



2010 Exhibitor Services Kit

GROW YOUR BUSINESS WITH US

2010 Trade Show Schedule



January 11 - 12
Grand Casino Hinckley
Conference Center
Hinckley, MN

March 4 -5
Coralville Marriott Hotel
& Conference Center
Coralville, IA



March 10 -11
Embassy Suites Hotel
& Conference Center
La Vista, NE

2010 Convention Schedules

Northwestern Building Products Expo, January 11-12

Grand Casino Conference Center, Hinckley

Monday, January 11

2:00 pm - 6:00 pm	Exhibitor Set Up
6:30 pm - 9:30 pm	Exhibitor Reception,
7:30 pm - 9:30 pm	Dinner & Featured Speakers
8:30 pm	Hospitality Suites Open

Tuesday, January 12

9:30 am - 12:00 pm	EXHIBIT HALL OPEN
8:30 am - 12:00 pm	Dealer Seminars
8:30 am - 3:30 pm	Contractor Seminars
12:00 pm - 1:30 pm	Membership Meeting & Lunch (EXHIBIT HALL CLOSED)
1:30 pm - 6:00 pm	Exhibit Hall open
6:00 pm	Exhibitor Tear Down
6:00 pm	Hospitality Suites Open

Iowa Lumber Convention, March 4-5

Coralville Marriott Hotel & Conference Center

Thursday, March 4

7:00 am - 12:00 pm	Exhibitor Set Up
9:30 am - 12:30 pm	Seminars
1:00 pm - 6:00 pm	EXHIBIT HALL OPEN
6:00 pm - 7:30 pm	Reception & Silent Auction
7:30 pm	Hospitality Suites Open

Friday, March 5

8:00 am - 9:00 am	Member Meeting & Breakfast
9:00 am - 1:00 pm	EXHIBIT HALL OPEN
1:00 pm	Exhibitor Tear Down

Nebraska Lumber Dealers Convention, March 10-11

Embassy Suites Hotel & Conference Center, La Vista, NE

Wednesday, March 10

7:00 am - 1:00 pm	Exhibitor Set Up
9:30 am - 12:00 pm	Seminars
11:30 am - 1:00 pm	Lunch Buffet
1:00 pm - 6:00 pm	EXHIBIT HALL OPEN
6:00 pm - 7:30 pm	Reception & Silent Auction

Thursday, March 11

8:00 am - 9:00 am	Member Meeting & Breakfast
9:00 am - 1:00 pm	EXHIBIT HALL OPEN
1:00 pm	Exhibitor Tear Down

Included with your booth fees:

1. The physical booth space with pipe and drape in show colors; show floor is carpeted
2. 7" X 44" identification sign
3. 6' draped table & wastebasket
4. Booth workers registered at no charge
5. Label data for one time use for pre-show promotions, trade show logos and calendar date reminder stickers (must request using [FREE Marketing Tools Form](#)).
6. Convention **Show Special Price Marketing**, printed in show programs

What is not included with your booth fees:

1. Membership in Northwestern Lumber Association
2. Shipping of booth
3. Electrical or audio visual service, including wireless
4. Cleaning within your booth space
5. Advertising in *Building Products CONNECTION*, Product Showcase, display of your company banner (check into advertising packages to save money on these marketing tools)
6. Seminars/ticketed events

Important Schedule Deadlines	Due Date		
	EXPO	Iowa	Nebraska
Send information for What's New (new product you will have at show) to be included in <i>Scene</i> newsletter	Nov. 30	Jan. 29	Jan. 29
Make Hotel and travel arrangements	Dec. 20	Feb. 12	Feb. 19
Return completed Utility Form to Hotel (electricity, wireless)	ASAP*	ASAP	ASAP
Register Online for Seminars offered at the shows	Dec. 28	Feb. 12	Feb. 19
Complete Decorator Forms and return to receive early discount pricing .	Dec. 28	Feb. 19	
If you hire a third party contractors to set up your booth, send in your Certificate of Insurance	Dec. 28	Feb. 19	
Arrange Labor for set-up and tear-down	Dec. 28	Feb. 19	
Send information for Convention Show Special Pricing to be included in show program	Dec. 30	Feb. 12	Feb. 12
Return Booth Worker Pre-Registration form	Dec. 30	Feb. 12	Feb. 19
Complete Shipping Form	Jan. 2	Feb. 26	

*** IMPORTANT: The Grand Casino has a limited number of extension cords. Please bring your own extension cords to connect to their outlets.**

Limitation of Liability

Northwestern Lumber Association (NLA) and the Hinckley Grand Casino Conference Center, Hinckley, Coralville Marriott and Embassy Suites Hotel & Conference Center do not assume liability for personal injury, damage, theft or general safekeeping of any materials.

