



The Marshalltown Area Chamber of Commerce is excited to bring you the 40th annual home show!

For 40 years, we have been your partner in the construction and home improvement industry by providing a show that allowed you to connect with potential customers.

The 2012 Improve Home & Business Expo will be **Saturday, February 25 and Sunday, February 26** at Marshall Town Center. (Note: No Friday evening portion of the show) And in these challenging economic times, the Chamber wants you to know we support you and want to make this event affordable and beneficial for all of our local businesses to participate!

We listened to what you had to say about the show and have made some changes!

The 2012 registration fees have been **cut** from previous years! Fewer hours, less money and more activities to draw a crowd! Plus, we're planning more opportunities for your business to reach the Marshalltown audience, as well as increased promotion!

Some new features for the 2012 **Improve** Home & Business Expo:

- Attendee Passports – Attendees to the show that visit every booth will be in a drawing for Area Dollars
- Vendor demonstrations and workshops – Your business can sign up to offer a workshop, demonstration or short presentation as part of the show
- Connection with local community groups – We are planning special activities and events that will draw more people to the show
- Vendor perks – Free pizza during set-up Friday night and free breakfast Saturday morning (while supplies last)
- Spotlight of each participating vendor in the Chamber Digest prior to the show (limited to those vendors signed up during the Early Bird timeframe)
- More promotion – Your business will be mentioned in at least one of the following:
 - Radio Ads
 - Facebook/Twitter posts
 - Email blasts to Chamber members

Enclosed is a registration form with the **new** 2012 prices!

Want to take advantage of the Chamber member rates, but you're not a Chamber member? Join the Chamber as part of your registration and receive a free set of Chamber mailing labels! (\$25 value)

Please contact me at the Chamber office with any questions. Don't miss out – the Early Bird deadline expires December 31, 2011!

Sincerely,
Lynn Olberding
Director of Membership & Marketing
Marshalltown Area Chamber of Commerce

MARSHALLTOWN AREA CHAMBER OF COMMERCE
2012 IMPROVE HOME & BUSINESS EXPO
 (Improve your Home, your Health & your Lifestyle)

Date received at Chamber office: _____
 For office use only

Dates & Times:

Saturday, February 25 10:00 a.m. – 4:00 p.m.
 Sunday, February 26 Noon – 5:00 p.m.

Set-up Times (please indicate which time(s) you plan to utilize):

_____ Friday, February 24 8:00 – 10:00 p.m.
 _____ Saturday, February 25 7:00 – 9:30 a.m.

Registration deadlines:

Early bird Must be post-marked by December 31, 2011
 Regular Must be post-marked by January 31, 2012
 Late Registrations accepted until February 15, 2012

Company name: _____

Contact person: _____

Mailing address: _____

City, State, Zip: _____

Phone: _____

Email address: _____

Please list product(s) you plan to display (please be specific):

The Marshalltown Area Chamber of Commerce reserves the right to have final approval on the content of an exhibitor's display. Only listed products and services will be permitted.

We ask all vendors to provide at least **one (1) prize** to be given away during the show. This prize will be given away from your booth (not from the Chamber's information booth) and it is your responsibility to contact your winner. We will promote the dollar amount and prizes given away to help entice attendees to visit every booth and register for prizes!

Prize (please be specific): _____

Estimated retail value: _____

Please include 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** with your registration materials. When sending us a certificate of insurance, please include the **Marshalltown Area Chamber of Commerce and their employees, volunteers, trustees and affiliates as additional insured.**

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

Chamber member EARLY BIRD rate – until December 31, 2011

_____ 1 (10x10) booth, electric, no table - \$200
 _____ 1 (10x20) booth, electric, no tables - \$400
 _____ 1 (10x30) booth, electric, no tables - \$550
Each additional booth (above 3) is \$100.
 _____ 6 foot table(s), \$25 each (skirted)



Chamber member REGULAR rate – until January 31, 2012

_____ 1 (10x10) booth, electric, no table - \$275
 _____ 1 (10x20) booth, electric, no tables - \$500
 _____ 1 (10x30) booth, electric, no tables - \$675
Each additional booth (above 3) is \$125.
 _____ 6 foot table(s), \$35 each (skirted)

Chamber member LATE rate – until February 15, 2012

_____ 1 (10x10) booth, electric, no table - \$350
 _____ 1 (10x20) booth, electric, no tables - \$575
 _____ 1 (10x30) booth, electric, no tables - \$750
Each additional booth (above 3) is \$150.
 _____ 6 foot table(s), \$50 each (skirted)

Non-Chamber EARLY BIRD rate – until December 31, 2011

_____ 1 (10x10) booth, electric, no table - \$400
 _____ 1 (10x20) booth, electric, no tables - \$575
 _____ 1 (10x30) booth, electric, no tables - \$775
Each additional booth (above 3) is \$150.
 _____ 6 foot table(s), \$25 each (skirted)



Non-Chamber REGULAR rate – until January 31, 2012

_____ 1 (10x10) booth, electric, no table - \$475
 _____ 1 (10x20) booth, electric, no tables - \$675
 _____ 1 (10x30) booth, electric, no tables - \$900
Each additional booth (above 3) is \$175.
 _____ 6 foot table(s), \$35 each (skirted)

Non-Chamber LATE rate – until February 15, 2012

_____ 1 (10x10) booth, electric, no table - \$550
 _____ 1 (10x20) booth, electric, no tables - \$750
 _____ 1 (10x30) booth, electric, no tables - \$975
Each additional booth (above 3) is \$200.
 _____ 6 foot table(s), \$50 each (skirted)

Popcorn popper (only 2 allowed): \$50

Booth location specifics (The Chamber cannot guarantee requested booth location): _____

Booth registration payment must be paid to confirm space.

Total enclosed:

*Return to: Marshalltown Area Chamber of Commerce
 709 South Center Street – PO Box 1000 Marshalltown, IA 50158
 Phone: 641-753-6645 Fax: 641-752-8373 info@marshalltown.org*