

EXHIBITS & EVENTS AT IOWA

WHAT'S HAPPENING ON THE EXHIBIT FLOOR

Tuesday, February 26th, 2019 9:00 am – 5:00 pm (Closed over lunch from 12:00 pm – 1:30 pm)

EXHIBITS

With dozens of exhibit booths on display, you'll have plenty to see and do on the exhibit floor. See and touch the products first hand. Speak to professional representatives about what they can offer and how your business can benefit and develop long-lasting partnerships with the best in the industry!

SHOW SPECIALS

This year we're focusing on the buyers and working with our exhibiting companies to offer "**Show Only Specials**". This unique opportunity is designed to provide exhibitors with a favorable sales environment in front of a large number of buyers - while giving the buyers/attendees an additional, can't-be-missed incentive to attend the convention! Any dealers making a purchase at the show will not only receive a deal on the product/service, they will also be given a ticket for a special *Buyers Only* drawing held at the end of the day – so come ready to buy! Dealers will receive a ticket for EACH purchase they make. Need NOT be present to win.

"PIT STOP" PRODUCT DEMONSTRATIONS

Also new this year are the "**Pit Stop**" **Product Demonstrations**. A select number of exhibitors will give a 15-minute overview and demonstration of their product or service right at their booth during the exhibit floor hours! NLA staff will emcee this event by making announcements that a pit stop product demo will be starting, selecting a central gathering location for dealers that want to attend, and then guiding the group to the designated booth signed up for the demo. Interested in hearing more about what they have to say? Stay and talk to the exhibitors after the demo is over!

CONTESTS, DRAWINGS, AND FUN

The exhibit floor is not all business - each year, features are added to the show floor that offer attendees something to enhance their business or just simply add some additional fun to their convention experience. Besides the Buyer's Only Show Special Drawing described above, this year's exhibit floor featured fun involves several Contests & Drawings that will get your adrenaline racing, such as:

- Sponsor Game Card Contest (*drawing held end of day on Tuesday – must be present to win*)
- Prize Drawings at Individual Exhibit Booths (*drawings held end of day on Tuesday – must be present to win*)
- Best Booth Contest for Exhibitors (*announced at the Membership Lunch on Tuesday*)
- NLA Booth Games and Racing-Themed Fun! (*Continuous during entire convention.*)

NETWORKING RECEPTION

Tuesday, February 26th, 2019 3:30 pm – 5:30 pm

The Networking Reception is a free event held right on the exhibit floor on Tuesday evening. It's where business is still in full swing and lumber yard professionals can rub elbows with exhibitors and sponsors in a relaxed atmosphere. Continue doing business or find other common interests to talk about with those around you. Complete with free keg beer, a cash bar, and hors d'oeuvres, this is free event to attend. And remember to listen for contest & prize drawing winners, which will take place during the Networking Reception. *The reception will go 30 minutes past the end of the exhibit hours for a little extra time if you're having too much fun to go home!*