



Expand and reach your audience at the Iowa Power Farming Show with one of these marketing opportunities! We know your resources are valuable, so we've designed these opportunities to give you the best return on your investment. We invite you to take a look!

MARKETING OPPORTUNITIES – SOLD [12-19-17]	
<p>Online Registration Sponsor</p> <ul style="list-style-type: none"> • Only 1 available • Includes: Company name, logo and website link prominently displayed on IPFS website page where attendees pre-register for the show; company logo printed on attendee's admission ticket. 	\$395
<p>Pens</p> <ul style="list-style-type: none"> • <i>Only 2 available</i> • Provide pens with your logo for use at registration tables & information booths [Qty. – 500 to 1,000] 	\$395
<p>Notepads</p> <ul style="list-style-type: none"> • <i>Only 1 available</i> • Provide notepads with your logo to be distributed at all registration tables/info booths [Qty. – 500] 	\$395
<p>Coffee Cup Sleeve Sponsor</p> <ul style="list-style-type: none"> • <i>Only 3 available</i> • Provide sleeves for 12 oz. or 16 oz. coffee cups to be used at concession stands [Qty. – 500 to 1,000] 	\$395
<p>Tote Bags</p> <ul style="list-style-type: none"> • <i>Only 4 (3 available)</i> • Provide fabric/reusable bags with company logo to give away at show entrances [Qty. – 500 to 1,000] 	\$495
<p>Lanyards</p> <ul style="list-style-type: none"> • <i>Only 4 (3 available)</i> • Provide lanyards with your company name/logo for exhibitor name badges [Qty. – 1,000] 	\$495
<p>Retractable or Flag Banner</p> <ul style="list-style-type: none"> • <i>Only 6 sets of 2 available</i> • Display a retractable or flag banner promoting your company in 1 of 2 high traffic areas: <ul style="list-style-type: none"> ○ Skywalk [Wells Fargo Arena to Convention Center] 4 sets of 2 available ○ Walkway/Connector between Hy-Vee Hall A & B 2 sets of 2 available 	\$495
<p>Café Table Marketing</p> <ul style="list-style-type: none"> • Only 3 locations available • Provide 20, two-sided inserts [8.5 x 11 – to be displayed inside plastic, table-top frames] or 20, three-sided table tents promoting your business to be placed on the lunch tables at one of three locations: <ul style="list-style-type: none"> ○ Wells Fargo Arena Club Lounge \$295 ○ Rivers Edge Restaurant \$495 ○ Convention Center Ballroom Dining Area \$495 	\$495 or \$295
<p>Social Media Package [Twitter & Facebook]</p> <ul style="list-style-type: none"> • Let IPFS send 5 native messages advertising your company starting 2 weeks before the show, and 5 native messages the week of the show. • Work with our marketing staff to customize your message or let IPFS do it for you. 	\$500
<p>A-Frame Signage</p> <ul style="list-style-type: none"> • Only 1 available [3 locations] • Promote your company at main outside entrances with a weather-proof A-Frame insert you provide [1-sided 24 x 36]: <ul style="list-style-type: none"> ○ Wells Fargo Arena NE entrance ○ Wells Fargo Arena NW entrance ○ Convention Center main entrance 	\$595

