



March 2017

Greetings,

The 2018 Iowa Fruit and Vegetable Growers Association annual Conference will be held January 25-26, at the Iowa FFA Enrichment Center, 1055 SW Prairie Trail Parkway, Ankeny, Iowa, 50021. We would like to invite your organization to be an exhibitor.

The conference is aimed at meeting the needs of producers of vegetable, herb, and fruit crops, in Iowa and surrounding states. All exhibitors will be in the John Deere Exhibition Hall at the Iowa FFA Enrichment Center. This space allows for all exhibitors to be in the same room. Booth spaces are assigned on a first-come-first-served basis. Preregistration is required to guarantee a booth space.

Refreshments are served in within the exhibition area while all conference rooms are down the hall from the trade show. Our growers look forward to speaking to vendors about new products and services at the annual conference. We appreciate your interest in participating in our annual trade show. We look forward to seeing you in January.

Regards,

A handwritten signature in black ink, appearing to read "C. H. Hill", is written in a cursive style.

On behalf of the Iowa Fruit & Vegetable Growers Association

Encl: Exhibitor Information and Registration



Exhibitor Information

The conference space at the Iowa FFA Enrichment Center allows for all exhibitors to be in the same room. Booth spaces are assigned on a first-come-first-served basis. Preregistration is required to guarantee a booth space.

Key Information:

- The conference will be held at the Iowa FFA Enrichment Center, 1055 SW Prairie Trail Parkway, Ankeny, Iowa, 50021. The center is located on the north edge of Des Moines Area Community College, Ankeny campus. For driving directions, please visit the FFA center's Web site at: <http://www.ffaenrichmentcenter.com>
- Booth set-up is from 2:00 – 6:00 p.m. on Wednesday, January 24th and at 7:00 a.m. on Thursday, January 25th. Teardown may begin Friday, January 26th following the afternoon break.
- Registration will begin at 7:30 a.m. each day. The last session of each day will end by 5:00 p.m.
- General and concurrent sessions (3-4 tracks) will occur throughout the day with midmorning and mid- afternoon breaks.
- Exhibitor fees include booth rental, conference registration and lunch for each day. Each booth is approximately 6' by 8' and contains a 6-foot table and 2 chairs. Double booths are available and should be reserved early. We will adhere to booth dimensions; if you need additional space, please contact us to make arrangements. We want to make sure you have adequate space to display your products.
- Fees do not include any hotel charges. Reservations can be made at the Fairfield Inn and Suites, 215 NE Delaware Ave., Ankeny, by phoning 515-965-8400. Mention that you are with the "Iowa Fruit & Vegetable Growers Association Conference" to get the conference rate of \$104.00 per night. The hotel deadline for the conference rate is January 5, 2017.
- A list of preregistered participants will be available in the Exhibitor Packet when you arrive. An updated list of attendees will be sent to exhibitors after the conference.
- 2018 conference exhibitors will be listed on the Grower Resources page of the Iowa Fruit and Vegetable Growers Association Web site: <http://ifvga.org/>.

Please use the enclosed form to reserve your exhibit space at the Iowa Fruit and Vegetable Growers Association Conference or you may register online at www.ifvga.org



2018 Iowa Fruit and Vegetable Growers Annual Conference

Company or Organization _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Website _____

Product to be donated for silent auction on Thursday (optional) _____

Do you require electricity (only 110 voltage available) at your booth? _____

Competitors from whom you desire booth separation _____

Please check all that apply:

Commercial Exhibitor Registration (includes lunch/breaks for both days)

_____ Single Booth \$350 (prior to Jan. 1) Single Booth \$375 (after Jan. 1)

_____ Double Booth \$475 (prior to Jan. 1) Double Booth \$525 (after Jan. 1)

Non-Profit Exhibitor Registration Fee (includes lunch/breaks for both days)

_____ Single Booth \$100 (prior to Jan. 1)

_____ Single Booth \$125 (after Jan. 1)

Cancellation notification received prior to Jan 5, 2018, will qualify for a full refund, payable at the conclusion of the conference. No refunds will be made for cancellations received after Jan 5, 2018.

Name Badges: 1) _____ 2) _____

Credit Card Payment:

_____ Mastercard

_____ Visa

_____ Discover

_____ Amex

Cardholder name _____ Billing Zip Code _____

Address _____ City _____ State _____ Zip _____

Account Number _____ Total Amount of Transaction _____

Signature of cardholder _____ Card Expiration Date _____

Please mail completed form to: IFVGA, c/o Adam Hohl, P.O. Box 146, Donnellson, IA 52625