

# CEDAR RAPIDS SPORTSHOW

## EXHIBITOR SET UP INFORMATION

Friday: 3:00 PM – 8:00 PM  
Saturday: 10:00 AM - 7:00 PM  
Sunday: 10:00 AM - 4:00 PM

February. 26 – 28, 2021  
Alliant Energy  
PowerHouse Convention Center

350 First Avenue NE  
Cedar Rapids, IA 52404

### ALLIANT ENERGY POWERHOUSE CONVENTION CENTER

GPS Coordinates 41.979968,-91.668081  
From Des Moines take Highway 80  
eastbound to Highway 380 north. Follow  
380 North to Exit 20B 7th Street E towards  
Alliant Energy PowerHouse Convention  
Center. Turn right onto 7th Street NE, then  
take the 2nd right onto 1st Ave NE. Hotel  
will be on the right.  
From the North take Highway 380 South.  
Follow 380 South to Exit 20B, make a slight  
right onto C Ave NE, take the second left  
onto 4th St SE, turn right onto First Ave  
NE. Hotel will be on the right.

### REGISTER AT SHOW OFFICE

Please register at the show office to pick up  
your exhibitor passes. **FOR EXPRESS  
CHECK-IN RETURN THE ENCLOSED  
FORM BY February 19.** Exhibitor passes  
are for sales staff working in your exhibit  
booth, not family members or friends  
attending show. 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 entrance.

### ELECTRICITY

If you need electricity and did not indicate  
this on your contract, please order  
electricity by mailing a \$30.00 payment to  
our office. Exhibitors must supply their own  
grounded extension cord within the booth.  
Grounded extension cords are required.

### VALET PURCHASE PICK UP

Valet pick up for your customers purchases  
will be available. Pick up your valet tickets  
at the show office.

### FACEBOOK

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

### SHOW DECORATOR

Event Decorators of Iowa, will be the official  
show decorator. Iowa Sport Shows have  
provided the following with each 10'x10'  
exhibit booth purchased:  
8' High back wall curtains red. white & blue

### Covid Protection Between Booths

**8' High side curtains**  
**If you prefer a 3' side curtain please**  
**let us know by February 10, 2021**  
**(This does not pertain to bulk space**  
**booths)**

1-8'x30' skirted table  
2 chairs.

**Plexiglass Panels are not provided.**

**MASKS will be REQUIRED**

**Social Distancing will be in practice.**

**Hand sanitizing stations will be provided**

If you would like to place an order with Event  
Decorators of Iowa you can use attached form.  
For discounted rates please place your order  
by February 5, 2021.

### HOTEL

See the enclosed listing of area hotels

### 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](https://tax.iowa.gov/businesses/business-permit-registration) scroll down and click  
"Online Permit Business Registration."

### MOVE-IN SCHEDULE

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

**Thursday, February 25**

Noon - 8 PM Single Booth Exhibitors

**Friday, February 26**

8 AM – 2 pm Single Booth Exhibitors

**3 PM - SHOW OPEN**

### 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.

### FOOD & BEVERAGE.

There will not be a concession stand in 2021,  
however 2 food trucks will be out front. You  
are allowed to bring in your own food. Beer  
will be sold Friday and Saturday during the  
show.

### EXHIBITOR FREIGHT

Alliant Energy PowerHouse Convention  
Center does not receive shipped freight.  
Please inform your freight company to deliver  
on Thursday or Friday during set up. If you  
plan to ship exhibit materials after the show,  
please confirm with your freight company  
during the show.

### 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.

### EXHIBITOR PARKING-FREE

See map on page 4.

### MOVE-OUT

All exhibits must be removed from Alliant  
Energy PowerHouse Convention Center by  
7:00 PM on Sunday.

**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.**

UNLOAD from A-AVENUE

or 1<sup>st</sup> AVENUE





## EXHIBITORS FREE PARKING

Pull up to the A Avenue or 1<sup>st</sup> Avenue doors to unload for the show, check in at the show office and pick up your exhibitors parking pass.

Free exhibitor parking is in Lot 12, lot 9 and lot 10. Lot 12 is across the street to the west. Use caution in Lot 12 as there is a height restriction in the center. Lot 10 will be available Friday after 3:00 PM thru Sunday.

**2021  
CEDAR RAPIDS SPORTSHOW  
BULK SPACE MOVE-IN SCHEDULE**

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

**A pressure washer (Thursday) and fork lift will be available for your use.**

**(Do Not Get in Line Early Without Checking In)**

**Line up along A-Avenue-Enter off A-Avenue  
We will be utilizing the US Cellular entrance as we did in 2020.**

**Thursday, February 25**

8:00 AM	ATC, Bish's RV, Leisure Zone (Front Door)
8:45 AM	Bjornsen Pond Mgmt, Hartwick Marina
9:30 AM	Bob's Marine, Checkered Flag, Metro Harley
11:00 AM	Iowa Falls Marine
NOON	B&B Farm Store, Leisure Time, Booths B13-B24 (Optional)
1:00 PM	Keen Outdoors, Team Whiskey, Jim's Sailing, R&L Marine, Coralville Lake Marina, Keene Outdoors
2:00 PM	M&M Marine, Chase Family Boats, Frederika Locker
3:00 PM	Stick-Um Tackle, REXCO, Parakeet Cage
4:00 PM	ChordaWorm Lures, TWR Dock and Marine

