

2010 Iowa Power Farming Show

RULES & GENERAL INFORMATION

The Iowa Power Farming Show is known for its vast equipment displays and pure ag-related exhibits. Show management has the right to refuse exhibitors and products not deemed to represent the nature of the show.

It is the intent of show management to have manufacturers or distributors display products and services. It is also the intent to have only one display representing each specific brand of equipment.

HOURS OF EXHIBIT:

Tuesday, February 2 9:00 a.m. – 4:00 p.m.
Wednesday, February 3 9:00 a.m. – 4:00 p.m.
Thursday, February 4 9:00 a.m. – 3:00 p.m.

MANAGED BY:

Iowa-Nebraska Equipment Dealers Association
1311 50th St., West Des Moines, IA 50266-1782
(515) 223-5119 Fax (515) 223-7832
powershow@ineda.com
www.iowapowershow.com

VENUE

Iowa Events Center (Vets Auditorium, Hy-Vee Hall, Wells Fargo Arena)
730 3rd St., Des Moines, IA 50309 (515) 564-8000 Fax (515) 564-8001. www.iowaeventscenter.com

BOOTH SPACES: The 100 - 500 series of booths are located in Vets Auditorium (upper); 1000 - 1800 series are located in Vets Auditorium (lower); 2000 - 2600 series are located in the Hy-Vee Exhibit Hall; 3000 - 4000 series are located in the Wells Fargo Arena.

Booth Restrictions: Height – Exhibit fixtures, components and identification signs will be permitted to maximum height of 8'. Depth – All display fixtures over 4'0 in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of exhibitor's space which is at least 5'0 from the aisle line. Exceptions to these rules are at the discretion of the exhibit committee.

Veterans Auditorium – Arena Floor (upper) - The height of the partitions is 8' in back and 3' on the sides. Exhibit Hall (lower) will have combination of 8' and 3' curtains. The door opening on the upper floor is 10'8"W x 10'1"H. The door opening on the lower floor is 15'11"W x 13'3"H. Ceiling height for lower floor is 14'0".

Hy-Vee Exhibit Hall – Very few partitions are used. 3' side partitions are used on some booths. The door opening is 23'0"W x 20'0"H. Ceiling height is 40'0".

Wells Fargo Arena – Very few partitions are used. The door opening is 15'11"W x 14'0"H.

RENTAL RATES: (10' x 10' inside space)

1 Booth	\$535.00
2 – 3 Booths	\$510.00 ea.
4 – 5 Booths	\$475.00 ea.
6 – 7 Booths	\$450.00 ea.
8 – 9 Booths	\$425.00 ea.
10 – 11 Booths	\$410.00 ea.
12 – 19 Booths	\$375.00 ea.
20 - 29 Booths	\$340.00 ea.
30+ Booths	\$320.00 ea.

A deposit of 25% of the total amount of the space rental is required with the contract to reserve space.

No exhibit will be admitted until the rental for that space has been paid in full.

MOVE IN & INSTALLATION OF BOOTH: Scheduled move-in times and instructions will be sent approximately one month before the show. Some move-in will begin on Sunday, January 31, 2010 at 11:00 a.m. for the Hy-Vee Hall and Vets Auditorium. Move-in should be completed by 6:00 p.m. on Monday, February 1, 2010.

NO aisle or corridor space shall be used for exhibit or demonstration purposes.

SUBLETTING OF SPACE: No space shall be sublet without the written consent of the Iowa-Nebraska Equipment Dealers Association. Violation will result in removal from the show and permanent loss of space.

RETAIL SELLING: Exhibitors shall not openly display used merchandise or photos of used merchandise for sale. Violation will result in removal from the show and permanent loss of space. Any product, which cannot be carried by hand, cannot be removed until the end of the show on Thursday, February 4, without prior approval of show management. **The integrity of the displays must be maintained throughout the show.**

Booth Rental Rates include:

6' x 30" x 30" Draped Table and 2 Folding Chairs!
Forklifting to and from booth! (Extra charge for positioning & assembly)
Pressure Washer! (Some weather restrictions)
Wireless Internet Access!
Company and/or brands listed in show program, product directory and link from www.iowapowershow.com!

