



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 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 7	
Order Additional Decorations [table, chairs, carpet, etc. Freeman]	January 7	
Order Electricity [Iowa Events Center]	January 17	
Pre-Order Show Tickets [contact Annmarie at 515.223.5119]	January 17	
Badge Registration [emailed out in December]	January 21	
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	