

# EASTERN IOWA SPORTSHOW EXHIBITOR SET UP INFORMATION

## UNI-Dome

University of Northern Iowa  
2401 Hudson Road  
Cedar Falls, IA 50614

**March 12-14, 2021**

Friday: 3:00 PM – 8:00 PM  
Saturday: 9:30 AM – 8:00 PM  
Sunday: 10:00 AM – 4:00 PM

### LOCATION OF UNI-DOME

The UNI-Dome is located on the University of Northern Iowa Campus adjacent to Hudson Road. From Highway 20, take the University of Northern Iowa - UNI-Dome - Hudson Road Exit OR from Highway 218, take Highway 57 West exit then left on Hudson Road.

### REGISTER AT SHOW OFFICE

Please register at the show office to pick up your exhibitor passes and make any final payments. Exhibitor passes are for sales staff working in your exhibit booth, not family members or friends attending show. **FOR EXPRESS CHECK-IN RETURN THE ENCLOSED FORM BY March 5.** You will receive a maximum of four exhibitor passes. If more than four people will be working your booth, please supply a list of names. We will check these individuals through the exhibitor entrances.

### MUSIC

Exhibitors are not allowed to play music or videotapes with copyrighted music backgrounds in their booth due to Federal Copyright Liability laws. For more information contact our office.

### SHOW DECORATOR

It's with great pleasure to announce that Event Decorators of Iowa has been selected as the New Official Decorating contractor for the Eastern Iowa Sportshow. Please see attached order form. For discounted rates please place your order by Feb 19, 2021.

### WIRELESS/INTERNET

Complimentary wireless internet is available at UNI-Dome. Please see enclosed instructions.

### TELEPHONE

To order a telephone line in your booth, contact Randal Hayes at 319-273-7473 or email him at [randal.hayes@uni.edu](mailto:randal.hayes@uni.edu)

### ELECTRICITY

If you need electricity and did not indicate this on your contract, please order electricity by mailing a \$50.00 payment to our office. Exhibitors must supply their own grounded extension cord within the booth. Grounded extension cords are required. No light-weight residential cords, no power strips, no clip-on spotlights are allowed.

### SALES TAX PERMIT

If you plan to sell any taxable items in your booth you must have an Iowa Sales Tax Permit. **NO** temporary tax permits are being issued by the state. If you do not have a permit, please call 800-367-3388 or go to <https://tax.iowa.gov/businesses/business-permit-registration> scroll down and click "Online Permit Business Registration."

### LIMITATION OF LIABILITY

Refer to the Liability section of your contract. As a standard requirement of all of our show exhibitors, it is necessary for you to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence. If you do not have this coverage in place, we have made arrangements for all of our exhibitors to acquire this coverage at significant savings by purchasing as part of a group, instantly online for \$65. The Link can be found on the Set Up Page under the Exhibitor Information [www.iowasportshows.com](http://www.iowasportshows.com) or call 203-445-2100 for questions.

### MOTELS

See the enclosed listing of area motels

### MOVE-IN SCHEDULE

Bulk space exhibitors please check the attached sheet for your specific move-in times.

#### **Thurs, March 11**

11 AM - 5 PM Single Booth Exhibitors

#### **Fri, March 12**

8 AM – 2 PM Single Booth Exhibitors

**3:00 PM SHOW OPENS**

### MOVE-OUT

All exhibits must be removed from the UNI-Dome by 8:00 PM on Sunday. You can leave boats and RV's in the north parking lot for Monday pick up.

### EXHIBITOR FREIGHT

The UNI-Dome does not receive shipped freight. Please inform your freight company to deliver on the week of the show during set up. If you plan to ship exhibit materials after the show, please confirm with your freight company during the show.

Attn: Trent Ames-

(McLeod Center Loading Dock)

Address: McLeod Center  
University of Northern Iowa  
2502 Hudson Road  
Cedar Falls, IA 50614-0315

### PARKING

Free parking for exhibitors and attendees. The McLeod Center lot will be designated for exhibitors.

### FACEBOOK

Be sure to like **Eastern Iowa Sportshow** on facebook. Use the site to promote new products and specials you will feature at the show.

### ALCOHOL

It is unlawful to bring alcoholic beverages into the UNI-Dome.

**IOWA SPORTSHOWS,LLC.**

PO Box 851

Waterloo, IA 50704-851

**Website:** [www.iowasportshows.com](http://www.iowasportshows.com)

**Phone:** 319-240-3571

**Fax:** 319-235-8932

**E-mail:** [sales@iowasportshows.com](mailto:sales@iowasportshows.com)

## **COVID Safety Precautions**

The safety of all exhibitors, attendees, volunteers, and event staff remains our top priority. We will follow state and city guidelines to determine all the necessary precautions we must take to have a safe and successful event.

