



IMPROVE HOME & BUSINESS EXPO

Improve your Home, your Health & your Lifestyle!

December 2010

Some changes are coming for the 2011 Marshalltown Area Chamber of Commerce Home Show. We've renamed the show the IMPROVE HOME & BUSINESS EXPO and the date is right around the corner! The show will be held February 18 - 20 at Marshall Town Center. With approximately 12,000 people in attendance at the event annually, you have a tremendous opportunity to showcase your products and services.

We took your input into consideration and worked hard to find a weekend that did not conflict with other area home shows and large events. We also requested hosting information from a number of Marshalltown locations, including the Marshalltown Community College Student Activity Center, Coliseum and Fairgrounds. Marshall Town Center will be the location again this year, based on their date availability, exhibit space, electrical capacity and parking.

The show hours will be:

Friday, February 18 from 5:00 p.m. to 9:00 p.m.

Saturday, February 19 from 10:00 a.m. to 5:00 p.m. (please note end time of 5:00 p.m.)

Sunday, February 20 from Noon to 5:00 p.m.

Set up hours will be:

Thursday, February 17 from 9:00 – 11:00 p.m.

Friday, February 18 from 7:00 – 9:30 a.m.

Please plan accordingly, any exceptions must be arranged through the Marshall Town Center management office (641-752-6200). Tear down time will **begin** at 5:00 p.m. on Sunday.

We will be looking to partner with some community organizations again this year, with special events and activities planned for Saturday, February 19 and Sunday, February 20. If you have suggestions, please let us know!

The registration form for this year's show is enclosed. Certificate of insurance is required to participate in the show, liability limits must be \$1,000,000. Do not send proof of insurance to the mall office.

The fee for your booth rental **must** accompany the registration form, booth rental request, and certificate of insurance **no later** than February 4, 2011. Booths will be filled on a **first come, first serve basis** and per electrical need. No booth locations are guaranteed, so be sure to register early. In case of cancellation, a 50% refund will be given only if we can fill your space.

Get your registration in by **January 15, 2011** and save!

The Home Show Task Force suggests each vendor donate a prize with a retail value of at least \$25 during the weekend. The dollar value of all prizes will be listed and advertised in local media. We will also be doing an event-wide giveaway again this year...the more vendors that participate, the larger the grand prize of Marshalltown Area Dollars (Chamber Bucks). Please consider donating \$10 towards this prize giveaway.

If you are currently not a member of the Marshalltown Area Chamber of Commerce, but would like to discuss the benefits associated with a chamber membership, please feel free to contact me. Chamber members receive a discounted rate for IMPROVE HOME & BUSINESS EXPO registration.

We look forward to a successful show! Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Lynn Olberding". The signature is written in a cursive, flowing style.

Lynn Olberding (lolberding@marshalltown.org)
Director of Membership & Marketing
Marshalltown Area Chamber of Commerce

MARSHALLTOWN AREA CHAMBER OF COMMERCE
2011 IMPROVE HOME & BUSINESS EXPO
(Improve your Home, your Health & your Lifestyle)
REGISTRATION FORM

Date received at Chamber office:

For office use only

Dates & Times:

Friday, February 18: 5:00 – 9:00 p.m., Saturday, February 19: 10:00 a.m. – 5:00 p.m., and
Sunday, February 20: Noon – 5:00 p.m.

Set up Times (please indicate which/both set-up time you plan to utilize):

_____ Thursday, February 17 from 9:00 pm – 11:00 p.m. and _____ Friday, February 18 from 7:00 - 9:30 a.m.

Registration deadline is Friday, February 4, 2011. Register by January 15, 2011 for the best price!

More information on reverse – please complete both sides of registration form.

Firm Name: _____
(PLEASE PRINT your business name, as you want it to appear on your booth sign)

Firm Address: _____ City: _____ Zip: _____

Phone: _____ Contact Person: _____

E-mail Address: _____

List products and/or services to be exhibited: _____
(This information must be filled in.) The Marshalltown Area Chamber of Commerce reserves the right to have final approval on the contents of an exhibitor's display. Only listed products and/or services may be exhibited.

