The INLA Day and Trade Show is hosted in conjunction with the ISU Shade Tree Short Course, exhibitor fees are paid to INLA. The Iowa Arborist Association is participating and helping to secure exhibitors. The trade show begins with a preview on Tuesday and continues on 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.*

Please call the Country Inn & Suites in Ames 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). Group discounts expire on January 24, 2020.

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

### EXHIBITOR MOVE-IN/SET-UP

**Exhibitor set-up will take place from 10:00 a.m. until 4:00 p.m. on Tuesday, February 25.**

- We encourage exhibitors to set-up by 4:00 p.m. on Tuesday, February 25, for attendees to take advantage of the preview and reception on Tuesday.

## Schedules of Events

### TUESDAY, FEBRUARY 25

**10:00 - 4:00 p.m. Exhibitor Move-in**  
1:00 p.m. ICNP\* Testing  
1:00 - 4:00 p.m. ICNP\* Continuing Education  
ISA Certification Exam  
4:00 - 5:00 p.m. ICNP Preview of Trade Show Floor & Reception

### WEDNESDAY, FEBRUARY 26

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

### THURSDAY, FEBRUARY 27

• Short Course Workshops  
• Trade Show in the Scheman Building  
• Closing General Session  
**1:30 - 5:00 p.m. Exhibitor Tear Down**  
*\* Schedule is subject to change. Please check iowanla.org for updated 2020 schedule.*

- **However**, exhibitors must be set up no later than 7:00 a.m. on Wednesday, February 26.
- Exhibits are on the first and second floor of the Scheman Building with display space is available in the parking lot.
- Push carts and volunteers are available in the ground floor lobby to help transport your materials to the exhibit space.
- A freight elevator is located at the dock on northwest corner of the building, and can be used to transport items 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 25.

### SHIPPING\*

**If your company requires shipment of exhibiting materials, please send packages to:**

**Iowa State Center**  
**c/o Shade Tree Short Course/INLA**  
**Suite 4 Scheman Building**  
**Ames, IA 50011**

*\*For shipping questions call 515-294-3347*

### EXHIBITOR TEAR DOWN

- Exhibitors may tear down their booths between 1:30-5:00 p.m. on Thursday, February 27.
- Carts will be available in the ground floor lobby of the Scheman Building to transport your materials to your vehicles.
- If you have materials to ship back to your organization, please pack them in an appropriate container/box, place a pre-paid shipping label on the outside, and leave at your exhibit table. Building staff will ship it for you the following business day.

**(Keep me! Return pages 3-4 to INLA)**

# 2020 INLA & IAA Trade Show Floor/Booth Layout & Maps

On the registration form, 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. 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.

## 2020 SPONSORS

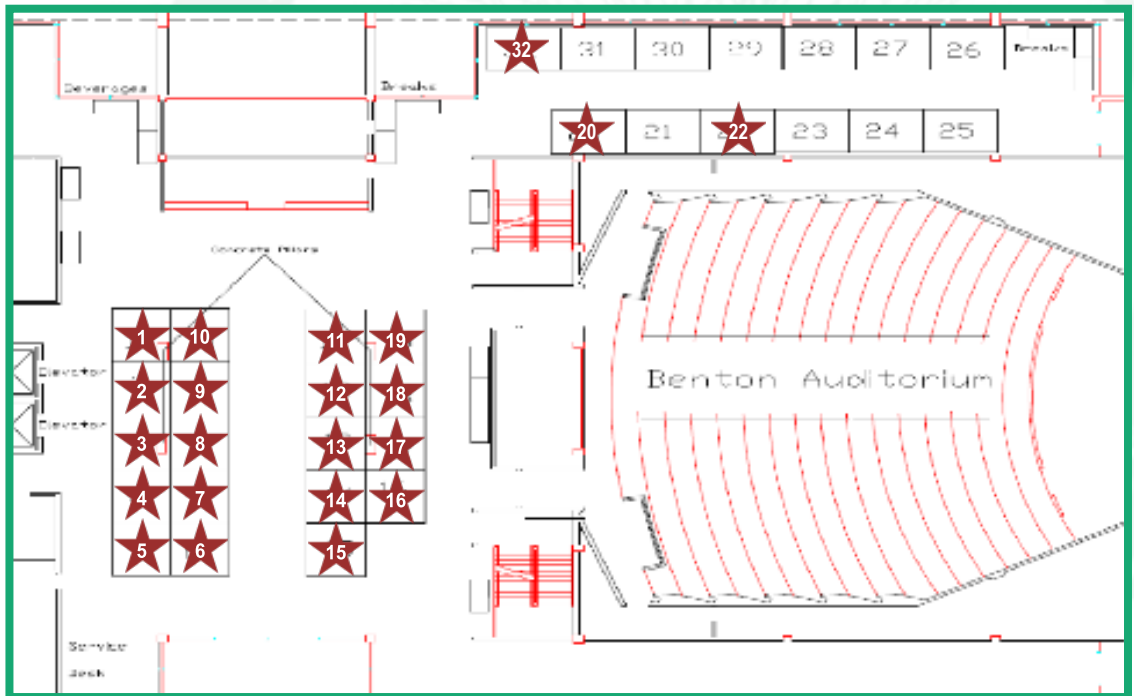
1. Gerdes Wholesale Nursery
2. *Sold*
3. Studebaker Nurseries
4. Midwest Groundcovers
5. L&G Products
6. Unilock Chicago
7. SiteOne Landscape Supply
8. Bachman's Wholesale Nursery & Hardscapes
9. Gertens Wholesale
10. Bailey Nurseries
11. Quick Supply Co.
12. Xylem Ltd/Golden Valley Hardscapes
13. Anderzhon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

