



Exhibitor Checklist

Stay on top of your booth details for the **Iowa Power Farming Show** by using this handy exhibitor checklist. From signing your contract and providing proof of insurance, to ordering electric and taking advantage of show marketing opportunities, this list contains everything you need to make your experience at the Iowa Power Farming Show a successful one.

| Tasks "To Do" | Deadline | Completed |
|---|-------------|-----------|
| Submit Booth Request Form [emailed out in April] | May 15 | |
| Signed Contract + Payment [mailed out in June] | August 1 | |
| Book Hotel [see list of participating hotels] | NA | |
| Check Out Sponsorship Opportunities [call Cindy at 515.223.5119] | September 1 | |
| Email Logo Artwork [for exhibitor "added exposure"] | December 1 | |
| Email New Product Listing [to promote in show program] | December 1 | |
| Take Advantage of Show Marketing Opportunities | December 1 | |
| Advertise in Show Program [call Iowa Farmer Today at 515.290.5040] | December 15 | |
| Provide Insurance Certificate | January 3 | |
| Review Move-In Info | January 3 | |
| Respond to if you will be Retailing at the Show [new exhibitors] | January 8 | |
| Order Additional Decorations [table, chairs, carpet, etc. Freeman] | January 8 | |
| Order Electricity [Iowa Events Center] | January 16 | |
| Pre-Order Show Tickets [contact Channon at 515.223.5119] | January 16 | |
| Badge Registration [emailed out in December] | January 22 | |
| Equipment Staging in Parking Lots May Begin | January 25 | |
| Check Forklift Availability [starting at noon] | January 28 | |
| Equipment Must be Moved Out of Parking Lots | February 2 | |
| Complete Exhibitor Survey [emailed out 1 week after the show] | February 23 | |