



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!

2020 MARKETING OPPORTUNITIES	
Notepads <ul style="list-style-type: none"> • Only 1 available • Provide notepads with your logo to be distributed at all registration tables/info booths [Qty. – 500] 	\$250
Cafe Table Marketing <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 ○ Lower Level Hy-Vee Hall Dining \$395 	See Range [\$295 to \$395]
Social Media Package [Facebook, Twitter & Instagram] <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. 	\$350
Coffee Cup Sleeve Sponsor <ul style="list-style-type: none"> • Only 3 available • Provide sleeves for 12 oz. or 16 oz. coffee cups to be used at concession stands [Qty. – 500] 	\$395
Tote Bags <ul style="list-style-type: none"> • Only 3 available • Provide fabric/leather bags with company logo to give away at show entrances [Qty. – 1,000] 	\$415
Retractable or Flag Banner <ul style="list-style-type: none"> • Only 6 sets of 2 available • 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
Lanyards <ul style="list-style-type: none"> • Only 3 available • Provide lanyards with your company name/logo for exhibitor name badges [Qty. – 500] 	\$500
<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.] 	\$500
Giveaway Coupon/Card <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 	\$595

<p>A-Frame Signage</p> <ul style="list-style-type: none"> • <i>Only 1 available [3 locations]</i> • 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>Window Clings</p> <ul style="list-style-type: none"> • <i>Multiple available</i> • 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 	See Range [\$245 to \$595]
<p>Restroom Marketing</p> <ul style="list-style-type: none"> • <i>Only 1 available</i> • Promote your company and booth # on T-stands outside 8 restroom entrances [11 x 17] 	\$600
<p>Banners [exhibitor responsible for producing banner]</p> <ul style="list-style-type: none"> • <i>Only 2 locations available</i> <ul style="list-style-type: none"> ○ 2-sided banner hung in Convention 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>Café Sponsor</p> <ul style="list-style-type: none"> • <i>Only 3 locations available</i> • Provide one banner to be hung at one of three locations: <ul style="list-style-type: none"> ○ Lower Level Hy-Vee Hall [up to 3' x 10' banner] \$1,500 ○ The Fort [up to 3' x 10' banner] \$2,000 ○ Convention Center Ballroom Dining Area [up to 4' x 15' banner] \$2,500 	See Range [\$1,500 to \$2,500]
<p>Registration Booth Sponsor</p> <ul style="list-style-type: none"> • <i>Only 1 available</i> • Provide kick panels for registration booths at show entrances 	\$1,595
<p>Shuttle Bus Sponsor</p> <ul style="list-style-type: none"> • <i>Only 1 available</i> • 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 program as shuttle bus sponsor; plus the opportunity for company personnel to ride shuttles welcoming visitors to the show and handing out promotional flyers provided by your company. 	\$2,000
<p>FREE Exhibitor WiFi Sponsor</p> <ul style="list-style-type: none"> • <i>Only 1 available</i> • 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. 	\$2,000

Have a terrific marketing idea that's not listed? Give Cindy a call at 515.508.1313 to discuss.

ORDER FORM | PRIVATE FUNCTIONS [2020 IPFS]

[Please check requested date/time below]

The Iowa Power Farming Show has rooms and suites available for exhibitors to rent for private functions held during/after show hours January 28-30. **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.

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].

Convention Center Mezzanine Meeting Room #2 [38' x 37'] [100 banquet 133 theater 81 classroom]	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$410/session
Convention Center Mezzanine Meeting Room #3 [38' x 37'] [100 banquet 133 theater 81 classroom]	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 3 pm to 6 pm • Thursday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$410/session
Convention Center Mezzanine Board Room #4 [35' x 35'] [board table for 16 people]	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$360/session
Convention Center Ballroom Meeting Room #401 [25' x 52']	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Thursday, January 30 <ul style="list-style-type: none"> ○ 9 am to 3 pm 	\$410/session
Wells Fargo Arena The Club Lounge [overlooks WFA displays]	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 3 pm ○ 4 pm to 6 pm 	\$410/session
Wells Fargo Arena Suite for all 3 Days [3 available overlooks WFA displays]	<ul style="list-style-type: none"> • Tuesday, January 28 <ul style="list-style-type: none"> ○ 9 am to 6 pm • Wednesday, January 29 <ul style="list-style-type: none"> ○ 9 am to 6 pm • Thursday, January 30 <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 over 500 or a direct mail campaign, contact Cindy at 515.508.1313.

- Pens \$250
- Notepads \$250
- Café Table Marketing [WFA Club Lounge] \$295
- Café Table Mktg [Lower Level Hy-Vee] \$395
- Café Table Mktg. [The Fort] \$495
- ~~Café Table Mktg. [Conv. Ctr. Ballroom] \$495~~
- Social Media Package \$350
- Coffee Cup Sleeve Sponsor \$395
- ~~Online Registration Sponsor \$405~~
- Tote Bags \$415
- Retractable/Flag Banner [Skywalk] \$495
- Retractable/Flag Banner [Hy-Vee] \$495
- Lanyards \$500
- Seminar Room Sponsor \$500
- ~~Registration Name Badges \$500~~
- Giveaway Coupon/Card \$595
- A-Frame Signage \$595
- ~~Window Cling [Escalator I Glass] \$595~~

- Window Cling [Escalator II Glass] \$295
- Window Cling [2-Paneled Staircase | Top] \$395
- Window Cling [3-Paneled Staircase | Middle] \$495
- Window Cling [2-Paneled Staircase | Lower] \$395
- Window Cling [Glass Railing | 2 Panels] \$245
- Window Cling [Glass Railing | 3 Panels] \$295
- Window Cling [Glass Railing | 4 Panels] \$395
- Window Cling [Glass Railing | Main Level] \$595
- Window Cling [Glass Railing | Mezzanine] \$295
- Restroom Marketing \$600
- ~~Banner [2-sided | Conv. Ctr. | Center Aisle, East] \$795~~
- Banner [Conv. Ctr. | Above Booth 850] \$795
- Café Sponsor [Lower Level Hy-Vee Dining] \$1,500
- Café Sponsor [The Fort] \$2,000
- ~~Café Sponsor [Conv. Ctr. Ballroom] \$2,500~~
- ~~Registration Booth Sponsor \$1,595~~
- Shuttle Bus Sponsor \$2,000
- FREE Exhibitor WiFi Sponsor \$2,000

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.*