Booth Rental: (Each booth includes: back & side drapes, identification sign, wastebasket, & 2 chairs)

Chamber members:

Special requests

Non-Chamber members:

_____ I wish to reserve 1 booth. _____ I wish to reserve 1 booth.
_____ I wish to reserve 2 booths. _____ I wish to reserve 2 booths.
_____ I wish to reserve 3 booths. _____ I wish to reserve 3 booths.
_____ I wish to join the Chamber and reserve 1 booth at the Chamber member rate of:
\$479 for businesses with 4 FT employees or less \$512 for businesses with 5 – 9 FT employees
\$568 for businesses with 10 – 19 FT employees [Note: 2 part-time employees = 1 full time (FT) employee]

Table Rental: (The above booth fee **DOES NOT** include a table)

I wish to reserve _____ covered/skirted tables at \$35.00 - fee includes 1 - 6' skirted table. **After February 4 registration deadline, fee increases to \$50.**

Electrical Usage:

I wish to reserve electricity at \$20.00. Yes _____ No _____

I wish to have a popcorn popper in my booth at \$50. Yes _____ No _____

Show will be limited to 2 popcorn poppers. If you wish to bring a popper, please contact Lynn at the Chamber office.

If you wish to utilize electricity, please list amp. load. _____

Type of equipment needing electricity: _____

*All audio/visual equipment volume will be subject to approval.

Insurance Requirements:

_____ I have enclosed my certificate of insurance.

Please do not mail your insurance certificate to the Mall, return it with your registration form.

Please refer to the insurance requirements on the reverse side.

Prizes:

_____ Yes, I plan to participate in the advertised prize give-away: Estimated Retail Value \$ _____

_____ Yes, I would like to donate \$10 to a grand prize drawing of Chamber Bucks. (Chamber will provide a drawing box to all grand prize drawing participants).

More information on reverse – please complete both sides of registration form.

Total Cost:

Chamber members: - SAME PRICE AS LAST YEAR!

Form must be postmarked by January 15, 2011 to receive this special early bird discount:

1 booth \$240
2 booths \$465
3 booths \$690

After January 15, 2011:

1 booth \$290
2 booths \$515
3 booths \$740

Non-Chamber members: - SAME PRICE AS LAST YEAR!

Form must be postmarked by January 15, 2011 to receive this special early bird discount:

1 booth \$450
2 booths \$700
3 booths \$925

After January 15, 2011:

1 booth \$500
2 booths \$760
3 booths \$1000

Electricity \$20
Popcorn popper \$50 (must be pre-approved through the Chamber office: 641-753-6645)
Tables \$35 each until February 4, \$50 each after February 4.

I have enclosed a check for \$_____. (Please add booths, tables, and electrical charges)

BOOTH REGISTRATION PAYMENT MUST BE PAID TO CONFIRM SPACE.

I have read the exhibit policy for the 2011 IMPROVE Home & Business Expo and will abide by all regulations as stated. I understand that booth placement is on a **first-come, first-serve basis and per electrical need.**

Signed: _____ Print Name: _____ Date: _____

Return to: Marshalltown Chamber of Commerce, PO Box 1000, Marshalltown, IA 50158
Phone: 641-753-6645 · Fax: 641-752-8373

Please mail a certificate of insurance with a minimum of \$1,000,000 each occurrence and \$2,000,000 in the aggregate in bodily injury and property damage liability insurance:

Marshalltown Area Chamber of Commerce
709 South Center Street
PO Box 1000
Marshalltown, IA 50158

CERTIFICATE OF INSURANCE

When sending us a current Certificate of Insurance, be sure it includes the following additional insured language:

Marshalltown Area Chamber of Commerce and their employees, volunteers, trustees and affiliates as additional insured.

Thank you.

**Sincerely,
Marshalltown Area Chamber of Commerce**