

Greetings

Dear Potential 2007 Pond Expo Exhibitor

We hope you will be interested in participating in our Pond and Water Garden Expo. It is the only event of its type in ALL of Iowa and the Midwest for that matter.

The Eastern Iowa Pond Society has a proven track record in staging major pond tours in our area for 10 years. Eastern Iowa Pond Society is one of 4 large Pond and Water Garden clubs in Iowa and is affiliated with the Associated Koi Clubs of America. **EIPS is a non-profit** social club of water gardeners and fish hobbyist. We are trying to put together an all day event to help **educate** fellow hobbyist and introduce the general public to the fun and hobby of water gardening and fish care.

The site for our 2007 Pond Expo is the Hawkeye Downs Center in Cedar Rapids, Iowa. This indoor heated facility is located on the south side of the city just off Interstates I-380 and I-30. It will provide the perfect setting for a spring fling show. Exhibitors can drive in to unload and pack up. On-site parking is free for exhibitors and guest. The Hawkeye Downs site is host to some of the biggest and best craft shows, boat shows, home shows, antique shows, and more.

Hawkeye Downs is also very close to the busy 33rd Ave. Along this street, can be found various hotels and eateries.

For our 2007 Pond Expo we hope to put together the ultimate Pond and Water Garden event. The hobbies of water gardening, goldfish ponds and even tropical fish aquariums are all stepping stones into the Koi keeping world. For these reasons, we are adding all these dimensions to create our **EIPS 2007 Pond Expo**. Our goal is to have on-going lectures and fill the building up with vendors.

Top Reasons to Exhibit:

- Everyone that came last year is clambering for us to do it again!
- This is your opportunity to open up and help us educate a whole new region of the country about your pond care products and/or pond related merchandize.
- You can reach a year's worth of potential customers in just one day!
- Become part of ideal sales and lead developing environment where qualified customers can see and interact with you and your products.
- Experience tremendous exposure, resulting in follow up sales throughout the year.
- Participate in the largest and most comprehensive show of this kind in Iowa.
- Take the guesswork out of where your advertising dollars should be spent.
- A great opportunity to meet and network with other koi and water garden professionals.

We want you to bring things to SELL. Bring your plants and pond products!

We will be sending press packets including discount admission tickets to newspapers, magazines, and area businesses. You too can help promote this event by mentioning Pond Expo 2007 in your own advertising. Advertising has already begun in our club newsletters and on our web site (www.EIPS.org) and will continue right up to Expo 2007.

Attention Nurseries! We know this is the very busiest time of the year for you and the date makes it hard for you to participate. However; because it's only a one day free event, we hope you will consider sending at least one employee to represent your business. They can easily set up just a table with tons of water plants or pond supplies. We'll have club ambassadors available to aid in the setup of all vendors

If you attend only one trade show this year, this is it!

Thank you for your interest and we hope to see you as part of the growing list of exhibitors.

Pond Expo 2007 planning committee

Jackie Allsup- chairman

Eastern Iowa Pond Society

The Expo will have on-going seminars all day!

EIPS has searched high and low to bring in several guest speakers. They will be lecturing all day long. Some of the topics we hope to cover are:

- Plants
- Fish
- Construction
- Pond Maintenance

Special Thanks To Our Corporate Sponsors

This year's Expo would not be possible if it weren't for the generosity of donations from:

Kloubec Fisheries – 1375 Baxter Ave. Amana, IA 52203

Mazuri Koi Foods – 321 72nd St. North, Mahtomedi, MN 55115

EXHIBITOR GENERAL INFORMATION

Because this is a single day event and in order to entice vendors to participate, there is NO LIMIT on the space you can reserve! There is nothing else included with your space. Tables and chairs are available to rent on site if needed. Please fill out the booth reservation form and be sure to indicate the need to rent tables and chairs if needed. Rental fees are due along with your reservation and are non-refundable. EIPS will assign exhibit space on a priority system based on a first come, first served basis. You will be able to set up the night before. **Deadline to return your reservation is March 15TH**

SPECIAL CONDITIONS OF THE SHOW

There is electricity and water available on site, but all vendors will be responsible to supply their own extension cords and hoses. Vendors using water: You are responsible for keeping water within the confines of your designated space to prevent accidents. You are also responsible for adequate GFI electrical protection. **KOI VENDORS, you are responsible for your own tanks, tubing, air pumps and stones, test kits, and treatments. You should also have a backup air pump system. The water supply at Hawkeye Downs is chlorinated city water.** Please bring a pump and hose to empty your tank(s).

