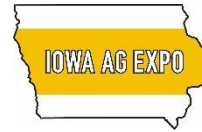


## 2021 MARKETING OPPORTUNITIES

	DESCRIPTION	# AVAIL	LOCATION	COST
<b>WINDOW CLINGS</b>	Cling in a high traffic area	1/loc.	CC Main	\$245 to \$595
<b>NOTEPADS</b>	500 distributed at registration	1		\$250
<b>PENS</b>	500 distributed at registration	2		\$250
<b>CAFÉ TABLE MKTG</b>	25, 2-sided inserts [8.5 x 11] for lunch tables	4/loc.	WFA Club, HV LL, The Fort, CC Ballroom	\$295 to \$495
<b>SOCIAL</b>	5 native messages before & during show	10	FB, TW	\$400
<b>ONLINE REGIS SPONSOR</b>	Logo on website & pre-registration tickets	1		\$405
<b>TOTE BAGS</b>	1,000 distributed at registration	4		\$415
<b>RETRACT/FLAG BANNER</b>	Display in a high traffic area	2 sets/loc.	WFA to CC Skywalk or HV LL/CC LL connector	\$495/ea.
<b>SEMINAR SPONSOR</b>	Logo by rooms, in show program & website	1	CC Main	\$495
<b>NAME BADGES</b>	Logo printed on attendee name badges	1		\$500
<b>LANYARDS</b>	1,000 distributed to exhibitors	4		\$500
<b>GIVEAWAY</b>	Cards for FREE giveaway at your booth distributed at reg.	1		\$595
<b>A-FRAME</b>	A-frame insert [24 x 36] at 3 entrances	1	CC Main, WFA NE & WFA NW entrances	\$595
<b>RESTROOM MKTG</b>	8 signs by restroom entrances [11 x 17]	1		\$600
<b>BANNER</b>	2-sided   Max size 6' x 16' for CC banners Max size 3' x 8' for HV banner	2/loc.	CC Ctr Aisle East, CC above Booth 850 or HV top of escalator	\$795
<b>CAFÉ SPONSOR</b>	Banner & table mktg. in café; logo in program, floor plans & wayfinder towers	3/loc.	HV LL, The Fort or CC Ballroom	\$1,500 to \$2,500
<b>REGISTRATION SPONSOR</b>	Kick panels on registration kiosks	1	CC, HV & WFA entrances	\$1,595
<b>SHUTTLE BUS SPONSOR</b>	Logo on bus & in show program; promo items on bus	1		\$2,000
<b>EXHIBITOR WIFI SPONSOR</b>	Exhibitors directed to your website upon log-in	1		\$2,000



## 2021 PRIVATE FUNCTIONS

	DESCRIPTION	LOCATION	AVAILABLE [click to select date/time]				COST
BOARD ROOM #1	24' x 17' Board table for 12   TV	CC Mezz	Tues., Feb. 2	9am-4pm			\$250/day
			Wed., Feb. 3	9am-4pm			
			Thurs., Feb. 4	9am-4pm			
BUSINESS CENTER	17' X 31'	Hy-Vee Hall	Tues., Feb. 2	9am-4pm			\$300/day
			Wed., Feb. 3	9am-4pm			
			Thurs., Feb. 4	9am-3pm			
BOARD ROOM #4	36' x 23' Board table for 16   TV	CC Mezz	Tues., Feb. 2	9am-3pm		3pm-6pm	\$360/session
			Wed., Feb. 3	9am-3pm		3pm-6pm	
			Thurs., Feb. 4	9am-3pm			
MEETING ROOM #2	38' x 37' 100 banquet   133 theater 81 classroom	CC Mezz	Tues., Feb. 2	9am-3pm		3pm-6pm	\$410/session
			Wed., Feb. 3	9am-3pm		3pm-6pm	
			Thurs., Feb. 4	9am-3pm			
MEETING ROOM #3	38' x 37'   100 banquet 133 theater   81 classroom	CC Mezz	Tues., Feb. 2	9am-3pm		3pm-6pm	\$410/session
			Wed., Feb. 3	9am-3pm		3pm-6pm	
			Thurs., Feb. 4	9am-3pm			
MEETING ROOM #401	25' X 52'	CC Ballroom	Tues., Feb. 2	9am-3pm		3pm-6pm	\$410/session
			Wed., Feb. 3	9am-3pm		3pm-6pm	
			Thurs., Feb. 4	9am-3pm			
CLUB LOUNGE	Overlooks WFA displays	WFA	Tues., Feb. 2	9am-3pm		3pm-6pm	\$410/session
			Wed., Feb. 3	9am-3pm		3pm-6pm	
			Thurs., Feb. 4	9am-3pm			
SUITE	All 3 days Overlooks WFA displays	WFA	Tues., Feb. 2	9am-6pm			\$1,000
			Wed., Feb. 3	9am-6pm			
			Thurs., Feb. 4	9am-3pm			



# 2021 ORDER FORM

## MARKETING OPPORTUNITIES [click to select]

Window Cling [Glass Rail   2 Panels]	\$245	Online Registration	\$405	Window Cling [Esc I Glass]	\$595
Notepads	\$250	Tote Bags	\$415	Window Cling [Glass Rail   Main]	\$595
Pens	\$250	Café Table Mktg [The Fort]	\$495	Restroom Mktg	\$600
Café Table Mktg [WFA]	\$295	Café Table Mktg [CC BR]	\$495	Banner [CC East]	\$795
Window Cling [Esc II Glass]	\$295	Retract/Flag Banner [Sky]	\$495	Banner [CC Booth 850]	\$795
Window Cling [Glass Rail   3 Panels]	\$295	Retract/Flag Banner [HV]	\$495	Banner [HV Esc]	\$795
Window Cling [Glass Rail   Mezz]	\$295	Seminar Sponsor	\$495	Café Sponsor [HV LL]	\$1,500
Café Table Mktg [HV LL]	\$395	Window Cling [3-Panel Stair   Mid]	\$495	Registration Sponsor	\$1,595
Window Cling [2-Panel Stair   Top]	\$395	Name Badges	\$500	Café Sponsor [The Fort]	\$2,000
Window Cling [2-Panel Stair   Low]	\$395	Lanyards	\$500	Shuttle Bus Sponsor	\$2,000
Window Cling [Glass Rail   4 Panels]	\$395	Giveaway	\$595	Exhibitor WiFi	\$2,000
Social	\$400	A-Frame	\$595	Café Sponsor [CC BR]	\$2,500

ADVANCE TICKETS	COMPANY NAME ON TICKET	COST/TICKET	# REQUESTED	TOTAL COST
<100		\$3.00		
101-200		\$2.50		
201+		\$2.00		

**MARKETING OPPORTUNITIES** \$ \_\_\_\_\_  
**PRIVATE FUNCTIONS** \$ \_\_\_\_\_  
**ADVANCE TICKETS** \$ \_\_\_\_\_  
**ORDER TOTAL** \$ \_\_\_\_\_

## PAYMENT

**Credit Card or Check** [payable to IAE]: 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 \_\_\_\_\_ Date \_\_\_\_\_

VISA/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on CC (print) \_\_\_\_\_ Authorized Signature \_\_\_\_\_

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