

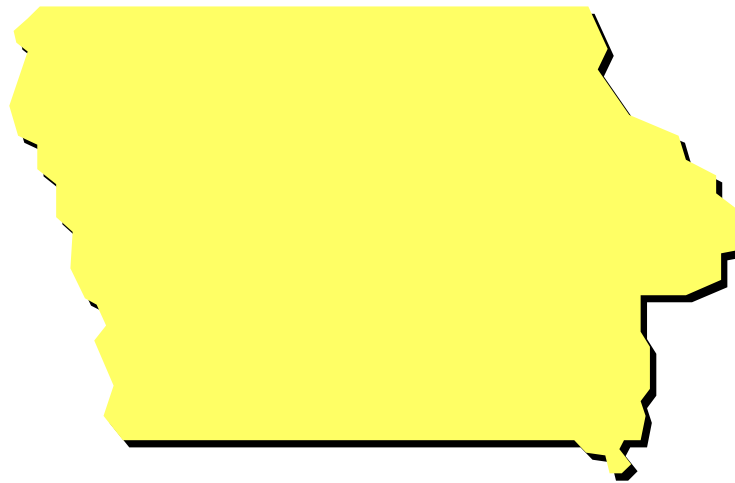


Iowa State Horticultural Society

All-Iowa Horticulture Exposition II

Bridge View Center
Ottumwa, Iowa ▪ March 19-20, 2010

Exhibit Information



A statewide exhibition of horticulture!

Sponsored by the
Iowa State Horticultural Society with support from
Iowa State University Extension and the Iowa Department
of Agriculture and Land Stewardship

*Iowa State Horticultural Society
4225 Fleur Drive, #135
Des Moines, Iowa 50321*

**All Iowa Horticulture Exposition II
Bridge View Center - Ottumwa, IA
March 19-20, 2010**

Dear Exhibitor:

The Iowa State Horticultural Society (ISHS) and the many state horticulture associations under the ISHS umbrella are pleased to invite you to exhibit at the All-Horticulture Expo II on March 19-20, 2010 at the Bridge View Center in Ottumwa, Iowa. We hope to fill the exhibit hall floor with vendors representing every aspect of horticulture in Iowa. As booth exhibitors you'll be able to sell merchandise and market your business to thousands of potential customers. We'd love for your booth to be as interactive as possible. This event is unique compared to other conferences throughout the state and region because it features diverse, multi-dimensional activities geared to the novice gardener as well as the professional. Nationally recognized speakers Dan Heims and Stephanie Cohen will join us in two keynote sessions. Experts from Iowa State University, members of the various state horticultural trade organizations, and regional gardening groups will offer continuous educational sessions on a variety of subjects. This is a great opportunity for your business and a chance to support the growing horticulture industry in our state. So please join us for the All-Iowa Horticulture Exposition II – it's a green place to be!

Respectfully,
Gary Twedt, CGCS
ISHS President

Booth Information and Prices

(Booth space is limited so booths will be sold on a first come, first serve basis. We are also offering discounts for early bird registration. We feel booth space is being offered at some of the most affordable prices in the industry, so don't procrastinate since we anticipate booth space to sell out fast.)

The exhibit area will hold approximately 70 – 10' x 10' booth spaces. (20,000 sq. feet exhibition hall)

Early bird registration before January 30, 2010

10' X 10' Booth (\$200)

10' X 20' Booth (\$400)

10' X 30' Booth (\$575)

10' X 40' Booth (\$750)

Need larger booth? Call 641-683-6260 or e-mail gtwedt@lisco.net

Booth registration after January 30, 2010 (if available)

10' X 10' Booth (\$250)

10' X 20' Booth (\$500)

10' X 30' Booth (\$625)

10' X 40' Booth (\$800)

Need larger booth? Call 641-683-6260 or e-mail gtwedt@lisco.net

See the Sponsorship Level page at the end of this document for more special opportunities (including booths) to promote your Business

Booth Furnishings

Your exhibit fee includes:

- Low side/high back drapery for each 10' x 10' booth, 1 – 8 ft. skirted table, 2 chairs, and one identification sign.
- Two free conference registrations for the first 10' x 10' booth and one free registration for each additional 10' x 10' booth.
- Electricity 110 volt charge \$15 extra

All Iowa Horticulture Exposition II

Bridge View Center - Ottumwa, IA

March 19-20, 2010

Official exhibit hall hours

Friday, March 19, 2010 11:00 P.M. to 4:00 P.M.
Saturday, March 20, 2010 9:00 A.M. to 2:00 P.M.