These precautions are designed to not only keep everyone as safe as possible during the event, but to allow exhibitor participation and public attendance as well. We thank you for working together with us!

Here are the safety protocols planned at this time:

### **General**

Additional staff to keep facilities clean and sanitized during the event.

### **Entrances**

- Online tickets will be highly recommended.
- Face coverings and hand sanitizers will be available at all entrances.
- Hand sanitizers will be spread throughout the facility.

### **Exhibits**

- Express Check-In forms need to be sent in. Booths Paid by cash, checks or credit card.
- Running tall drapes between exhibitors half the distance from the back of the booth, with an option of covering the entire side if mutually agreed on.
- Face covering required where social distancing isn't possible.
- Social distancing required where possible.
- Additional eating and rest areas scattered throughout the facility to provide social distancing.
- Please disinfect any shared surfaces in your booth area.
- Utilize contactless payment methods if possible.
- Implement a "no handshake" policy.

**We feel very fortunate to be able to host this event and wish a safe and productive experience for everyone. We also ask that everyone leaves their political opinions at home so we can escape the outside noise and celebrate the great outdoors.**

## 2021 EASTERN IOWA SPORTS SHOW BULK SPACE SET UP

Please read this information carefully and if you have any questions, please call.

No Armor All or other rubber sprays can be sprayed directly on product inside the Dome. Take all necessary precautions so overspray of any kind does not get on the Dome floor. Chemicals will bleed into the floor and are extremely difficult to get out.

Please do not plan to move-in ahead of your time slot. We may pull exhibitors out of line to facilitate move-in.

<b>Wednesday, March 10</b>	1:00 - 4:00 PM	Dick Hanson, Camp Site, Midwest Boats, Custom Covers, Upper Iowa, Iowa Falls Marine J&L Marine
	3:30 - 5:00 PM	Algona, Craw Daddy Outdoors, Paines
	5:00 - 6:00 PM	JK Inc., Jaspers, ATC
	2:00 - 6:00 PM	Frederika Locker, Hank's
	3:00 - 7:00 PM	DR Powersports, Checkered Flag, M&M
	4:30 - 7:00 PM	Shoreworks, VW Docks, Leisure Zone, Casting Tank
	5:00 - 7:00 PM	West Union, B&B Farm Store
<b>Thursday, March 11</b>	8:00 - 9:00 AM	Wild Bill's, Hanks, Cooks Outdoors
	9:00 - 9:30 AM	Stick'um, B&B Farm Store, Ford
	10:00 - 11:00 AM	Hartwick, Customs Jet Boats
	11:00 - Noon	Hall Bicycle, City Builders
	1:00 - 5:00 PM	Keene Outdoors, Couler Valley RV, American Marine All "A" booths (resorts, tourism, charters, tackle, hunting)
	4:30	Backyard Living
<b>Friday, March 12</b>	10:00 AM	Rudy's
	1:00 PM	Ponderosa Waterworks
	<b>3:00-8:00 PM</b>	<b>SHOW OPEN</b>
<b>Saturday, March 13</b>	8:30 AM	Exhibitor Entrances Open
	<b>9:30 AM-8:00 PM</b>	<b>SHOW OPEN</b>
<b>Sunday, March 14</b>	9:00 AM	Exhibitor Entrances Open
	<b>10:00 AM-4:00 PM</b>	<b>SHOW OPEN</b>
	4:00-8:00 PM	TEAR DOWN (See special schedule)

### UNI-DOME FIRE & SAFETY REGULATIONS:

1. Any stairs with three or more steps must have a secure railing
2. Use only grounded extension cords in booth. Do not use power strips
3. No clip-on metal spot lights allowed
4. All batteries unhooked.
5. No propane or open flames

# EXPRESS CHECK-IN

## EASTERN IOWA SPORTSHOW MARCH 12-14, 2021

Please mail, fax, or email us by **March 5** the names of those working your booth and your badges will be ready when you arrive at the show. (Please type or print neatly). If you email, please put your Company Name and Eastern Iowa Sportshow on the email.

**COMPANY NAME:** \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

If you have more than 4 people working your booth or if you have company name badges that your employees will be wearing during the show, please list their names on your letterhead and we will check those people through the exhibitor entrance when they arrive.

***IOWA SPORTSHOWS, LLC***

PO Box 851  
Waterloo, IA 50704-851  
Phone: 319-240-3571  
Fax: 319-235-8932  
Email: [sales@iowasportshows.com](mailto:sales@iowasportshows.com)  
Website: [www.iowasportshows.com](http://www.iowasportshows.com)

For your Records:  
Faxed/mailed or  
mailed on  
\_\_\_\_\_

**2021 Official Hotels for the Eastern Iowa Sportshow**

Please beware of hotel room block piracy. These fraudulent operations get access to contact information and exhibitors get calls offering to handle hotel bookings for the show. **PLEASE MAKE YOUR OWN HOTEL BOOKINGS!** Neither, Iowa Sport Shows nor the area hotels will call you regarding this.