<p>Restroom Marketing</p> <ul style="list-style-type: none"> • Only 1 available • Promote your company and booth # on T-stands outside 6 restroom entrances [11' x 17'] 	\$595
<p>Giveaway Coupon/Card</p> <ul style="list-style-type: none"> • Only 1 available • Furnish coupons for a FREE giveaway at your booth [such as coffee/other promo item] to be handed out to show attendees at the registration tables and information booths • Show staff will promote the approved giveaway 	\$595
<p>Window Clings</p> <ul style="list-style-type: none"> • Multiple available • Provide a cling to display in one of the following high-traffic areas in the Convention Center: <ul style="list-style-type: none"> ○ Escalator I Glass main level, Convention Center contact for dimensions \$595 ○ Escalator II Glass west end, lower Hall A contact for dimensions \$295 ○ 2-Paneled Staircase Landing top landing, main level 96" x 38" \$395 ○ 3-Paneled Staircase Landing middle landing, main level 160.5" x 37.75" \$495 ○ 2-Paneled Staircase Landing lower landing, main level 119" x 37.75" \$395 ○ Glass Railing [pre-function area near ballroom] <ul style="list-style-type: none"> ▪ 2 panels 110" x 38.5" 2 available \$245 ▪ 3 panels 165" x 38.5" 4 available \$295 ▪ 4 panels 220" x 38.5" 3 available \$395 ○ Glass Railing main level near west escalator by seminar rooms 131.25" x 38.5" \$595 ○ Glass Railing mezzanine level above west escalator near west entrance 122.5" x 38.5" \$295 	\$595 to \$245
<p>Banners [exhibitor responsible for producing banner]</p> <ul style="list-style-type: none"> • Only 2 locations available <ul style="list-style-type: none"> ○ 2-sided banner hung in Conv Center above center aisle on east end Max. size 6' x 16' ○ Banner hung in Convention Center above Booth 850. Visible to people coming down the escalator from the ballroom level Max. size 6' x 16' 	\$795
<p>Registration Name Badges</p> <ul style="list-style-type: none"> • Only 1 available • Have your logo printed on attendee name badges 	\$900
<p>Seminar Rooms Sponsor</p> <ul style="list-style-type: none"> • Only 1 available • Sponsorship includes: Company banner in both seminar rooms; logo on seminar page in the show program; and logo on the IPFS website [Note: Your business cannot be a competitor of the companies presenting seminars.] 	\$995
<p>Registration Booth Sponsor</p> <ul style="list-style-type: none"> • Only 1 available • Provide kick panels for registration booths at show entrances 	\$1,485
<p>Café Sponsor</p> <ul style="list-style-type: none"> • Only 3 locations available • Provide one banner to be hung at one of three locations: <ul style="list-style-type: none"> ○ Wells Fargo Arena Club Lounge [up to 3' x 10' banner] \$1,500 ○ Rivers Edge Restaurant [up to 3' x 10' banner] \$2,000 ○ Convention Center Ballroom Dining Area [up to 4' x 15' banner] \$2,500 	\$1,500 to \$2,500
<p>Shuttle Bus Sponsor</p> <ul style="list-style-type: none"> • Only 1 available • Includes: DVD promoting your company playing on bus [provided by exhibitor]; signs that read "Shuttle sponsored by Your Company" with your company logo & booth number on bus, recognition in show article as shuttle bus sponsor; plus the opportunity for company personnel to ride shuttles welcoming visitors to the show 	\$3,000

and handing out promotional flyers provided by your company.	
FREE Exhibitor WiFi Sponsor <ul style="list-style-type: none"> • Only 1 available • Exhibitors and company staff who log onto the Internet are directed to your website. [Login and password could be company name.] Potential exposure to 3,000+ exhibiting company reps. 	\$3,000

**Have a terrific marketing idea that's not listed? Give us a call at
800.622.0016 to discuss.**

ORDER FORM PRIVATE FUNCTIONS [Please check requested date/time below]	
<p>The Iowa Power Farming Show has rooms and suites available for exhibitors to rent for private functions held during/after show hours January 30-February 1. Note: If public seminars are held in these rooms they may be listed in the show program, but will not have the same promotion as the show-sponsored seminars. Exhibitors renting the rooms are responsible for all arrangements and expenses associated with food and beverages from Ovations Catering [515.564.8079] and audio/video through Markey's [515.564.8145]. Guests attending private functions will be required to pay admission to the show. If you want your attendees to have free admission, pre-purchase admission tickets.</p> <p>Room rental rates are per session. A 20% discount will be given if room is rented for all 3 days of the show [excludes suites].</p>	
Convention Center Mezzanine Meeting Room #2 [38' x 37'] [100 banquet 133 theater 81 classroom] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, February 1 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$400/session
Convention Center Mezzanine Meeting Room #3 [38' x 37'] [100 banquet 133 theater 81 classroom] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, February 1 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$400/session
Convention Center Mezzanine Board Room #4 [35' x 35'] [board table for 16 people] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, February 1 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$350/session
Convention Center Ballroom Meeting Room #401 [25' x 52'] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, February 1 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$400/session
Wells Fargo Arena Club Lounge [overlooks WFA displays] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm 	\$400/session
Wells Fargo Arena Suite for all 3 Days [3 available overlooks WFA displays] <ul style="list-style-type: none"> • Tuesday, January 30 <ul style="list-style-type: none"> ○ 9 am to 6 pm • Wednesday, January 31 <ul style="list-style-type: none"> ○ 9 am to 6 pm • Thursday, February 1 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$1,000

ORDER FORM ADVANCED TICKETS

Invite your customers to the Iowa Power Farming Show. Purchase tickets in advance & SAVE!
 [Admission - \$8]

Tickets printed with “Compliments of (Your Company Name)”

[50 - 100 tickets]	_____	tickets @ \$2.50	_____
		=	
[101 - 300 tickets]	_____	tickets @ \$2.25	_____
		=	
[301 - 500 tickets]	_____	tickets @ \$2.00	_____
		=	

What company name would you like printed on the tickets?