Booth Requirements

Exhibits must conform to booth dimensions. Normal back height is 8'. A maximum height of 8' may extend toward the aisle from the back for no more than 3'. From this point, the height of the sides of your display may be no more than 3'.

If your booth is an **end cap or peninsula** (meaning your booth is open to the aisle on 3 sides), the back of your booth may be 8' high and 6' wide, centered, then must drop to 3' high to each edge of the booth. Exhibitors must call the NLA office if their booth does not meet these requirements.

NLA reserves the right to make changes in the location, size, and display limits of any display booth if this is in the best overall interest of the convention. Operation of sound devices is allowed if the exhibitor complies with exhibit management discretion on volume and content.

Shipping/Drayage

NORTHWESTERN BUILDING PRODUCTS EXPO: Contact BREDE for your shipping needs. Shipments can be received at their warehouse no later than January 2. See Brede's Exhibitor Kit posted on our web site for more information. The Grand Casino will only accept small packages no more than 3 days prior to the show. Packages must be clearly marked c/o Northwestern Building Products Expo.

IOWA LUMBER CONVENTION: Hotel charges fees for storage of shipments.

NEBRASKA LUMBER DEALERS CONVENTION: Hotel charges fees for storage of shipments.

Move-in

NORTHWESTERN BUILDING PRODUCTS EXPO: The loading dock and other loading areas are located on the northwest corner of the conference center. There is only 1 loading dock. However, exhibitors may also access the exhibit hall through 2 ground level entrances or smaller displays may be brought in through the hotel entrance and a bell man can assist you with a luggage cart. Please move your vehicle as soon as you have unloaded so others can access the dock.

IOWA LUMBER CONVENTION:

NEBRASKA LUMBER DEALERS CONVENTION:

Move-out

Exhibitors should stay in their booths until all visitors have left the exhibit floor. Exhibitors are not to dismantle or remove equipment from the building prior to the official closing hours. There are no exceptions to this rule.

Parking

Parking is free at the **Grand Casino Conference Center** and the **Embassy Suites Hotel & Conference Center**. On-site parking at the **Coralville Marriott Hotel & Conference Center** is \$8 USD daily

Janitorial Services

The hotels/conference centers will vacuum all common areas of the facility. All material to be thrown away must be marked as TRASH. This service does not extend into the booth area.

Food & Beverage

The hotels/conference centers have an exclusive food and beverage policy. No food or beverage (including alcoholic beverages) may be brought on the premises to be used in your booth. Food or beverage to be dispensed from an exhibitor's booth as samples must be approved specifically by the hotel/conference center caterers.

Decorations and Signs

Decorations, signs, banners and similar materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabric or decorative walls. Damages resulting from the improper and/or unauthorized installation will be charged directly to the exhibitor.

Booth Personnel Pre-Registration

There is no registration charge for booth personnel or exhibitors' spouses. Avoid waiting in line at the registration desk - return the **BOOTH WORKERS FORM** to the NLA office. No one is allowed in the hall without a badge. Badges will be available for pick up at the Exhibitor Registration Desk.

Booth Personnel On-Site Registration

If a person (manufacturer, representative or distributor's salesman, for example) shows up at the Expo and is planning to work your booth, the exhibit manager must OK that person and the badge **MUST** have the exhibiting company printed on the badge.

Absolutely no business cards will be allowed in the badge holder. If a person is working in more than one exhibitor's booth, additional name badges will be made at no charge. No one is allowed into the exhibit hall without an official convention badge.

Special Services

Any service you may require for your booth is available through:

Northwestern Building Products Expo
Iowa Lumber Convention
Nebraska Lumber Dealers Conention

Brede Exposition Services
Freeman Decorating
Embassy Suites Hotel and Conference Center

Each of these vendors will have an area on the show floor during set-up to meet your needs. **Please Note:** Services contracted through these vendors are NOT part of your booth fees and must be paid for with a credit card or check at the time services are ordered. Making arrangement ahead of the show will save you time and money. Click on the vendor to access pricing information.