

Construction Industry EXPO

*Designed by Exhibitors,
for Exhibitors*

2012



EXHIBITOR REGISTRATION

Reserve Your Space Today!

Booths in 2011 Sold Out . . .



Don't miss out on exhibiting in 2012 & being a part of history as the Master Builders of Iowa celebrate 100 years!

The Iowa Construction Expo is the most well-attended trade show in the entire Midwest. Attendance for the 2011 show saw a great increase in numbers! In 2012, the Iowa Construction Expo & Convention is moving to the newly renovated and expansive Iowa Events Center. Another exciting aspect of the 2012 show will be its pairing with the Master Builders of Iowa's Centennial Celebration throughout the duration of the Convention, which is anticipated to bring in record numbers in attendance!

◆ ◆ WHO EXHIBITS ◆ ◆

- Light and heavy construction equipment dealers
- Construction material and tool suppliers
- Office equipment dealers
- Computer and software vendors
- Universities, Community colleges and vocational schools
- Plus many more industry related companies

◆ ◆ WHO ATTENDS ◆ ◆

- General Contractors
- Specialty Contractors
- Material Suppliers
- Architects
- Engineers
- Public Works Managers
- Utility & Institutional Buyers
- Real Estate Developers
- Plant Engineers & Managers
- Facilities & Maintenance Managers
- Purchasing Agents
- Property Managers
- Corporate Building Heads
- Owners
- Governmental Authorities



We invite your firm to exhibit at this year's Iowa Construction Expo & MBI Annual Convention! **The new show format in 2011 was created for exhibitors, by exhibitors and was extremely successful, so we are keeping the format for 2012!**

- **1-Day Show / February 21, 2012** – Meet your target audience on 'show day' at the Annual Industry Convention, which includes the following events: Safety Conference, professional development seminars, Safety Awards Breakfast, Awards Luncheon, the Construction Industry Reception and a special exhibit area dedicated to Equipment of the Decades for the centennial celebration.
- **3 Ways to Display** – Choose from three different exhibiting options. You are able to exhibit in one of the areas, or package the different options together for maximum exposure to all those in attendance and greater savings!
 - **Education Row Exhibit Space** – Tables positioned in the seminar hallway, capturing a heavy flow of traffic at every seminar break. A map of this space will be available upon completion of the construction project. **CANCELLED**
 - **Exhibit Hall Booth** – The traditional 10 X 10 booth space, maximizing audience participation by encompassing the dining and awards presentation area. See page 8 for a map of this layout.
 - **Exhibit Hall Equipment Space** – Blocks of space will be available in the Exhibit Hall for large equipment, vehicles or very large displays. See page 8 for a map of this layout.
- **Online Expo** – All exhibitors will have the option of displaying their products and services in the online expo at no additional charge.
- **Competitive Pricing** - Please see page 4 for further pricing information. Package pricing is available at a discounted rate – please contact Tania Bowman at 515-657-4390 for details.

Look Inside For . . .

- Tentative Schedule of Events** - Move-in/out information & exhibiting times. **Page 5**
- Online Iowa Construction Expo** – Gain exposure to your company's products and services via the Online Expo, which will run December 2011 – July 2012. **Page 6**
- Miniature Golf Tournament** – The Mini Golf Tournament was a huge success in 2011! Attract customers to your booth by designing a miniature golf hole. **Page 7**
- Floor Layout** – Choose the location(s) you would like to exhibit in. **Pages 8**
- Centennial Celebration & Sponsorships** - Learn more about the centennial celebrations and how to maximize your brand exposure. **Page 9 - 10**
- Previous Exhibitors List** – Take a look at past exhibiting firms to help you decide if your company needs to be at this year's show. **Pages 11 - 12**
- Attendance List** – Browse through the list of companies that sent representatives to the show in 2010 and 2011 to help determine if your target audience is in attendance. **Pages 13 - 14**
- Exhibitor Rules & Application** – Complete and return this form as soon as possible to choose and secure your desired exhibit space. **Pages 15 - 18**

Choose from 3 Ways to Display!

◆ ◆ Exhibit Hall Booth Space ◆ ◆

The booth configuration has been created to allow for maximizing audience participation by encompassing the dining and awards presentation area with booth space and also lining the entry aisle with booth space. High traffic times for the Exhibit Hall will be around the planned events. Events to be held in the Exhibit Hall include: Safety Awards Breakfast; Masters/Build Iowa Awards Luncheon; and Annual Construction Industry Reception.

Exhibit Hall Booth Space Includes:

- 10 X 10 Booth Space (See Page 9 for Exhibit Hall Layout)
- 8 ft. high draped back wall
- 3 ft. high side drape
- Identification Sign
- Wireless Internet
- 2 Complimentary Tickets to the Safety Award Breakfast and to the MBI Awards Luncheon
- Online Construction Expo (See page 7)



◆ ◆ Education Row Exhibit Space ◆ ◆

The education program at the Annual Convention & Iowa Construction Expo is created as a mechanism to draw attendance to the annual event. Every year between 800 and 1000 construction-related personnel attend one or more of the available programs. The convention's education program is designed to accommodate all facets of the industry... from field training to executive leadership opportunities. Securing space in the Education Row will provide exhibiting firms with "beach front" property and the capacity to capture a live audience at every seminar break. Education Row tables will be located in the hallway directly outside of the meetings rooms. Education Row will be open throughout the entire training day, closing at the end of the final seminar of the day. Special discounts are available for Education Row with the purchase of an Exhibit Hall Booth.