**Hilton Garden Inn Cedar Falls**

7213 Nordic Drive  
Cedar Falls, Iowa 50613  
Tel: +1-319-266-6611 refer to group code SPORT  
1 KING \$79.00  
2 QUEEN \$79.00  
Cut-off date to make reservation is Friday, March 5, 2021

For online reservations

[https://hiltongardeninn.hilton.com/en/gi/groups/personalized/A/ALOCFGI-SPORT-20210310/index.jhtml?WT.mc\\_id=POG](https://hiltongardeninn.hilton.com/en/gi/groups/personalized/A/ALOCFGI-SPORT-20210310/index.jhtml?WT.mc_id=POG)

**Holiday Inn & Suites**

7400 Hudson Road  
Cedar Falls, IA 50613  
Located off Highways US 20 and Hudson Road  
Single or Double \$94.00 +tax  
for reservations call: 319-260-2600  
ask for Eastern Iowa Sportshow



Event Decorators of Iowa

-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, Iowa 50309 | 515-237-8282 | fax: 515-237-8283

Welcome Exhibitor,

It's with great pleasure to announce that Event Decorators of Iowa has been selected as the New Official Decorating contractor for the upcoming 46<sup>th</sup> Annual Eastern Iowa Sports Show scheduled for March 12-14, 2021 at the UNI Dome in Cedar Falls Iowa.

Show management have provided the following with each 10' x 10' exhibit booth purchased:

- 8' high red, white and blue back wall curtains
- 3' high blue side curtain

**Exhibitor move in/out schedule:**

Thursday March 11	Booth set up Noon – 8 pm
Friday March 12	Booth set up 8 am – 3 pm
Sunday March 14	Booth dismantle 4 pm

Please find our exhibitor services kit for you to review and take advantage of discount pricing thru February 19, 2021

All orders require prepayment to qualify. If you need additional services please contact our offices to see how we may assist you.

Wishing you a successful show.  
Event Decorators of Iowa, Inc.  
Exhibitor Services.



Event Decorators of Iowa

-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | decorateiowa@aol.com

**Contact Information (Please Print)**

Name	Date	Phone
Show	Company Name	
<b>46<sup>th</sup> Annual Eastern Iowa Sports Show</b>		
Street Address		
City	State	Zip

**Payment Policy & Order Review**

**Your show contractor, Event Decorators of Iowa, Inc., is pleased to provide any of the following services you may require from the attached packet beyond association provided materials.**

*Complete forms for services you are requesting. Advance discounted rates qualify if orders are received prior to the deadline with full payment including all applicable taxes. **Orders received after show deadline, received without payment or placed at the show will be invoiced at standard rates. No billings.***

For your convenience, the following methods of payment are available:

- Company Check payable to Event Decorators of Iowa, Inc.
- Credit Card – We will use this authorization to charge your credit card account for your advance orders and any additional amounts incurred as a result of show site orders placed by your representative.
- Mastercard    Visa    American Express

<b>Subtotal</b>	\$
<b>7% State Sales Tax</b>	\$
<b>Total Due</b>	\$
<b>5% Convenience fee if paid by credit card</b>	\$
<b>TOTAL DUE</b>	\$

Cardholder's Name

--

Signature

--

Card Numbers	Cardholder's Billing Address

City	State	Zip

Expiration Date	Security Code



Event Decorators of Iowa

-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | [decorateiowa@aol.com](mailto:decorateiowa@aol.com)

### **Payment Policy & Order Review Continued:**

**CANCELLATION POLICY:** If requested services have been provided prior to your notice of cancellation, all original charges are applicable. No credits or free exchanges for materials provided with your booth fee that are not required.

**UNPAID BALANCES:** All services require payment prior to show opening. In the event of an unpaid invoice, a billing fee of \$40.00 will be charged or a 4% finance charge; whichever is greater. After 60 days, accounts are filed with Polk County, IA for nonpayment of services provided.

