



## 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 show 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 July 19]	August 19	
Signed Contract + Payment [emailed Sept. 26]	October 21	
Book Hotel <a href="http://iowaagexpo.com/lodging/">http://iowaagexpo.com/lodging/</a>	November 1	
Check Out Sponsorship Opportunities [call Cindy at 515.223.5119]	November 1	
Email New Product Listing [to promote in show program]	December 1	
Email Logo Artwork [for exhibitor "added exposure"]	December 1	
Advertise in Show Program [call Iowa Farmer Today   [515.265.5601]	December 1	
Take Advantage of Show <a href="#">Marketing Opportunities</a>	December 23	
Review Move-In Info	January 3	
Respond to if you will be Retailing at the Show [new exhibitors]	January 3	
<a href="#">Order Additional Decorations</a> [table, chairs, carpet, etc.   Freeman]	January 3	
Pre-Order Expo Tickets [Contact Channon at 515-223-5119]	January 14	
Badge Registration [emailed out in December]	January 20	
<a href="#">Order Electricity</a> [Iowa Events Center]	January 20	
<a href="#">Order Special Internet</a> [Std WiFi is provided at N/C - Iowa Events Center]	January 20	
Booth Catering Services <a href="#">Order Here</a> [Iowa Events Center]	January 20	
Provide Insurance Certificate [Don't have coverage? <a href="#">Click here</a> ]	January 20	
Equipment Staging in Parking Lots May Begin	January 27	
Forklift Availability	January 30	
Equipment Must be Moved Out of Parking Lots	February 8	
Complete Exhibitor Survey [emailed out 1 week after the show]	February 18	