Education Row Exhibit Space Includes:

- Skirted table with 2 chairs
- Identification Sign
- Wireless Internet
- 2 Complimentary Tickets to the Safety Award Breakfast and to the Safety Conference Luncheon
- Online Construction Expo (See page 7)



(The Education Row Layout is to be determined upon completion of the construction project.)

RESERVE YOUR SPACE TODAY!

Exhibit space is assigned on a first-come, first-served basis.

THE Industry Event of the Year

◆◆ Exhibit Hall Equipment Space ◆◆

The Exhibit Hall will also have blocks of space to reserve in order to accommodate large equipment, vehicles or very large displays. Events that will be held in the Exhibit Hall include: Safety Awards Breakfast; Masters/Build Iowa Awards Luncheon; and the Annual Construction Industry Reception. Special discounts are available for Exhibit Hall Equipment Space with the purchase of an Exhibit Hall Booth.

Exhibit Hall Equipment Space Includes:

- Contracted Open Space (• See Page 9 for Exhibit Hall Layout)
- Wireless Internet
- 2 Complimentary Tickets to the Safety Award Breakfast and to the MBI Awards Luncheon
- Online Construction Expo (See page 7)



Pricing Information

Exhibit Hall Booth Space

- 10 X 10 Exhibit Hall Booth
- \$750 each

Exhibit Hall Equipment Space

Pricing as listed (Page 9)

Education Row Exhibit Space

Table & 2 Chairs: \$500 each

CANCELLED

Special package pricing is available for companies wishing to increase their exposure by exhibiting in multiple locations.

Please contact Tania Bowman at tbowman@mbionline.com or (515) 657-4390 for more information on these discounts.

Exhibitor Schedule

All exhibits will be open on **Tuesday, February 21, 2012**. See the tentative schedule on page 5 for exhibiting times. Move-in/out schedules are subject to change.



WWW.MBIONLINE.COM

WWW.IOWACONSTRUCTIONEXPO.COM

Tentative Schedule

MONDAY, FEBRUARY 20, 2012

- 9:00 am – 12:00 pm Exhibit Hall Large Equipment Move-in
12:00 – 4:00 pm Exhibit Hall Booths Move-in
TBD MBI Centennial Gala with Special Musical Guest

TUESDAY, FEBRUARY 21, 2012

- 6:00 – 7:30 am Education Row Exhibits Move-in
7:30 am - 6:30 pm Exhibit Hall OPEN
TBD Safety Award Breakfast - **Located in Exhibit Hall***
TBD Safety Day Schedule To Be Determined
TBD Education & Training Schedule To Be Determined
TBD Awards Luncheon – Build Iowa / Masters Awards -
Located in Exhibit Hall*
~~TBD Safety Conference Luncheon – Location TBD~~
4:30 – 6:30 pm Annual Construction Industry Reception - **Located
in Exhibit Hall***
5:30 – 6:30 pm Education Row Exhibits Move-out
6:30 – 8:30 pm Exhibit Hall Booths & Large Equipment Move-out

WEDNESDAY, FEBRUARY 22, 2012

- TBD Education & Training Schedule To Be Determined

There will be no exhibits on Wednesday, February 22, 2012.

Exhibiting Hours

Exhibit Hall Booth & Equipment Space Hours

7:30 am - 6:30 pm

*High Traffic times will be directly before and after the following two events held in the Exhibit Hall: Safety Award Breakfast and Awards Luncheon, and also during the Annual Construction Industry Reception from 4:30 - 6:30 pm.

Education Row Exhibit Space Hours

~~7:30 am - 5:00 pm~~



The Essential 'Online' Market Connection Online Booth



Link to Company Website

Company video

Company Banner:
Includes company name, logo & link to website

Fishbowl: Area where visitors will sign up to win an iPad from the Iowa Construction Expo

CSI Divisions:
Listing of your company's divisions

Product Flyers:
PDF files

Product Images:
Image gallery

Whats New:
Product Flyer or Link to area of your company website dedicated to new products

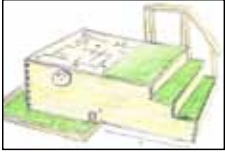
Product Presentation:
Power point presentation

- The Online Expo will run: December 1, 2011 - July 31, 2012
- The Online Expo will be marketed to a list of over 3,000 companies in the construction industry
- The link will be advertised on iSqFt's website (reaching 15,000+ users)
- Only exhibiting companies that contribute complete files for the Online Expo will be listed on www.iowaconstructionexpo.com

Iowa Construction Expo Miniature Golf Tournament



Design...



Build...



Attract Customers!



****Attention Exhibit Hall Booth & Equipment Space Vendors****

We will be holding a Miniature Golf Tournament in the Iowa Construction Expo Exhibit Hall on February 21, 2012!

All attendees will be able to participate in the tournament during the open hours of the Exhibit Hall. There will be a Grand Prizes for participants with the lowest score! In order to qualify for the Grand Prize, participants must have the exhibitor from each hole they participate at sign their score card. The exhibitor with the 'best' miniature golf hole will be awarded a prize and recognized at the end of the Annual Construction Industry Reception on February 21, 2012.

Exhibitors who choose to participate and have a golf hole in their booth will receive the following:

- Additional signage in their booth for their golf hole
- Listing on additional marketing materials sent out to the industry advertising the tournament
- Listing in the Miniature Golf Tournament flyer in all convention packets for attendees
- Listing on the golf scorecards
- Listing on additional advertising in advance of the Convention electronically and via the Master Builders of Iowa website and the Iowa Construction Expo website

**This is a great opportunity for exhibitors
to drive traffic to their booths!**

Fee to participate: \$25 (*will go towards the purchase of the Grand Prizes*)

If you would like to participate, please check the box indicating your participation on the Exhibitor Application found on page 18.

