



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 17	
Signed Contract + Payment [mailed out in June]	July 19	
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 10	
Provide Insurance Certificate	December 19	
Review Move-In Info	December 19	
Respond to if you will be Retailing at the Show [new exhibitors]	January 6	
Order Additional Decorations [table, chairs, carpet, etc. Freeman]	January 6	
Pre-Order Show Tickets [contact Channon at 515.223.5119]	January 13	
Order Electricity [Iowa Events Center]	January 16	
Badge Registration [emailed out in December]	January 20	
Equipment Staging in Parking Lots May Begin	January 23	
Check Forklift Availability [starting at noon]	January 27	
Equipment Must be Moved Out of Parking Lots	January 31	
Complete Exhibitor Survey [emailed out 1 week after the show]	February 4	