



Exhibitor Checklist

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

Tasks "To Do"	Deadline	Completed
Submit Booth Request Form [emailed out in May]	June 15	
Signed Contract + Payment [mailed out in June]	August 7	
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 4	
Email New Product Listing [to promote in expo program]	December 4	
Take Advantage of Expo Marketing Opportunities	December 4	
Advertise in Expo Program [call Iowa Farmer Today 515.290.5040]	December 10	
Provide Insurance Certificate	December 18	
Review Move-In Info	December 28	
Order Additional Decorations [table, chairs, carpet, etc. Freeman]	December 28	
Respond to if you will be Retailing at the Expo [new exhibitors]	January 8	
Pre-Order Expo Tickets [contact Channon at 515.223.5119]	January 15	
Order Electricity [Iowa Events Center]	January 21	
Badge Registration [emailed out in December]	January 21	
Equipment Staging in Parking Lots May Begin	January 28	
Forklift Availability	January 31	
Equipment Must be Moved Out of North C.C. Parking Lot (Noon)	February 5	
Complete Exhibitor Survey [emailed out 1 week after the expo]	February 11	