For more information, please contact Tania Bowman at (515) 657-4390 or email tbowman@mbionline.com.

This is only available to Exhibit Hall Booth and Equipment Space vendors.

Happy 100th Birthday MBI!

The Master Builders of Iowa are celebrating 100 years of serving the Iowa construction industry in 2012!

Master Builders is proud to announce that it will be celebrating 100 years in 2012. Since 1912, members of MBI have demonstrated strong leadership and resolve in representing Iowa's business and construction industry. It is this leadership, strength, vitality and resolve that have brought us to where we are today. We encourage all industry personnel to take part of this "celebration of a century!"

There will be various events and displays at this year's Iowa Construction Industry Convention that will help to celebrate this memorable milestone, including:

- **Centennial Gala** - Held Monday, February 20, 2012 in the newly renovated ballroom of the Iowa Events Center. The Gala will feature entertainment on stage and is anticipated to draw hundreds from the industry.
- **Equipment of the Decades Display** - Held Tuesday, February 21, 2012 in the main Exhibit Hall in Hy-Vee Hall. Various items, equipment and photos from the past 100 years will be on display for the industry to view.
- **Convention Extension** - Members of the Master Builders of Iowa are invited to continue the centennial celebration and cruise the Caribbean for five nights following the convention.
- **Plus much more!**

Sponsorships

Would you like to gain maximum exposure at this year's convention? Combine sponsorship recognition with exhibition participation and increase your visibility and the success of attracting your target audience!

Contact Tania Bowman at (515) 657-4390 / tbowman@mbionline.com if you are interested in sponsoring an event.

Organizations that have previously sponsored an event will have first right to participate in the sponsorship programs for the 2012 Convention.

Equipment of the Decades

Do you have construction items from the past 100 years?



Construction Site Photos

Equipment



Tools



We are looking for items to display at the 2012 Iowa Construction Expo & MBI Convention to help celebrate MBI's 100th Anniversary. If you have photos, tools and/or equipment that you would be willing to add to our displays, please contact Tania Bowman as soon as possible at 515-657-4390 or tbowman@mbionline.com.

***There is no fee to have your item(s) on display in the 'Equipment of the Decades' areas of the exhibitor floor.*

Past Exhibitors of the

3DS2 Inc., Elkhorn, NE
A & D Technical Supply Co., Omaha, NE
ACE Mentoring of Central Iowa,
Des Moines, IA
Acme Tools, Des Moines, IA
Acterra Group, Marion, IA
Action Reprographics, Des Moines, IA
ADT Security Services, Des Moines, IA
Ahern Fire Protection, Ankeny, IA
Airgas NOC, Story City, IA
All American Scaffold, Des Moines, IA
Allen Consulting Group Inc, Wilton, IA
Alliance Technologies, Des Moines, IA
Alliant Energy, Cedar Rapids, IA
Allied Systems Inc., Des Moines, IA
American Concrete, Des Moines, IA
American Fence Co, Des Moines, IA
Anderson Ladd, Johnston, IA
Architectural Arts, Des Moines, IA
Armor-Tile Tactile Systems, Buffalo, NY
Arthur J. Gallagher Risk Management
Services, Inc., West Des Moines, IA
Artistic Waste Inc., Des Moines, IA
ASI Cover Buildings, Templeton, IA
ASI Modulex, Grinnell, IA
Automatic Door Group, Des Moines, IA
Baker Group, Des Moines, IA
Bangert Computer Systems,
Burlington, IA
Bearence Mgmt Group, W. Des Moines, IA
Beisser Lumber Company, Grimes, IA
Bergan Paulsen & Co. PC, Cedar Rapids, IA
Blizzard Communications, Des Moines, IA
Bockmann Inc. , Lincoln, NE
Business Resource, Davenport, IA
Capital City Equipment, Des Moines, IA
Carroll Distr. & Constr. Supply,
Ottumwa, IA
CEC - Communications Engineering
Company, Ankeny, IA
Certa Pro Painters, Hiawatha, IA
Charles Gabus Ford, Des Moines, IA
Chestnut Sign Company, Des Moines, IA
CHI Companies, Chanhassen, MN
Cintas – First Aid & Safety Div,
Urbandale, IA
Code Red, Cedar Rapids, IA
Concentra Medical Centers, Urbandale, IA
Concrete Products Co., Sioux City, IA
Constr. Instruments & Service, Norway, IA
Construction Materials, Cedar Rapids, IA
Coreslab Structures, Bellevue, NE
Cornell Iron Works, Mountaintop, PA
Crane Sales & Service, Des Moines, IA
Cross Dillon Tire, Des Moines, IA
CUonline Powered By iSqFt,
Cincinnati, OH
Custom Stud Inc., Lakeville, MN
D.C. Taylor Co., Cedar Rapids, IA
Ditch Witch – Iowa Inc, Slater, IA
DuPont Tyvek, Omaha, NE
Earthfoam, Dubuque, IA
Eastern Iowa Tire, Des Moines, IA
Edwards Cast Stone, Dubuque, IA
EFCO, Des Moines, IA
Employer Support of the Guard and
Reserve, Johnston, IA
Envirotraxx LLC, Grimes, IA
Fabcon Inc, Savage, MN
FJ Lincoln, Janesville, WI
Foundation Support Works of Central
Iowa, Des Moines, IA
Freedom First Aid & Safety LLC,
Des Moines, IA
General Fire & Safety Equipment,
Des Moines, IA
Gerdau Ameristeel, Eldridge, IA
Gilcrest/Jewett, Des Moines, IA
Glass Fabricators Inc, Des Moines, IA
Glen-Gery Brick, West Des Moines, IA
Golf Galaxy, Des Moines, IA
Graham Millwork, Des Moines, IA
Hadar Manufacturing, Humboldt, IA
Hawkeye Material Handling,
Cedar Rapids, IA
Hawkeye Truck/Stellar Industies,
Des Moines, IA
Hayfield Window & Door Co, Hayfield, MN
Heartland Flagpoles & Custom Flags,
Des Moines, IA
Helitech, Belleville, IL
Hi Tech Gypsum Flooring, Waverly, NE
Holmes Murphy & Associates,
Des Moines, IA
ICF Connections Inc, Omaha, NE
IMAGiNiT Tech., Mountain View, CA
Innovative Reach Inc, Cedar Rapids, IA
Insulated Wall & Roof, Minneapolis, MN
Integraspec Midwest, Mount Ayr, IA
Interstate Power & Light Co. ,
Cedar Rapids, IA
Iowa Dept. of Education, Des Moines, IA
Iowa Division of Labor, Des Moines, IA
Iowa Illinois Safety Council, Urbandale, IA
Iowa Methodist Occupational Medicine,
West Des Moines, IA
Iowa Scanning Service/ACE Concrete
Cutting, Independence, IA
Iowa Speedway, Newton, IA
Iowa Spray Foam Insulators, Carroll, IA
ISU AGC Student Chapter, Ames, IA
Iowa Transit Inc, Grimes, IA
IPC Inc, Des Moines, IA
James M Sweeney & Assoc., Davenport, IA
K & E Distributing, Inc., Dallas Center, IA
Kate Lo Tile & Stone, Urbandale, IA