Exhibit Installation and Breakdown

Exhibitors may load and install items in booths Thursday March 18 from 8:00 A.M. to 5:00 P.M. or Friday March 19th (after 8:00 A.M. & before 11:00 A.M.)
Exhibitors may pack and load Saturday night March 20th after the Expo closes at 2:00 P.M. or load early Sunday morning March 21st after 8:00 A.M.

Booth Information

For more booth information you can go to the Bridge View Center website at www.bridgeviewcenter.com or call 641-683-6260 or e-mail at gtwedt@lisco.net.

Cancellation Policy

Cancellation must be made by March 1st, 2010 (before 3:00 P.M.) by calling 641-683-6260. No refunds after this date.

Use of Space

All demonstrations and distributions of advertising materials, or other activities must be confined to the limits of the exhibit booths. Excessively loud music or PA systems are not allowed. No exhibitor shall assign or share the whole or any part of the space allotted without the knowledge and approval of the Iowa State Horticultural Society.

Fire Marshall Requirements

Decorative materials must be flame retardant. No flammable materials can be taken into the Exhibit Hall.

Directions to Bridge View Center

Go to www.bridgeviewcenter.com for exact directions to the Bridge View Center

Insurance Coverage and Liability

Each exhibitor is responsible to have their own insurance covering liability, property damage, and product liability.

Official Decorator

The Bridge View Center will provide extra decorations for a charge. Call Bridge View for extra details.

Care of Buildings and Booths

Use care when loading and unloading merchandise for your booths. Exhibitors will be held liable for property destruction at the Bridge View Center.

All Iowa Horticulture Exposition II

Bridge View Center - Ottumwa, IA

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General Rules, Restrictions, and Regulations of the Bridge View Center

General rules and regulations have been established to insure public safety and so that Bridge View Center's employees, users and related service providers are working in a safe and orderly environment. Any requests for variations or exceptions should be submitted to management personnel of the Center and must be approved in writing. Acceptance of a Banquet Event Order signifies that the Client agrees to all terms of the standard Bridge View Center Use Agreement.

Alcoholic Beverages

No alcoholic beverages may be brought on to the premises except by a licensed wholesaler. Bridge View Center will not serve any person who is under legal drinking age or appears to be intoxicated. Bridge View Center reserves the right to refuse service of alcoholic beverages to any individual.

Animals

Animals are not permitted in the Center except as an aid to people with disabilities or in conjunction with an authorized exhibit, display or performance.

Audio Visual

Bridge View Center has equipment on site to handle many A/V needs as well as personnel for set-up, operation and tear-down. Other A/V equipment may be brought into the facility; however Center personnel are not responsible for set-up and/or operation.

Banners and Signs

Decorations, signs or banners may not be fastened to ceilings, painted surfaces, columns, or walls without written permission of Bridge View Center.

Children

To insure their safety, children must be supervised at all times while on the premises. If unsupervised children are found, an announcement will be made on the public address system. If there is no response the Ottumwa Police Department will be called.

Damage

Client is responsible for any damage to the building, furnishings or equipment caused by the Client, Client's guests or vendors. Damages of any kind should be reported promptly to the Center's Manager on Duty. Bridge View Center staff will inspect the facility after each event and the Client will be billed for any damage found. The Client has the right to be present during this inspection.

Decorating Materials

Helium balloons, glitter, confetti, adhesive backed decals, stickers, adhesive tape, or any other decorative items may only be brought into the facility with consent of Bridge View Center management. **An additional charge of \$50.00 per hour will be assessed for any items requiring removal by facility staff.** All decorative materials must be flame retardant.

Donated Products

Any food or beverage donated for an event must receive prior approval by the General Manager.

Hours of Operation

The main office is open Monday through Friday, 8:00am to 5:00pm. All events must end by 12:00 midnight unless prior written agreement has been made. Events extending beyond 12:00am may be subject to additional charges and fees.

Load-In / Load-Out

Loading or unloading is permitted only through designated docks and doors. No loading or unloading is permitted through the main entrance of the building. Damage to the building caused by loading or unloading will be billed to the client. Client may not operate any Bridge View Center material handling equipment.

Rigging

All rigging in the facility must be handled by the Center's personnel and arranged in advance.