## EXHIBITOR NOTICE:

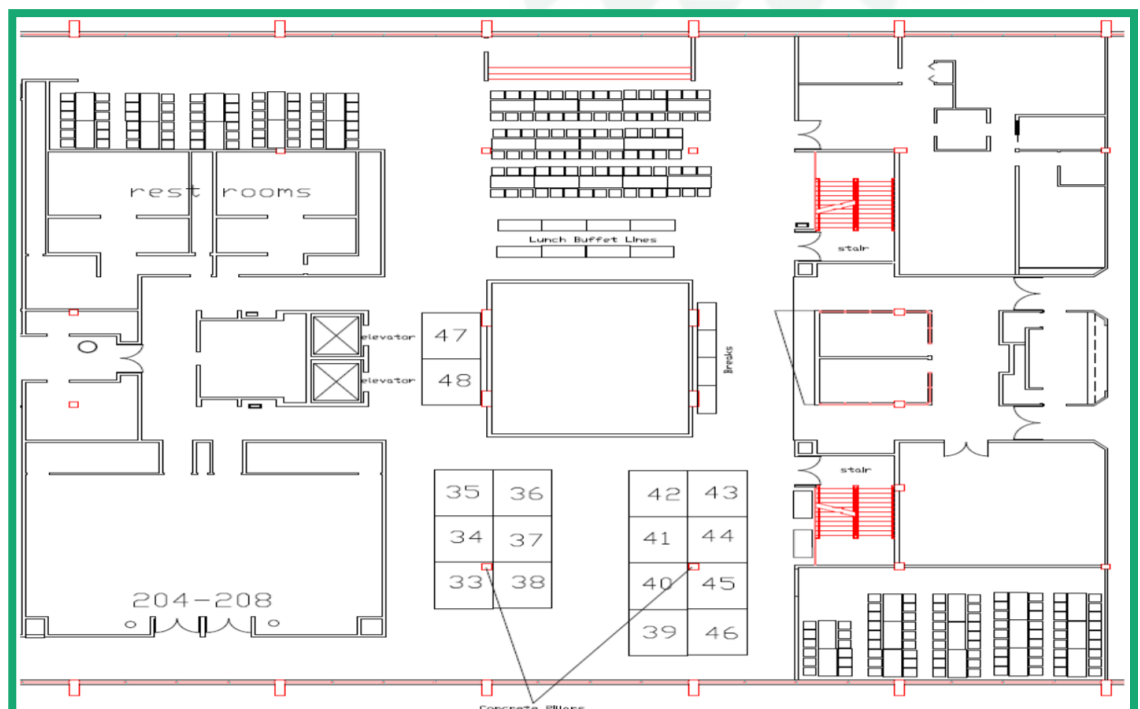
*Final booth payments are due in the INLA office by January 3, 2020.*

*All final booth assignments will be made after January 3, 2020.*

### LEVEL 1



### LEVEL 2



# Exhibit Application & Contract

ALL exhibitor booth rentals include: 1-8' x 10' booth and sign; 1-table; 2-folding chairs; 1-wastebasket; 2-lunch tickets - Wednesday only; 2-complimentary registrations (on-site contact both days)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Pre-event Contact: \_\_\_\_\_ On-site Contact: \_\_\_\_\_

Pre-event Contact Phone: \_\_\_\_\_ On-site Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

Description of Products/Equipment Displayed: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Booth Rental Details

