



Presented by



MACNA 2011 Exhibitor

MACNA 2011 in Des Moines will be one of the largest marine hobby events ever held. Thank you for exhibiting at this spectacular event! We can't do it without you! Des Moines has been voted the best city to host a trade show with easy access from a large section of the country and very affordable prices. We will have the largest trade show floor in MACNA history: Over 200 booths, daily demonstrations and 16 speakers! This should be a huge draw for Marine enthusiasts from all over the world.

Included with this exhibitor packet are order forms for our selected event decorator, **Event Decorators of Iowa**. Our main focus in hiring a decorator was to find a company that was local and easy to work with. We don't want our vendors to be hassled and over charged. In addition to hiring a great decorator we have arranged for the following items to be included with your booth to make your MACNA experience as pleasurable and affordable as possible:

- One 8 foot draped table (2 for 20x20 or 25x25 Booths)
- Waste Basket
- Gray Carpeting
- 2 Folding Chairs (4 for 20x20 and 25x25 Booths)
- 110V Electrical Hookups
- Wireless Internet Connections
- Nightly Booth Carpet Vacuuming
- Pre-Mixed Salt Water if needed

Notes to remember to make your exhibition as smooth as possible:

- Please bring extension cords and/or power strips to run from the outlets that will be on the back wall of your booth.
- If you have not already informed us, please let us know how many gallons of salt water you will need.
- Please double check www.macna2011.com to make sure your company information and internet banners are displaying correctly. Let us know of any changes that are needed.
- We will have **Greater Iowa Reef Society** membership scheduled throughout setup and teardown to assist our exhibitors. Please let us know if you would like to take advantage of this **FREE** help.
- Setup will begin at noon on Wednesday September 7th.

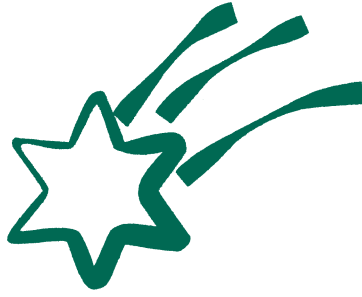
Each booth purchase gives you two full conference passes to all of the Events MACNA 2011 has to offer:

- Opening dinner reception with open bar and entertainment
- Three days of speakers and demonstrations - Single Speaker Track!
- Three days of trade show access
- Awards banquet with special presentation and entertainment
- The largest trade show in the history of MACNA
- And of course a HUGE raffle with all the things you dream of having for your tanks!

Please let us know if you have any questions or needs we can help you solve. We are looking forward to seeing you in September.

Thank You for your participation!

The MACNA 2011 Staff
The Greater Iowa Reef Society
Marine Aquarium Societies of North America
info@macna2011.com



Event Decorators of Iowa, Inc.

Redefining quality and service

520 SE 4th Street
Des Moines, Iowa 50309
515-237-8282 • fax 515-237-8283

Welcome Exhibitor,

It is with great pleasure that we announce that Event Decorators of Iowa has been selected as the official and exclusive contractor for 2011 MACNA. The event to be held September 9-11, 2011 at Hy-Vee Hall on the Iowa Events Center Campus.

In this capacity, we would like to assist you with any decorating or rental items you may require in your booth area. MACNA has provided the following with each booth purchased:

<u>10' x 10' Booths</u>	<u>20' x 20' & 25' x 25' Booths</u>
1 7" x 44" ID sign	1 7" x 44" ID sign
1 8' table skirted blue	2 8' tables skirted blue
1 wastebasket	2 wastebaskets
2 folding chairs	4 folding chairs
gray carpeting	gray carpeting

The drapery colors selected for use are blue and gray. All aisles to be carpeted royal blue.

MACNA has also provided nightly vacuuming of booth carpeting, wireless internet, 110v electrical outlet, and salt water.

Enclosed please find forms related to a successful preparation and presentation for a successful show. Please complete and return to our office as materials are dated. Orders received with full payment by August 30, 2011 will qualify for the advance discount rates. Orders received August 31, 2011, received without full payment or placed at the show will be filled at the floor order rates.

All orders are payable prior to show openings. No billings.

If you need additional information, rates or services, please contact our offices.

Sincerely,

Event Decorators of Iowa, Inc.



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Name _____ Date _____ Phone _____
(Please print)

Company Name _____

Street Address _____ City _____ State _____ Zip _____

Event or Show **2011 MACNA** _____ Booth No. _____

PAYMENT POLICY

This form must be returned to process your request.