Iowa Construction Expo

Kinzler Construction Services, Ames, IA
Koch Brothers, Des Moines, IA
Konica Minolta Business Solutions USA,
Des Moines, IA
LaMair-Mulock-Condon Co.,
Des Moines, IA
Lamco Inc., Moline, IL
Logan Contractors Supply Inc,
Des Moines, IA
Machinery Trader, Lincoln, NE
Masonry Institute of Iowa, Johnston, IA
Master Builders of Iowa, Des Moines, IA
MB Eye on the Future, Des Moines, IA
MBA Vecchio Insulation Inc., Omaha, NE
McDaniel Fire Systems, Dubuque, IA
Metro Waste Authority, Des Moines, IA
Mid States Ford, Waukee, IA
Mid-Land Equipment Co., Ankeny, IA
Midwest Underground Supply,
Bondurant, IA
Midwest Underwater Specialties,
Davenport, IA
Midwest Wheel, Cedar Rapids, IA
Moberg Gallery, Des Moines, IA
Molin Concrete Products, Lino Lakes, MN
MSDS Binderworks, Des Moines, IA
Multivista Iowa, Ankeny, IA
Municipal Supply, Des Moines, IA
National Sprint Car Hall of Fame &
Museum, Knoxville, IA
NAWIC, Des Moines, IA
New Millennium Tech., Indianola, IA
Nyemaster Goode, Des Moines, IA
Oldcastle Precast, Ramsey, MN
One Source Training, Des Moines, IA
P E S Inc, Marion, IA
PAETEC, Urbandale, IA
Panel Tech LLC, Omaha, NE
Per Mar Security Services, Davenport, IA
Peterson Contractors Inc., Reinbeck, IA
Phelans Interiors, Cedar Rapids, IA
Pospisil Painting Inc., Cedar Rapids, IA
Quad City Safety, Davenport, IA
Quality Resource Group, Des Moines, IA
Rapids Reproductions, Cedar Rapids, IA
Red Wing Shoe Store, Des Moines, IA
Rhino Materials, West Des Moines, IA
Rockford Rigging, Des Moines, IA
Rockwood Retaining Walls, Inc.,
Rochester, MN
Rogers Automated Entrances,
Pleasant Hill, IA
Roof Top Sedums LLC, Davenport, IA
RSM McGladrey, Des Moines, IA
Rueter's, Johnston, IA
Russell Associates, Des Moines, IA
Schumacher Elevator Co., Denver, IA
Seedorff Masonry, Strawberry Point, IA
Sherwin Williams Co., Cedar Rapids, IA
Shive-Hattery, West Des Moines, IA
Skold Construction Services/Skold Door,
Des Moines, IA
Spencer Polysteel, Oskaloosa, IA
Spray Seal, Inc., Algona, IA
Star Equipment Ltd, Des Moines, IA
Stetson Building Products, Des Moines, IA
Storey Kenworthy, Des Moines, IA
Storm Water Solutions, Mason City, IA
Submittal Exchange LLC, Des Moines, IA
T L Fabrications Ltd, Victor, IA
Taylor Ridge Drilled Foundations,
Taylor Ridge, IL
TCC Materials/SPEC MIX, Des Moines, IA
Technical Solutions LLC, Des Moines, IA
Terracon, Cedar Rapids, IA
Titan Machinery, Des Moines, IA
Tri State Company, Grimes, IA
Triplett Company, Des Moines, IA
Truck Equipment Inc., Des Moines, IA
True Wireless Inc., Des Moines, IA
TSA Manufacturing, Omaha, NE
Ultra Pure & Industrial Services, Boone, IA
Unlimited Lighting LLC, Knoxville, IA
University Of Northern Iowa,
Cedar Falls, IA
United Brick & Tile, Des Moines, IA
United Healthcare, Moline, IL
United Rentals, Ankeny, IA
Unitex, Kansas City, MO
US Bank, Des Moines, IA
US Cellular/Cellular Advantage,
Urbandale, IA
US Green Building Council Iowa Chapter,
Des Moines, IA
Valders Stone & Marble, Inc., Valders, WI
Value Place Hotel, Des Moines, IA
Van Wall Equipment, Ames, IA
Vermeer Sales & Service, Pella, IA
Victaulic Co. of America, Iowa City, IA
Vinyl Coat of America, Des Moines, IA
Waldinger Corporation, Des Moines, IA
Walman Optical, Milan, IL
Waste Management of Iowa,
Des Moines, IA
Wells Concrete, Wells, MN
Wells Fargo, Des Moines, IA
White Cap Constr. Supply, Des Moines, IA
Wolin Mech.-Electrical Cntrs,
Des Moines, IA
Woodcraft/Midland Partners Inc,
Urbandale, IA
XCEL Consultants, Inc, Rock Island, IL
Zee Medical Service Co., Chariton, IA
Ziegler CAT, Altoona, IA