**Thursday, February 25 after 3:00 PM or 8:00 AM – 2:00 pm Friday, February 26**

BOOTHS: B9, C8, C9, C10, C37, C38, F1-F3

3:00 PM Show Opens

Please coordinate with Kreg or for any questions call him at 319-240-3571

Please follow these safety codes:

1. Batteries disconnected.
2. Gas caps taped or locked.
3. Fuel in motorized vehicles not to exceed ¼ tank or 5 gallons, whichever is less.
4. No flammable items stored inside.
5. Use handrails on steps and docks

# EXPRESS CHECK-IN

## CEDAR RAPIDS SPORTSHOW February 26-February 28, 2021

Please mail, fax, or email us by **February 19** the names of those working your booth and your badges will be ready when you arrive at the show. If you email, please put your Company Name and Cedar Rapids Sportshow on the email. (Please type or print neatly)

**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/emailed or  
mailed on

## **2021 Hotels for the Cedar Rapids 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 Sportshows, Inc. nor the area hotels will call you regarding this.



350 First Avenue NE  
Cedar Rapids, Iowa 52401

Tel: +1-319-731-4444  
Fax: +1-319-731-4455

Conveniently located in downtown Cedar Rapids, Iowa, just off I-380, we are only 15 minutes from Eastern Iowa Airport. The hotel overlooks the Cedar River and downtown Cedar Rapids and is attached to the Alliant Energy [PowerHouse](#) Convention Center.

The discounted reservation date has expired.  
If you need assistance please call Iowa Sport Shows 319-240-3571



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 43<sup>rd</sup> Annual Cedar Rapids Sport Show scheduled at the DoubleTree by Hilton Inn Cedar Rapids Convention Complex.

Iowa Sports Shows have provided the following with each 10' x 10' exhibit booth purchased:

- 8' high back wall curtains red, white and blue
- 8' high blue side curtain
- 1 8'x30' skirted table
- 2 chairs

**Exhibitor move in/out schedule:**

Thursday February 25	12:00 – 8:00pm
Friday February 26	8:00 – 3:00pm
Sunday February 28	Move <u>Out</u> 5:00 pm

Please find our exhibitor services kit for you to review and take advantage of discount pricing thru February 5, 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.

**Contact Information** (Please Print)

Name	Date	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Show	Company Name	





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-since 2005-

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

Show		Company Name	
43 <sup>rd</sup> Annual Cedar Rapids Sports Show			
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>4.5% 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	

### Payment Policy & Order Review Continued:



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**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.*



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**Contact Information** (Please Print)

Name	Date	Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Company Name		
<input type="text"/>		
Street Address		
<input type="text"/>		
City	State	Zip
<input type="text"/>	<input type="text"/>	<input type="text"/>
Event or Show	Booth Number	
<b>43<sup>rd</sup> Annual Cedar Rapids Sports Show</b>	<input type="text"/>	

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

**Friday, February 5, 2021**

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



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**CHAIRS** (Padded Seats and Backs)

Chrome Side Chair	\$14.00	\$20.00		\$
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Choose Color:  Blue  Gray

Chrome Armchair	22.00	28.00		\$
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Choose Color:  Blue  Gray

Bar Stool	35.50	43.00		\$
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Color:  Gray



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**PLAIN TABLES**

<b>30" HIGH</b>	<b>Advance Discount</b>	<b>Standard</b>	<b>Quantity</b>	
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		\$

**Topped Only – Add \$10.00 each table**

**SKIRTED TABLES**

<b>30" HIGH (Skirted 3 Sides)</b>				
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		\$
8' x 18" x 30"	70.00	79.50		\$
8' x 30" x 30"	70.00	79.50		\$
<u>48"Round</u> (Fully Skirted)	67.50	74.25		\$
<u>60"Round</u> (Fully Skirted)	74.50	82.00		\$

Choose Color:  Black  Blue  Burgundy  Gold  Green  Red  Silver  White



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**PLAIN TABLES**

<b>40" HIGH</b>	<b>Advance Discount</b>	<b>Standard</b>	<b>Quantity</b>	
4' x 24" x 40"	\$34.00	44.50		\$
4' x 30" x 40"	34.00	44.50		\$
6' x 18" x 40"	39.50	47.75		\$
6' x 30" x 40"	39.50	47.75		\$
8' x 18" x 40"	48.50	54.50		\$
8' x 30" x 40"	48.50	54.50		\$

**Topped Only – Add \$10.00 each table**

**SKIRTED DISPLAY TABLES 40" High**

(Skirted 3 Sides)

	<b>Advance Discount</b>	<b>Standard</b>	<b>Quantity</b>	
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

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