Your show contractor, Event Decorators of Iowa is pleased to provide the following services you may require from the attached packet.

Complete forms for services you are requesting. Advance discounted rates qualify if orders are received 10 days prior to show with full payment including all applicable taxes. Orders received after show deadline, received without payment or placed at the show will be invoiced at floor rates. No billings.

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

- Cash
- 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. Please complete the information requested below:
 - MASTERCARD VISA AMX

Cardholder's Name: _____
(Please print)

Signature: _____

Cardholder's Billing Address: _____

City/State/Zip: _____

Account No.: _____

Exp. Date: _____

Last Three Digits on Back of
Credit Card Signature Block _____

ORDER REVIEW

Furniture. \$ _____

Labor. \$ _____

Material Handling . . . \$ _____

Subtotal

All Services. \$ _____

16% Building Commission

Due Iowa Events Center

(not optional) \$ _____

Subtotal. \$ _____

6% Sales Tax \$ _____

TOTAL DUE \$ _____

EIN 06-1764453

CANCELLATION POLICY:

If requested services have been provided prior to your notice to cancel, 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. Remaining balances, effective 30 days after invoice date a finance charge of 1.5% monthly will be added to all invoices. All remaining balance after 60 days will be forwarded for collection.

WANT A RECEIPT? Provide an email address or fax number _____



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Name _____ Date _____ Phone _____

(Please print)

Company Name _____

Street Address _____ City _____ State _____ Zip _____

Event or Show **2011 MACNA** Booth No. _____

QUALITY FURNITURE RENTALS

ACCESSORIES	Advance	Standard	TOTAL
	Discounted		
	Rates	Rates	
Chrome Bag Rack	\$ 26.00	\$ 31.00	\$ _____
Chrome Coat Rack – 5' long w/hangers	14.00	17.50	\$ _____
Chrome Easels	17.00	21.00	\$ _____
Chrome Hall Tree	24.50	31.00	\$ _____
Chrome Stanchions	19.50	28.50	\$ _____
Velour Rope – Black, 4' lengths each. . .	10.00	14.00	\$ _____
Velour Rope – Black, 8' lengths each. . .	20.00	28.00	\$ _____
Raffle Drum Small	15.00	21.00	\$ _____
Raffle Drum Large	30.00	42.00	\$ _____

CHAIRS... Check Choice of Color

Chrome Side Chair padded seat & back.	\$16.00	\$21.50	\$ _____
<input type="checkbox"/> Blue <input type="checkbox"/> Gray			
Chrome Arm Chair padded seat & back.	24.50	29.75	\$ _____
<input type="checkbox"/> Gray <input type="checkbox"/> Blue			
Chrome Bar Stool padded seat & back .	27.50	35.50	\$ _____
<input type="checkbox"/> Gray			

COCKTAIL TABLES

24" Round x 30" High	\$17.50	\$27.00	\$ _____
24" Round x 40" High	21.00	29.50	\$ _____
30" Round x 30" High	22.00	31.50	\$ _____
30" Round x 40" High	26.50	34.00	\$ _____
White Cotton Linen	9.00	11.00	\$ _____

DRAPERIES

3' High.	\$2.00 lft	\$2.50 lft	\$ _____
8' High.	4.00 lft	6.00 lft	\$ _____
12' High.	5.00 lft	6.50 lft	\$ _____

Check Color: Black Blue Burgundy Gold
 Green Red Silver White

PLAIN TABLES 30" HIGH

4' x 24" x 30"	\$17.00	\$21.50	\$ _____
4' x 30" x 30"	17.00	21.50	\$ _____
6' x 18" x 30"	22.50	28.25	\$ _____
6' x 30" x 30"	22.50	28.25	\$ _____
8' x 18" x 30"	24.00	36.00	\$ _____
8' x 30" x 30"	24.00	36.00	\$ _____
48" Round.	36.00	44.50	\$ _____
60" Round.	36.00	44.50	\$ _____

Topped Only - Add \$6.00 each table

PLAIN TABLES 40" HIGH	Advance	Standard	TOTAL
	Discounted		
	Rates	Rates	
4' x 24" x 40"	\$24.00	\$34.50	\$ _____
4' x 30" x 40"	24.00	34.50	\$ _____
6' x 18" x 40"	29.50	37.75	\$ _____
6' x 30" x 40"	29.50	37.75	\$ _____
8' x 18" x 40"	38.50	44.50	\$ _____
8' x 30" x 40"	38.50	44.50	\$ _____