### EXHIBIT RENTAL FEES:

# of Regular Booths: \_\_\_\_\_ x \$600 = \_\_\_\_\_

# of Non-Profit Booths: \_\_\_\_\_ x \$150 = \_\_\_\_\_

# of Non-Profit Tables: \_\_\_\_\_ x \$50 = \_\_\_\_\_

Outside Display Space: \_\_\_\_\_ x \$50 = \_\_\_\_\_

(15' x 30' stalls available - must have a booth inside in order to reserve an outside display stall)

### BOOTH LOCATION REQUEST:

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. Total due Jan 3, 2020.*

#1: \_\_\_\_\_ #2: \_\_\_\_\_ #3: \_\_\_\_\_

### EXHIBITOR NAMES:

NOTE: Two registrations are included with a regular booth and one registration with non-profit booths or tables.

Name #1: \_\_\_\_\_

Name #2: \_\_\_\_\_

### ADDITIONAL EXHIBITOR FEES:

*Additional registrants are \$50 per person.*

Additional registrations \_\_\_\_\_ x \$50 = \_\_\_\_\_

Name #3: \_\_\_\_\_

Name #4: \_\_\_\_\_

Name #5: \_\_\_\_\_

**A) Total for Booth Rental Fee = \_\_\_\_\_**

### ADDITIONAL SERVICES:

\_\_\_\_\_ Electricity x \$25 = \_\_\_\_\_

\_\_\_\_\_ Water x \$0 = \_\_\_\_\_

*(for display use only - not for consumption)*

\_\_\_\_\_ Ethernet x \$90 = \_\_\_\_\_

*(free WiFi available)*

\_\_\_\_\_ Whiteboard x \$10 = \_\_\_\_\_

\_\_\_\_\_ Easel x \$10 = \_\_\_\_\_

*(easel only, no paper pad)*

\_\_\_\_\_ Extra Skirted Table x \$40 = \_\_\_\_\_

*(booth rental includes one table)*

\_\_\_\_\_ High Round Table x \$20 = \_\_\_\_\_

\_\_\_\_\_ 4' x 8' Riser x \$55 = \_\_\_\_\_

\_\_\_\_\_ Thursday Lunch x \$15 = \_\_\_\_\_

**B) Total for Additional Services = \_\_\_\_\_**

### EXHIBITORS PLEASE NOTE:

**Final payment due by January 3, 2020.**

All final booth assignments will be made AFTER January 3, 2020.

**COMPLETE BACK OF THIS FORM AND MAIL WITH PAYMENT TO INLA:**

900 DES MOINES STREET

DES MOINES, IOWA 50309

## 2020 INLA Trade Show Sponsorship Opportunities

Our annual sponsors help support the trade show in a variety of ways which include:

- The ICNP Trade Show Preview & Reception on Tuesday, February 25.
- The Hospitality Hour on Wednesday, February 26.

INLA greatly appreciates all the support our sponsors provide us each year. All contributions of \$200 or more (that are received by Monday, February 10, 2020) are listed in trade show materials, INLA newsletters and on the INLA website (iowanla.org). \*Booths 1-19 are reserved for event sponsors. See below for levels.

### SPONSOR LEVELS

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

**C) Total for Sponsorships** = \_\_\_\_\_

### HORTICULTURE SCHOLARSHIP AUCTION DONATIONS

The annual Scholarship Auction will take place Wednesday, February 26, 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!

Item description \_\_\_\_\_ Item's estimated value = \_\_\_\_\_

Other monetary donation \_\_\_\_\_ = \_\_\_\_\_

**D) Total for Auction Donation** = \_\_\_\_\_

### APPLICATION TOTALS & PAYMENT INFORMATION

**Please submit application and payment to the INLA office 900 Des Moines St., Des Moines, IA 50309.** A 50% non-refundable deposit is due with contract. Final payment must be received by January 3, 2020. All final booth assignments will be made after January 3, 2020.

A) Total for Booth Rental Fee: = \_\_\_\_\_

B) Total for Additional Services: = \_\_\_\_\_

C) Total for Sponsorship: = \_\_\_\_\_

D) Total for Auction Donation: = \_\_\_\_\_

**Grand Total:** = \_\_\_\_\_



**INLA**  
IOWA NURSERY &  
LANDSCAPE  
ASSOCIATION



Check Enclosed (Payable to: Iowa Nursery & Landscape Assoc)    Invoice me

Credit Card (    Visa    MasterCard    Discover)

**Select One:**    50% Deposit    Full Amount

Name on Card: \_\_\_\_\_ Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-Digit Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**Total Amount Paid Today:** = \_\_\_\_\_