Security

The Center reserves the right to require additional security personnel, police and paramedics for the purpose of public safety, crowd management and logistical control as it relates to public and private events. Any event where alcohol is being consumed may require additional security personnel for the event time. The Client will be responsible for the cost of any additional security or medical personnel.

Shipping and Receiving

No packages or freight will be accepted prior to the contracted move-in dates without prior permission. The moving of shipped freight from the dock to assigned spaces is the sole responsibility of the client. Return shipments are the sole responsibility of the client and should be off the dock within 24 hours after move-out.

Smoking

Bridge View Center is a non-smoking facility. There are ash receptacles located around the exterior of the building.

Trash

Client is responsible for the complete removal of Bulk Trash. Bulk Trash is material that cannot be removed with a broom. Pallets, large pieces of lumber and similar materials may not be placed in the Center's trash dumpsters.

Weapons

No weapons of any type are permitted in Bridge View Center, parking lot or grounds without the written permission of the Bridge View Center General Manager.

All Iowa Horticulture Exposition II
Bridge View Center - Ottumwa, Iowa March 19-20, 2010
Booth Form/Booth Sponsorship Form

2010 All-Iowa Horticulture Exposition II
 Bridge View Center – Ottumwa, IA
 March 19-20, 2010

Company or Name _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____

Names of people staffing booth _____

FAX _____ E-mail Address _____

Before January 30, 2010

- 10x10 booth @ \$200
- 10x 20 booth @ \$400
- 10x 30 booth @ \$575
- 10x 40 booth @ \$750

After January 30, 2010 (if available)

- 10x10 booth @ \$250
- 10x20 booth @ \$450
- 10x30 booth @ \$625
- 10x40 booth @ \$800

\$15 electricity charge for 110 volt outlet (if needed)

Free – 2 admissions per booth with additional admission for each additional booth

OFFICE USE ONLY

Booth Number _____

Date received _____

Total amount _____

Note: Upgrade your booth to Sponsorship level. See attached details with additional benefit options. Bronze Level \$300, Silver Level \$500, Gold Level \$1,000

Table – Each exhibitor is allotted one – 8’ skirted table and booth per each 10 feet by 10 feet booth size. Please indicate below, if tables are needed.
of Table(s) needed: _____ Additional tables may be ordered through the decorator of the BV Center (for a fee) or you can bring your own table(s) in.

TERMS AND CONDITIONS

1. Regulations provided with this contract are part of this contract.
2. Payment must accompany this form to reserve space.

I agree to the terms and conditions outlined with this contract. (Signed) _____

PAYMENT INFORMATION

Mail check payable to:
 (or fill out credit card info below)

ISHS

Check number _____

Mail completed form and payment to:
Iowa State Horticultural Society
ISU Extension-Wapello Co.
214 East Main
Ottumwa, Iowa 52501

Sponsorship Level (print level below if applicable) _____

Total enclosed _____

Type of Card: MasterCard Visa

Credit Card Number _____ Exp. _____

Card Holder's Name _____

Signature _____

Amount Paid: _____ Date _____

All Iowa Horticulture Exposition II Sponsorship Levels



Gold Level All-Iowa Horticulture Exposition Sponsor - \$1,000

- **Booth space included**
- Business information/Gold Level sponsorship displayed on PowerPoint continuously in the Exhibit Hall
- Recognition at the ISHS Awards Ceremony at the Exposition
- Company listed as a Gold Hall of Horticulture Contributor on the ISHS website
- A year of company advertisement on the Iowa State Horticultural Society website (provide advertisement)
- Discount available for advertising in *The Iowa Horticulturist*



Silver Level All-Iowa Horticulture Exposition Sponsor - \$500

- **Booth space included**
- Business information/Silver Level sponsorship displayed on PowerPoint continuously in the Exhibit Hall
- Recognition at the ISHS Awards Ceremony at the Exposition
- Company listed as a Silver Hall of Horticulture Contributor on the ISHS website
- A year of company advertisement on the Iowa State Horticultural Society website (provide advertisement)
- Discount available for advertising in *The Iowa Horticulturist*



Bronze Level All-Iowa Horticulture Exposition Sponsor - \$300

- **Booth space included**
- Business information/Bronze Level sponsorship displayed on PowerPoint continuously in the Exhibit Hall
- Recognition at the ISHS Awards Ceremony at the Exposition
- Company listed as a Bronze Hall of Horticulture Contributor on the ISHS website
- Discount available for advertising in *The Iowa Horticulturist*