Note: For quantities of 501+ or a direct mail campaign, contact Tom Junge at 800.622.0016.

ORDER FORM | MARKETING OPPORTUNITIES

IPFS

Online Registration Sponsor <input type="checkbox"/> \$395	Window Cling [3-Paneled Staircase Middle] <input type="checkbox"/> \$495
Pens <input type="checkbox"/> \$395	Window Cling [2-Paneled Staircase Lower] <input type="checkbox"/> \$395
Notepads <input type="checkbox"/> \$395	Window Cling [Glass Railing 2 Panels] <input type="checkbox"/> \$245
Coffee Cup Sleeve Sponsor <input type="checkbox"/> \$395	Window Cling [Glass Railing 3 Panels] <input type="checkbox"/> \$295
Tote Bags <input type="checkbox"/> \$495	Window Cling [Glass Railing 4 Panels] <input type="checkbox"/> \$395
Lanyards <input type="checkbox"/> \$495	Window Cling [Glass Railing Main Level] <input type="checkbox"/> \$595
Retractable/Flag Banner [Skywalk] <input type="checkbox"/> \$495	Window Cling [Glass Railing Mezzanine] <input type="checkbox"/> \$295
Retractable/Flag Banner [Hy-Vee] <input type="checkbox"/> \$495	Banner [2-sided Conv. Ctr. Center Aisle, East] <input type="checkbox"/> \$795 ^s
Café Table Marketing [WFA Club Lounge] <input type="checkbox"/> \$295	Banner [Conv. Ctr. Above Booth 850] <input type="checkbox"/> \$795
Café Table Mktg. [Rivers Edge Restaurant] <input type="checkbox"/> \$495	Registration Name Tags <input type="checkbox"/> \$900
Café Table Mktg. [Conv. Ctr. Ballroom] <input type="checkbox"/> \$495	Seminar Room Sponsor <input type="checkbox"/> \$995
Social Media Package <input type="checkbox"/> \$500	Registration Booth Sponsor <input type="checkbox"/> \$1,485
A-Frame Signage <input type="checkbox"/> \$595	Café Sponsor [WFA Club Lounge] <input type="checkbox"/> \$1,500
Restroom Marketing <input type="checkbox"/> \$595	Café Sponsor [Rivers Edge Restaurant] <input type="checkbox"/> \$2,000
Giveaway Coupon/Card <input type="checkbox"/> \$595	Café Sponsor [Conv. Ctr. Ballroom] <input type="checkbox"/> \$2,500
Window Cling [Escalator Glass] <input type="checkbox"/> \$595	Shuttle Bus Sponsor <input type="checkbox"/> \$3,000
Window Cling [Escalator Glass] <input type="checkbox"/> \$295	FREE Exhibitor WiFi Sponsor <input type="checkbox"/> \$3,000
Window Cling [2-Paneled Staircase Top] <input type="checkbox"/> \$395	

Private Functions \$ _____
 Advanced Tickets \$ _____
 Marketing Opportunities \$ _____

ORDER TOTAL \$ _____

PAYMENT

Credit Card: Please fax your completed form to 515.223.7832.

Check [payable to INEDA]: Mail this completed form with your payment to: INEDA | 8330 NW 54th Ave. | Johnston, IA 50131

Contact Name _____

Company _____ Booth Number(s) _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____ Email _____

VISA/MC # _____ Exp. Date _____

Name on CC _____

Authorized Signature _____ Date _____

*All opportunities are subject to change, pending availability and approval.
All signed agreements will be considered firm, and no cancellations are accepted.*

INEDA | 8330 NW 54th Ave. | Johnston, IA 50131 | p 800.622.0016 | f 515.223.7832 |
iowapowershow.com