Topped Only - Add \$6.00 each table

SKIRTED TABLES 30" HIGH (Skirted 3 Sides)

4' x 24" x 30"	\$44.00	\$54.00	\$ _____
4' x 30" x 30"	44.00	54.00	\$ _____
6' x 18" x 30"	51.00	61.00	\$ _____
6' x 30" x 30"	51.00	61.00	\$ _____
8' x 18" x 30"	58.00	68.00	\$ _____
8' x 30" x 30"	58.00	68.00	\$ _____
48" Round (Fully Skirted)	63.00	74.00	\$ _____
60" Round (Fully Skirted)	63.00	74.00	\$ _____

Check Color: Black Blue Burgundy Gold
 Green Red Silver White

SKIRTED DISPLAY TABLES 40" HIGH (Skirted 3 Sides)

4' x 24" x 40"	\$51.00	\$61.00	\$ _____
4' x 30" x 40"	51.00	61.00	\$ _____
6' x 18" x 40"	57.00	67.00	\$ _____
6' x 30" x 40"	57.00	67.00	\$ _____
8' x 18" x 40"	63.00	73.00	\$ _____
8' x 30" x 40"	63.00	73.00	\$ _____

Check Color: Black Blue Burgundy Gold
 Green Red Silver White

SKIRTING, ADDITIONAL

30" x 13'	\$12.00	\$17.00	\$ _____
40" x 13'	16.00	19.50	\$ _____

Check Color: Black Blue Burgundy Gold
 Green Red Silver White

ORDER TOTAL \$ _____

Please Enter Amount on Policy Payment Form



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SHIPPING INSTRUCTIONS FOR 2011 MACNA

INSTRUCTIONS – All shipments MUST BE PREPAID and should be shipped to arrive not later than one week prior to initial installation date. COLLECT SHIPMENTS WILL NOT BE ACCEPTED. All shipments should be addressed to Event Decorators of Iowa as shown:

WAREHOUSE SHIPPING ADDRESS → TO: (Name of exhibiting company & booth #)
FOR: 2011 MACNA
c/o: Event Decorators of Iowa, Inc.
520 SE 4th Street
Des Moines, IA 50309

SHOWSITE SHIPPING ADDRESS → TO: (Name of exhibiting company & booth #)
FOR: 2011 MACNA
c/o: Event Decorators of Iowa, Inc.
Hy-Vee Hall
730 3rd Street
Des Moines, Iowa 50309

ADVANCE SHOW SHIPMENTS THRU EVENT DECORATORS OF IOWA WAREHOUSE

COMPANY NAME _____ AVAILABLE **August 15 - September 6, 2011**

SHOW NAME _____ BOOTH NUMBER _____

NUMBER OF PIECES _____ TOTAL WEIGHT OF SHIPMENT _____

TRUCKLINE _____

SHIPMENTS TO THE SHOWSITE: ON SET-UP DAY ONLY!

Exhibitors may route directly to the showsite during official exhibitor set-up/move on September 6-8 only. Scheduling is very important. Any delivery attempts prior to this specific period will be refused.

We are not responsible for shipments left in booth by exhibitor. We will count and ship pieces as we find shipment when we remove from exhibit hall. Event Decorators of Iowa shall not be responsible for damage to uncrated materials improperly packed, for any concealed damage, for loss, theft of materials after same have been delivered to booth, or before we have picked up loading out of exhibit hall. At the close of the Show, where carriers fail to pick up or refuse to accept shipments, Event Decorators of Iowa reserves the right to reroute such shipments where no disposition is provided, or material may be hauled to a warehouse pending advise from the exhibitor and they will be charged accordingly for this service. No liability will be assumed as a result of such re-routing or handling.

REFORWARDING INSTRUCTIONS AT CLOSE OF THE SHOW

SHIP TO INDIVIDUAL/COMPANY _____

SHIPPING ADDRESS _____
Street Address

_____ City _____ State _____ Zip _____

TOTAL NO. OF PIECES _____ TOTAL WEIGHT OF SHIPMENT _____

DESCRIPTION _____

FORWARD VIA – (Check one)

- MOTOR FREIGHT MOVING VAN AIR FREIGHT FEDERAL EXPRESS UPS
- OTHER _____

NAME OF CARRIER _____

AUTHORIZED BY _____	DATE _____
COMPANY NAME _____	PHONE CONTACT _____



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MATERIAL HANDLING RATE SCHEDULE FOR 2011 MACNA

All items whether received through the Event Decorators of Iowa warehouses and/or at the show site must be moved into or out of the booth Monday-Friday 8 a.m. to 4:30 for straight time rates. Overtime rates to be applicable to all other hours, Saturdays, Sundays and all holidays. **Event Decorators of Iowa is not responsible for any additional charges exhibitors may incur due to scheduling or show site availability.**

1 INBOUND HANDLING THROUGH WAREHOUSE AVAILABLE August 15 - September 6, 2011

Shipments of common freight and crated exhibits will be received and stored up to 30 days prior to set-up date, and delivered to booth. This rate includes any necessary handling of empty containers to and from storage. Each shipment is considered separately. Rates are not based on roundtrip shipments.