**This form must be returned to process your request.**

**Send completed form by email to [decorateiowa@aol.com](mailto:decorateiowa@aol.com) or by secure fax to 515-237-8283**

*We will use this authorization to charge your credit card account for your advance orders and any additional amounts incurred as a result of show site orders placed by your representative.*





Event Decorators of Iowa  
-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | decorateiowa@aol.com

**Contact Information** (Please Print)

Name	Date	Phone
Company Name		
Street Address		
City	State	Zip
Event or Show	Booth Number	
<b>46<sup>th</sup> Annual Eastern Iowa Sports Show</b>		

**ORDER DEADLINES FOR ADVANCE DISCOUNT RATE IS:**

**Friday, February 19, 2021**

<input type="checkbox"/> ACCESSORIES	Advance Discount	Standard	Quantity	
Chrome Bag Rack	\$26.00	\$31.00		\$
5' Chrome Coat Rack	14.00	17.50		\$
Chrome Easels	17.00	21.00		\$
Chrome Hall Tree	24.50	31.00		\$
Chrome Stanchions	19.50	28.50		\$
4' Velour Rope - Black	10.00	14.00		\$
8' Velour Rope - Black	20.00	28.00		\$
Raffle Drum Small	15.00	21.00		\$
Raffle Drum Large	30.00	42.00		\$





Event Decorators of Iowa

-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | decorateiowa@aol.com

**CHAIRS** (Padded Seats and Backs)

Chrome Side Chair	\$14.00	\$20.00		\$
-------------------	---------	---------	--	----

Choose Color:  Blue  Gray

Chrome Armchair	16.00	24.00		\$
-----------------	-------	-------	--	----

Choose Color:  Blue  Gray

Bar Stool	18.50	23.00		\$
-----------	-------	-------	--	----

Choose Color:  Gray

**PLAIN TABLES**

30" HIGH	Advance Discount	Standard	Quantity	
4' x 24" x 30"	\$24.00	34.50		\$
4' x 30" x 30"	24.00	34.50		\$
6' x 18" x 30"	29.50	37.75		\$
6' x 30" x 30"	29.50	37.75		\$
8' x 18" x 30"	38.50	44.50		\$
8' x 30" x 30"	38.50	44.50		\$
Vinyl Table Covering	10.00	10.00		\$

**SKIRTED TABLES**

30" HIGH (Skirted 3 Sides)				
4' x 24" x 30"	\$48.00	\$61.00		\$
4' x 30" x 30"	48.00	61.00		\$
6' x 18" x 30"	56.50	68.75		\$
6' x 30" x 30"	56.50	68.75		\$



Event Decorators of Iowa  
-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | decorateiowa@aol.com

8' x 18" x 30"	70.00	79.50		\$
8' x 30" x 30"	70.00	79.50		\$
48" Round (Fully Skirted)	67.50	74.25		\$
60" Round (Fully Skirted)	74.50	82.00		\$

Choose Color:  Black  Blue  Burgundy  Gold  Green  Red  Silver  WhPLAIN TABLES

**40" High**

(Skirted 3 Sides)

	Advance Discount	Standard	Quantity	
4' x 24" x 40"	\$31.00	\$43.75		\$
4' x 30" x 40"	31.00	43.75		\$
6' x 18" x 40"	37.50	51.25		\$
6' x 30" x 40"	37.50	51.25		\$
8' x 18" x 40"	41.00	55.00		\$
8' x 30" x 40"	41.00	55.00		\$
Vinyl Table Covering	10.00	10.00		\$

**SKIRTED DISPLAY TABLES 40" High**

(Skirted 3 Sides)

	Advance Discount	Standard	Quantity	
4' x 24" x 40"	\$61.00	\$74.75		\$
4' x 30" x 40"	61.00	74.75		\$
6' x 18" x 40"	77.50	82.00		\$
6' x 30" x 40"	77.50	82.00		\$
8' x 18" x 40"	81.00	94.50		\$
8' x 30" x 40"	81.00	94.50		\$

Choose Color:  Black  Blue  Burgundy  Gold  Green  Red  Silver  White



Event Decorators of Iowa  
-since 2005-

520 SE 4<sup>th</sup> Street | Des Moines, IA 50309 | 515-237-8282 | fax: 515-237-8283 | decorateiowa@aol.com

<b>FURNITURE AMOUNT TOTAL</b> (Please enter amount on Policy Payment Form)	\$
---	----

Eastern Iowa Sportshow  
**SCOREBOARD ADVERTISING**

Your Ad Approximately 26' X 26'!



**Cost: \$200 Pixel Dimensions: 672H X 650W**

Ad will be up approximately 30 seconds and will rotate continuously throughout the show.  
Email a camera ready JPG file or high resolution artwork and copy to [kreg@iowasportshows.com](mailto:kreg@iowasportshows.com)  
with the **subject line**: Scoreboard Ad Eastern Iowa Sportshow. Copy deadline is March 6.  
Advertising is available to current exhibitors only and sponsors.



**Please keep the top portion for your files  
Fill-out and return this portion with \$200**

Iowa Sportshows P.O. Box 851 Waterloo, IA 50704

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

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Special Instructions: \_\_\_\_\_

\_\_\_\_\_