Annual Industry Convention

20 Somethin' Safety Services
A & D Technical Supply Co.
A.J. Allen Mech. Contractors
Academy Roofing & Sheet
Metal Co.
Access Products Inc.
Acterra Group
Action Concrete
Action Reprographics
ADT Security Services
Advanced Designs LLC
Advanced Wall Inc
Ahrold-Fay Rosenberg
Alcan Packaging
Alex-Teck
Allen Blasting & Coating Inc.
Allen Consulting Group Inc.
Allen Hospital
Allender Butzke Engineers
Allied Construction Services
Allstar Fence
American Concrete
American Concrete Pumping
Anderson Design & Consulting
Andrews Prestressed Concrete
APC Emmert Mfg.
Architectural Arts
Architectural Wall Systems Co.
Armada Corporate Intelligence
Arthur J Gallagher Risk
Management Services
ASI – Modulex
ASI - Signage
Auction Time
Automatic Door Group, Inc.
B & S Masonry Inc.
Baker Electric Inc.
Baker Group
Ball Construction Services
Bangert Computer Systems
Bankers Trust
Barker, Lemar & Associates
Bearing Management Group
Beisser's Inc., Lumber Co.
Bergan, Paulsen & Co., PC
Berkley Surety Group LLC
Betts & Beer Construction Co.
Blackhawk Auto Sprinklers
Blizzard Communications, LLC
Bradley & Riley PC
Breholz Construction Co.
Brown Engineering Company
Brown Winick Law Firm
Bud Jones Construction Inc.
Building Contractor Source
Inc. Dba BCS Iowa
Bush Construction Co., Inc.
C R Conveying, Inc.
C. W. Suter & Son Inc.
Captain Clean Ltd.
Cardinal Construction Inc.
Carter & Associates, Inc.
Caseys Corporate Office
CB & I
Cedar Rapids Bank & Trust

Cedar Ridge Winery & Distillery
Cedar Valley Steel Inc.
Central Iowa Building Systems
Chubb Surety
Civil Design Advantage
CK Fairco, Inc.
Classic Window Treatments
Climate Engineers Inc.
Cole Excavating
Commonwealth Electric
Company of the Midwest
Communications Engineering
Concrete Supply Inc.
Concrete Technologies
Conlon Construction Co.
Construction Heaters, Inc.
Construction Services Inc.
Construction Software
Technologies
Continental Western Group
Continental Fire Sprinklers
Control Installations of Iowa,
Coreslab Structures Inc.
CTI Ready Mix
Cunningham-Reis Company
D.W. Zinser Company
Dahl Air Conditioning &
Heating
Davenport Community
Schools
David Bear Inc.
Dean Snyder Construction
Department of Transportation
Des Moines Water Works
Don Gardner Construction Co.
Doors, Inc.
Drake-Williams Steel, Inc.
Draper & Kramer
Ecolab, Inc.
Edge Commercial
EFCO
Electrical Concepts
EMC Insurance Companies
Employee & Family Resources
Employer Support of the
Guard & Reserve
Essex Corporation
Estes Construction
Fabcon
Federal Health Specialty
Contracting
Fire Service Training Bureau
First Presbyterian Church
Fisher Building Services Inc.
Forrest & Associate Inc.
Fort Dodge Asphalt Co.
Foundation Service Corp
Foundation Support Works of
Central Iowa
Frank Millard Company
G & L Clothing
Geisler Brothers Co.
Genesis Medical Center
Glen-Gery Brick Center
Godbersen-Smith Constr.