Vendors will be able to set up the night before with previous notification. There is NO night security; however building is locked.

The state of Iowa has a 5% sales tax. It is your responsibility to submit all tax forms to the state and pay this tax.

OTHER FACTS

The Eastern Iowa Airport is located just 15 minutes away and serves most major postal services.

Hotels: While there are many hotels located along 33rd Ave., guest speakers will be staying at the Clarion Hotel. You can call 319-366-8671 for reservations.

On grade loading, a large overhead door, unlimited floor load, and unlimited free parking spaces are all characteristics of the building site.

Food and Beverage

- A. Concession will be open during show hours.
- B. NO Alcoholic beverages allowed into or out of the center. This includes move in and move out periods.

Miscellaneous

- A. Hawkeye Downs is a non-smoking building. Smoking is strictly prohibited in all areas within the buildings.
- B. All exits and aisles shall be kept clear of obstructions at all times.
- C. NO open flame allowed in the buildings, candles shall not be lit at any time.
- D. No pets allowed, other than pond animals, of course.

EIPS Pond Expo exhibit space order form
Due back no later than March 15th 2007

COMPANY
NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON(S) 1) _____ 2) _____

TEL _____ FAX _____ EMAIL _____

Brief description of your business: _____

Approximately how much room will you be asking for? _____ ft. x _____ ft.

**PRICE IS ONLY \$25.00 PER VENDOR! (TO HELP WITH
ADVERTISEMENT) NON-PROFITS ORGANIZATIONS ARE EXEMPT
FROM THIS FEE. \$ 25.00**

Circle one

Y N Electric service is needed

Y N Water is needed

Y N I want to rent tables _____ qty @ 15.00 = \$ _____

Y N I want to rent chairs _____ qty @ 1.00 = \$ _____

Total due with reservation = \$ _____

General Release and acceptance of Rules – I/we the applicant(s) have read the policies and rules, contained in the exhibitor package and agree to abide by said conditions in addition, I/we the applicant(s), do expressly release the producer (Eastern Iowa Pond Society) and the owners of the show site and their agents from any and all liability for any damage, injury or loss to any person or goods which may arise from the licensing and occupation of the exhibit space by the applicant(s), and agree to hold and save the producers and owners of the show site harmless of any loss or damage by the reason thereof. I/we give permission to use my name, item descriptions, prices and any photographs, slides, videotape or images taken of me or my items for any and all purposes.

Authorized Applicants Signature: _____

Title: _____ Date: _____

Make checks payable to Eastern Iowa Pond Society and include with this completed and signed form. (Sorry, no credit cards accepted)
Please mail to: Jackie Allsup, PO Box 148 Quasqueton, IA 52326

Raffle donations:

As with most large, well run activities, certain cost are involved. We at EIPS strive to present to our friends and neighbors an informative and fun filled pond related day. We do ask for your understanding and support of our show especially with advertising. The use of store flyers and mentioning our event in your own advertising is greatly appreciated.

We are accepting donations from our supporting vendors that we can use in a raffle to help offset the cost of the day. If you would like to make a donation please list any known object(s) below. You may bring these items or any additional ones with you. If you do not plan to attend, you may send them ahead of time or notify me and we'll make arrangements for pickup.

For question, please call Jackie Allsup, Home - Wkds & Eve:319-934-3665
Work: 319-366-4307 Email: Cedarserviceja@aol.com Fax: 319-366-3027

As always, this additional support is always appreciated but not mandatory for your participation.

A. _____

B _____

C _____

D _____

E _____

Jackie Allsup
Eastern Iowa Pond Society
PO Box 148
Quasqueton, IA 52326