Shipment weight (round to next 100 lbs.) _____ ÷ 100 = total hundred weight at \$29.50 per hundred weight. Minimum charge is \$29.50 per shipment.

2 INBOUND HANDLING AT EXHIBIT HALL

Receipt of shipment of common freight and crated exhibits at the exhibit hall during installation period only, from outside carrier or owner's truck, unloading, delivery to booth, and any necessary handling of empty containers to and from storage. Rates are not based on roundtrip shipments.

Shipment weight (round to next 100 lbs.) _____ ÷ 100 = total hundred weight at \$24.75 per hundred weight straight time = \$_____. If overtime is required add \$5.00 cwt. Minimum charge is \$24.75 per shipment.

3 OUTBOUND HANDLING AT EXHIBIT HALL

Outbound shipments at close of show from exhibitors booth to outside carrier or owners vehicle.

Shipment weight (round to next 100 lbs.) _____ ÷ 100 = total hundred weight at \$31.50 per hundred weight overtime = \$_____. If overtime is required add \$5.00 cwt. Minimum charge is \$31.50 per shipment.

The above rates include Social Security, Workmen's Compensation, and Public Liability Insurance.

All shipments should be insured by the exhibitor. Handling and storage rates do not include insurance coverages. Event Decorators of Iowa is not responsible for shipments left in a booth by an exhibitor. Pieces will be counted and shipped as they are found when they are removed from the exhibit hall. Event Decorators of Iowa shall not be responsible for damage to uncrated materials improperly packed, any concealed damage, or loss or theft of materials after they have been delivered to the booth or before they have been picked up for loading out of the exhibit hall. At the close of the show, where carriers fail to pick up or refuse to accept shipments, Event Decorators of Iowa reserves the right to reroute such shipments. Where no disposition is provided, material may be hauled to a warehouse pending advice from the exhibitor who will be charged accordingly for this service. No liability will be assumed as a result of such rerouting or handling.

ORDER TOTAL \$ _____

*Please Enter Amount
on Policy Payment Form*



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Company Name _____

Street Address _____ City _____ Zip _____

Event or Show **2011 MACNA** Booth No. _____

LABOR

SKILLED DISPLAY LABOR FOR INSTALLATION AND DISMANTLING OF EXHIBITS

Decorators and Displaymen: \$48.00 per hour straight time; \$68.50 per hour overtime.
(One hour minimum per man)

LABOR RATES:

ALL LABOR BEFORE 8:00 A.M. and after 4:30 P.M., and all hours on Saturdays, Sundays and Holidays will be charged at the overtime rate.

“O.K. TO PROCEED” EXHIBITOR NEED NOT BE PRESENT

We will proceed with your display set up unless you instruct us otherwise. Every effort will be made to set your display on straight time hours. Unless move in schedule does not permit.

INSTALL & DISMANTLE

No. of Men

Plans attached. Plans in cases # _____

“DO NOT PROCEED” EXHIBITOR WILL SUPERVISE

All work is to be performed only under the supervision of the exhibitor representative.

INSTALL & DISMANTLE

No. of Men

Exhibitor will check in at the service desk

to pick up men on _____ date _____ date _____ time _____

Representative _____

Starting time can be guaranteed only where men are requested for the start of the working day, which is 8:00 A.M. The minimum charge of one hour per man will apply. Failure to call for labor at requested time will result in a one-hour charge per man requested unless 48-hour advance notice is provided. Speed of installation and dismantling cannot be guaranteed to conform to your estimate or past experience.

SPECIAL INSTRUCTIONS: _____

DO NOT WRITE BELOW THIS LINE

INSTALL	DATE	START	STOP	TIME OUT	S.T.	O.T.	DISMANTLE	DATE	START	STOP	TIME OUT	S.T.	O.T.

ORDER TOTAL \$ _____

Please Enter Amount on Policy Payment Form