Graham Construction Co.
Graham Construction Inc.
Graves Construction
Grazzini Brothers
Grimes Asphalt & Paving Corp.
GuideOne Taylor Ball Constr.
Gus Construction
Hall-Perrine Foundation
Halvorson Trane
Hansen Company
HCI Construction Inc.
Heartland Finishes Inc.
Heck's Dozer Inc.
Helitech
Henkel Construction Co.
Henning Construction
Herbert Lewis Kruse Blunck
Hermes Landscaping
Holmes Murphy & Associates
Holt Plumbing & Heating
Hopkins & Huebner, PC
Hubbell Construction Services
Hunter Construction Co., Inc.
Hy-Vee Weitz Construction
IIW Engineers & Surveyors
IMAGINiT Technologies
Indian Hills Community
College
Industrial Commercial
Insulation
Innovative Reach Inc.
Insulated Wall & Roof Co.
Integrity Construction Services
Interstates
Invision Architecture
Iowa Bridge & Culvert Inc.
Iowa Central Community
College
Iowa Dept. of Administrative
Services
Iowa Dept. of Economic
Development
Iowa Dept. of Education
Iowa Dept. of Labor
Iowa Dept. of Motor Vehicles
Iowa Finance Authority
Iowa Health Systems
Iowa OSHA Consultation
Iowa Spray Foam Insulators
Iowa State University
Iowa Workforce Development
IPC, Inc.
ISU AGC
Iutzi Construction
J & M Roofing & Maintenance
J B Holland Construction
JC Roofing & Insulating, Inc.
JC Toland
J C Wiley & Sons
J.E. Dunn Construction
J.P. Cullen & Sons, Inc.
J. Pettiecord Inc.
J-Berd Mechanical Contractors
JARCO Builders LTD
Jensen Builders Ltd.

Attendance in 2010 & 2011

Jensen Construction Co.
Jim Giese Commercial Roofing
Jim McLaughlin Constr. Inc.
Jim's Carpet One
Johnson Machine Works, Inc.
K & E Distributing Inc.
K & W Electric
Kaiserr Painting
Karls TV & Appliance
KJWW Engineering
Knutson Construction Services
Koester Construction Co.
Kolacia Construction Inc.
Kraus Plumbing
Krudico, Inc.
Kurtz Hardware Company
Kum & Go
L.B. Masonry, LLC
LaMair Mulock Condon Co.
Larry's Window Service, Inc.
Larson Contracting Inc.
Laugerman Architects
Loecke Building Service
Logan Contractors Supply Inc.
M.A. Mortenson
Machinery Trader
McComas Lacina Construction
McGladrey
McGough Construction Co.
MD Construction LLC
Merchants Bonding Co.
Merit Construction Co.
Merit Resources
Metro Demolition Inc.
Mid America Basement
Systems
Mid-American Energy
Mid-States Concrete Industries
Midwestern Mechanical
Miron Construction
Molin Concrete Products Co.
Mortenson Construction
Multivista Iowa
Municipal Pipe Tool Co., LLC
Munro Construction Co.
Murphy Heavy Contracting
NAS Surety Group
NB Handyman Service
NAWIC
Nehring Construction
Nelson Electric Company
Neumann Brothers, Inc.
Newell Machinery Company
Nikkel & Associates Inc.
North Iowa Area Community
College
Northwest Automation and
Controls
Northwest Steel Erection Co.
Nyemaster Goode
Oakview Dck, L.L.C.
OEL Construction Services
Oharco Distributors
Olympic Companies Inc.
One Source Training
Onsite Testers Company
PAETEC
Panel Tech LLC
Per Mar Security Services
Peters Construction Corp.
PFoff Electric
Phelans Interiors
Pinnacle Construction Group
Point Builders, LLC
Polk County Conservation
Pool Tech
Pospisil Painting Inc.
Portzen Construction Inc.
Prairie Construction Co.
Precision Concrete Services
Premier Glazing Systems
Proctor Mechanical Corp.
Professional Drywall
Protex Central Inc.
R.H. Grabau Construction
Rasmussen Group
RDG Planning & Design
Red Wing Shoe Store
Reding Gravel & Excavating
Redstone Painting Co.
Renaissance Restoration
Resco-USA LLC
Rew Materials
Reynolds & Reynolds Inc.
Rinderknecht Associates Inc.
Rockford Rigging Inc.
Roof Top Sedums, LLC
Royale Concrete
RSM McGladrey Inc.
RTKL
Russell Construction Co., Inc.
Ryan & Associates
Ryan Companies US Inc.
Sande Construction & Supply
Schaus-Vorhies Contracting
Schumacher Elevator Co.
Seedorff Masonry, Inc.
Selzer Werderitsch Associates
Seydel Construction Inc.
Shive-Hattery, Inc.
Sioux City Foundry
Skold Construction Services
Skold Door Company, Inc.
Snyder & Associates
Soil-Tek
Solum Lang Architects
Spray Seal
St. Lukes Hospital
Stained Glass
Star Equipment, Ltd.
Stenstrom
Sternquist Construction
Stetson Building Products
Story Construction Co.
Stroh Corporation
Submittal Exchange
Sunderland Brothers Company
SVPA Architects Inc.
Swales Precast Inc.
Swanson Construction Co.
Swanson Gentleman Inc.
Taylor Claims Consulting &
Construction
Taylor Ohde, LLC
Taylor Ridge Drilled
Foundatoin
Taylor Roofing, Inc.
Terracon Inc.
The Architectural Edge
The Green Building Initiative
The Performance Group
The Principal Financial Group
The Samuels Group, Inc.
The Waldinger Corporation
The Weitz Company
Tiedt Nursery
Tietjens/Lockhart Construction
Titan Machinery
Topping Out Inc.
Townsend Crane
Travelers
Triple B Construction
Triplett Companies
Truck Equipment Inc.
TrueNorth, L.C.
TSA Manufacturing
TSF Structures, Inc.
UGL Unicco
Ultrapure & Industrial Services
United Contractors, Inc.
United Rentals
United Rentals Trench Safety
University of Northern Iowa
Utility Equipment Company
US Bank
US Erectors Inc.
USG
Valley Construction
Value Place
Van Diest Medical Center
Van Wall Equipment
Ver Ploeg Architecture
Vicaltae Company of America
Videofied
Vieth Construction Corp.
W.A. Klinger LLC
Walsh Door & Hardware Co.
Weitz Co.
Wells Concrete Products
Wells Fargo
Western Waterproofing Co..
White Cap Constr. Supply
Whitfield & Eddy, PLC
Willenborg Plumbing &
Heating Inc.
Wolin Mech – Electrical Cntrs
Woodruff Construction LLC
Woodruff Design
Work Systems Rehab
WRH Inc.
XCEL Consultants
Xenia Rural Water District
Young Industries
Young Mechanical
Zurich North America Surety