******EQUIPMENT STAGING****:** Equipment may be staged/parked before the show at the far northwest corner of the parking lot located north of Veterans Auditorium. The Iowa Events Center must be notified for security reasons (515) 564-8000. **The Iowa Events Center will charge for space if equipment is staged prior to Sunday, January 31, 2010.** Equipment may be staged at no charge at the Iowa Cubs Baseball Park (approx. 8 blocks south) beginning Friday, January 29.

PRESSURE WASHER: Pressure washer will be provided (weather permitting). Due to facility restraints, washing will be done outside. It will be at the discretion of the pressure washing company if they can perform the service.

******TRAILER PARKING****:** **No trailers will be allowed to park in the Vets Auditorium parking lot during the show. Free trailer parking is available at Iowa Cubs Ball Park, which is 8 blocks south of the Hy-Vee Exhibit Hall off 3rd St.**

FORKLIFT ARRANGEMENTS: Forklift service will be provided at no cost to exhibitors for parcels/equipment transported from company vehicles to exhibitor's booth. Freeman Decorating has the right to access charges for parcels/equipment from common carriers and for excessive usage for positioning or assembling of equipment. The show will have door supervisors at each door to schedule forklifting.

TABLES, CHAIRS, AND CARPET: **A 6' x 30" x 30" draped table and 2 folding chairs will be provided for each exhibitor at no charge.** Exhibitors are responsible for the cost if they choose a longer or taller table, or additional tables and/or chairs. A form will be sent in the decorator's packet to order tables, chairs, carpet, etc. or go to www.iowapowershow.com/exhibitor_info.htm for Freeman Online or at their booth located between the Hy-Vee Hall and Vets Lower Level. **Remember, it costs MORE to order any of the above at the show, so please order what you need in advance!**

ELECTRICITY: Each individual firm will be billed for their service. A form is included in this packet to order electricity, water, and gas at the Iowa Events Center. A form is also located on www.iowapowershow.com under exhibitor information.

PARKING PASS: Contact the Iowa Events Center at (515) 564-8000 to purchase a weekly pass or visit their office. Exhibitors may park at no charge at the Iowa Cubs Ball Park. There will be two shuttles buses running daily.

EXHIBITOR ADMITTANCE/NAME BADGES: Information will be sent approximately one month before the show to register all booth personnel. Name badges and show material may be picked up at the Show Office on Monday, February 1, 2010. Exhibitor office is at the west end of the upper floor of the Veterans Auditorium. Exhibitors will be required to show their name badge to enter facilities during show days. Facilities will be open to exhibitors at 7:00 a.m. on Tuesday, February 2 and 8:00 a.m. on February 3-4.

INCOMING FREIGHT SHIPMENTS: Arrangements have been made with **Freeman Decorating** to receive all shipments, thus insuring delivery to the Iowa Events Center at the proper time. This service includes receiving freight at the warehouse, delivering freight to Iowa Events Center, and placing it in your booth. Empty crates will be returned to your booth at the close of the show and crated equipment will be removed from booth and shipped as directed. Skilled display laborers are available to assist in the installation and tear down of exhibitor's displays, at your request. Current rates will be in exhibitor packets.

1. **Do not** ship to the Iowa Events Center.
2. Make shipments well in advance to assure delivery on time. Freeman Decorating will receive freight up to 30 days prior to the show.
3. Freeman Decorating's telephone number is (515) 265-5601 or Fax (515) 265-3145.
4. Address your shipment to: Your Company Name and Booth Number
For: Iowa Power Farming Show
Freeman Decorating
2000 Easton Blvd., Des Moines, IA 50317

MOVE OUT: Exhibitors will not be permitted to remove exhibits or any part thereof until 3:00 p.m. Thursday, February 4, 2010. All exhibits must be removed by 7:00 p.m. Thursday, February 4, 2010.

Equipment may be parked at the far northwest corner of the parking lot north of Veterans Auditorium until 12:00 p.m. on Friday, February 5, 2010. The Iowa Events Center will charge for space after such time.

Freeman Decorating will charge \$75 for any equipment that needs to be pulled to the North parking lot after the show.

HOST MOTEL: Quality Inn & Suites Event Center, 929 3rd Street, Des Moines, IA 50309, 515-282-5251 www.choicehotels.com/hotel/ia103; \$89.95 (Mention the Iowa Power Farming Show when making your reservation.) One block from the Events Center. Restaurant/ lounge. **Free wireless internet. Free parking & shuttle. Free hot breakfast.**