



**Iowa Lumber Convention**  
March 4-5, 2010  
Coralville, Iowa

## FREE Marketing Tools

All the marketing tools on this page are FREE for you to use. Take advantage of every opportunity you have to get your name in front of your customers!

Company: \_\_\_\_\_

Exhibit Manager: \_\_\_\_\_

### Deadlines for Marketing Tools:

#### January 29, 2010 - Scene Newsletter

Attract attendees to your booth by mentioning a new product, new location or new sales rep under What's New with exhibitors in the February issue of the Northwestern Scene newsletter.

List this information under "**What's New**":

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#### February 12, 2010 - Convention Program and Web Site

It's a buying show if you decide to make it one. Offer a convention-only special and see what happens. Your sales reps will want to make every customer aware of the specials, so be sure to send them the information. It will get your name in front of attendees and draw attention to your booth. Convention specials will be sent to members and listed in the Iowa Program, which is handed out to every attendee at the show:

I want to be listed under a **Convention Special** (details of special):

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**Print this page and return to:**  
Iowa Lumber Association  
1405 Lilac Dr. N., #130 • Minneapolis, MN 55422  
763-595-4055 or 800-896-5133  
FAX: 763-595-4060 [www.nlassn.org](http://www.nlassn.org)



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## FREE Marketing Tools (cont.)

All the marketing tools on this page are FREE. Take advantage of every opportunity to get your name in front of your customers!

### Deadlines for Marketing Tools:

#### February 5, 2010

This deadline assures you to receive FREE **labels/diskettes/e-mail** with dealer names and addresses on them. Iowa artwork is also available for exhibitor's marketing materials. Check off what you need sent to you.

- Mailing Labels - mailing list will be e-mailed:

Send me the calendar reminder stickers for my reps to pass out to dealers:

- 48 stickers    72 Stickers    96 Stickers
- FREE camera-ready copy of Iowa logo (shown in upper left hand corner)
- FREE color EPS image of Iowa theme (shown at right)



**Print this page and return to:**

Iowa Lumber Association  
5905 Golden Valley Road, #110 • Minneapolis, MN 55422  
(763) 544-6822 or (888) 544-6822  
FAX: 763-595-4060 [www.nlassn.org](http://www.nlassn.org)



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## Amenities

Company: \_\_\_\_\_

Exhibit Manager: \_\_\_\_\_

### Extra General Membership Breakfast Tickets

You receive 2 free tickets per 8' x 10' space.

Send \_\_\_\_\_ extra tickets @ \$15.00 each \$ \_\_\_\_\_

### Banner Advertising\*

- Winsor VI: Reception & Membership Breakfast Room  
\$140 member/\$155 non-member  
\*up to 10' wide; add \$4 each add'l foot

\$ \_\_\_\_\_

### Product Showcase-Deadline is February 12

- Product or Photo \$ 50 member/\$55 non-member  
 Freestanding display \$150 member/\$165 non-member  
 Whole case \$160 member/\$175 non-member

**Total** \$ \_\_\_\_\_



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#### Payment Options:

Bill Us

Mastercard/Visa (circle)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

#### Credit Card Payment:

No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Fax: 763-595-4060**