2012 Iowa Construction

EXHIBIT HALL BOOTH SPACE

The Exhibit Hall will be open for set-up Monday, February 20, 2012 from 12 - 4 pm. No late set-up will be allowed. The Exhibit Hall will be open on Tuesday, February 21, 2012 from 7:30 am - 6:30 pm. The space contracted for is to be used solely by the Exhibitor. It is agreed the Exhibitor will not sublet or assign any portion of same without the written consent of the Management. Exhibitor move-out is scheduled for Tuesday, February 21, 2012, 6:30 - 8:30 pm. All Exhibitor belongings must be removed by 9:00 pm on February 21st. Any items remaining in the Exhibit Hall after this time will be removed at the cost of the exhibitor.

SPECIFICATIONS: Standard booth equipment is of aluminum construction with flame proofed back wall draperies 8' high and with flame proofed draped dividers 36" high. Wireless internet will be provided by the Iowa Construction Expo Management. Any additional decorating should be contracted through Freeman Decorating Company. Tables, counters, chairs, electricity use, carpeting, freight, storage, etc. are not included in the booth fee. A packet of order forms for services and equipment will be forwarded electronically to the person listed on the application by Freeman Decorating. The exhibitor is required to make any arrangements for equipment and services and to assume the cost of same.

EXHIBIT HALL EQUIPMENT SPACE

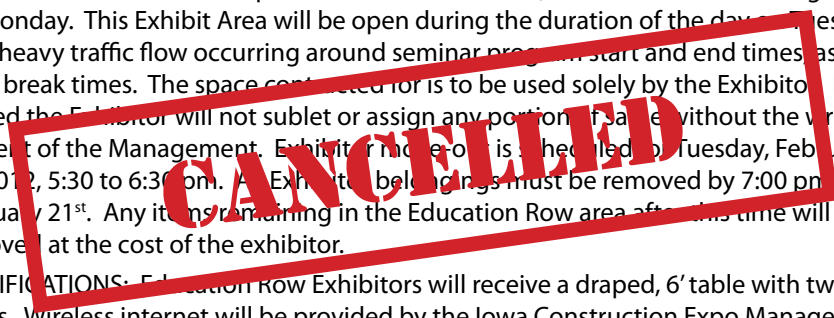
The Exhibit Hall will be open for set-up Monday, February 20, 2012 for large equipment from 9:00 am - 12:00 pm. No late set-up will be allowed. The Exhibit Hall will be open on Tuesday, February 21, 2012 from 7:30 am - 6:30 pm. The space contracted for is to be used solely by the Exhibitor. It is agreed the Exhibitor will not sublet or assign any portion of same without the written consent of the Management. Exhibitor move-out is scheduled for Tuesday, February 21, 2012, 6:30 - 8:30 pm. All Exhibitor belongings must be removed by 9:00 pm on February 21st. Any items remaining in the Exhibit Hall after this time will be removed at the cost of the exhibitor.

SPECIFICATIONS: Equipment Space Exhibitors will receive a taped area of space as assigned. Wireless internet will be provided by the Iowa Construction Expo Management. Additional decorating is permitted but is contracted through Freeman Decorating Company. Tables, counters, chairs, electricity use, carpeting, freight, storage, etc. are not included in the exhibiting fee. A packet of order forms for services and equipment will be forwarded electronically to the person listed on the application by Freeman Decorating. The exhibitor is required to make any arrangements for equipment and services and to assume the cost of same.

EDUCATION ROW EXHIBITOR SPACE

The Education Row area will be available for set-up on Tuesday, February 21, 2012 from 6:00 - 7:30 am. This exhibit space is not a secured area, thus we are not advising set-up on Monday. This Exhibit Area will be open during the duration of the day on Tuesday, with heavy traffic flow occurring around seminar program start and end times as well as all break times. The space contracted for is to be used solely by the Exhibitor. It is agreed the Exhibitor will not sublet or assign any portion of same without the written consent of the Management. Exhibitor move-out is scheduled for Tuesday, February 21, 2012, 5:30 to 6:30 pm. All Exhibitor belongings must be removed by 7:00 pm on February 21st. Any items remaining in the Education Row area after this time will be removed at the cost of the exhibitor.

SPECIFICATIONS: Education Row Exhibitors will receive a draped, 6' table with two chairs. Wireless internet will be provided by the Iowa Construction Expo Management. Additional decorating is permitted but is contracted through Freeman Decorating Company. Electricity use, display materials, freight, storage, etc. are not included in the booth fee. A packet of order forms for services and equipment will be forwarded electronically to the person listed on the application by Freeman Decorating. The exhibitor is required to make any arrangements for equipment and services and to assume the cost of same.



Expo Rules & Regulations

PAYMENT: A deposit of 35% of fees is due upon receipt of your invoice. All booth fees must be paid in full by January 13, 2012. After January 13, 2012, the Iowa Construction Expo Management will not hold any space that is not fully paid for and reserves the right to rent any partially paid or unpaid space after this date.

CANCELLATIONS: If written cancellation is received on or before January 2, 2012, 100% of the fees paid will be refunded. If written cancellation is received on or before January 13, 2012, 50% of the fees paid will be refunded. There will be no refunds of any kind for written or verbal cancellations received after January 13, 2012. Management may cancel without refund any space for noncompliance with the terms, conditions and regulations of this contract, or for non-payment of fees.

FLOOR ALLOCATION: All space will be allotted on a first-come, first-serve basis. The Management reserves the right to alter the location of space, at its sole discretion, in the best interests of the show, and the Exhibitor agrees to accept relocation. Such change of location will be made with notice, which may be ordinary correspondence to the Exhibitor.

USE OF EXHIBIT SPACE: The aisles, passageways and overhead spaces remain strictly under control of the Convention. The Convention Management reserves the right to restrict exhibits that may have been falsely entered, or may be deemed unsuitable or objectionable. This reservation applies to noise, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the Convention as a whole; it also applies to exhibits or advertising of any nature in the Convention Complex property.

ESSENTIAL 'ONLINE' MARKET CONNECTION: Exhibitors shall choose to provide information, in the requested form, to the Iowa Construction Expo for placement in the online market connection. If complete material is not received, the Exhibitor agrees that it was of their choice not to have their company's information listed on the website. Convention Management reserves the right to review all materials submitted to the online market connection and make the final decision of whether it will be displayed.

EXHIBITORS ATTENDING CONVENTION: Exhibitors are required to submit in advance the names of staff members who will be attending the Convention.

- **Exhibit Hall Booth and Equipment Space Exhibitors** - Two company representatives from one exhibiting company may have admittance to the Safety Award Breakfast and to the MBI Awards Luncheon as part of the exhibiting package. Any additional representatives wishing to attend these events must register separately. (Registration forms will be provided at a later date.)
- **Education Row Exhibit Space Exhibitors** - Two company representatives from one exhibiting company may have admittance to the Safety Award Breakfast and to the Safety Conference Luncheon as part of the exhibiting package (this does not include the MBI Awards Luncheon). Any additional representatives wishing to attend these events must register separately. (Registration forms will be provided at a later date.)

EXHIBITOR KIT: Upon registration, Exhibitors will be mailed a "Marketing Kit." This "kit" comes equipped to provide you with the tools needed for a successful convention. The kit will also contain the forms for signing up employees working your booth for the show and for turning in your online expo booth information.

LIABILITY & INSURANCE: The Exhibitor is entirely responsible for the space leased and agrees to reimburse the Management for any damage to the floors, walls or equipment which has been made in the leased space. It is distinctly understood and agreed that in no case shall the Convention Manager or the show management director at the Convention Complex, its officers or agents be responsible for any loss, theft, damage by fire, or injury of any character to any person or article. Security will be on duty during the event, but the Management, while taking all precautions against loss, will not guarantee against it. Each exhibitor should make provisions to safeguard goods from the time they are placed on display until the time they are removed. Exhibitors wishing to insure their goods must do so at their own expense.

CATERING: Food and beverages must be purchased from the official caterer at the Iowa Events Center.

EVENT CANCELLATION: Should any emergency arise previous to the opening date of the Convention, which would prevent its scheduled opening, such as destruction or damage of the Convention Complex by fire, windstorm, strikes or acts of God, etc., or a declaration of a national emergency by the President, it is expressly understood and agreed that the Management may retain as much of the payment for the exhibit space as is necessary to cover the expenses incurred up to the time of such emergency.

RULES AND REGULATIONS: The exhibitor agrees to abide by the rules and regulations of the Iowa Construction Expo, the Iowa Events Center and Freeman Decorating, and agrees to abide by, conform to and comply with all the laws of the United States and the State of Iowa, and all the ordinances of the City of Des Moines, together with all rules and requirements of the Police, Fire and Health Departments of the City of Des Moines, and will not do, or suffer to be done, anything on the premises during the term of this agreement, in violation of any such rules, laws or ordinances, and it is understood that this agreement may be terminated and cancelled for any such violation. These rules may be amended at any time and all Exhibitors will be notified of such amendments. It is expressly understood and agreed by the Exhibitor that the rules and regulations of the show as amended by the Management shall be considered a part of this contract, incorporated herein by reference and to the same extent and effect as if said rules and regulations were set forth in full in the agreement.

WE APPRECIATE YOUR COOPERATION AND HOPE YOU HAVE A GREAT SHOW!

Here's How to Register Your Exhibiting Space

- Decide where you would like to exhibit. There are special package prices available for those companies wishing to exhibit in more than one mode.
- Complete the Exhibitor Application. Carefully read the Rules & Regulations set forth; sign and fax/email a copy to Tania Bowman to reserve your top choice of exhibiting space.
- Upon receipt of your application, you will receive booking confirmation of your chosen space or alternative suggestions if your chosen space is reserved.
- Once your space is determined, an invoice will be sent and the deposit is due upon receipt.
- Once registered, you will receive an Exhibitor Kit to help with preparing for the Iowa Construction Expo.
- At the first of the year, all registered exhibitors will receive a copy of the Iowa Construction Industry Convention brochure and registration. At this time you will be able to register for any additional convention seminars and/or special events.

Due to the interest we have received and the pairing with the Master Builders of Iowa Centennial Celebration, we expect exhibit space to sell quickly, so we advise you to reserve your space without delay!

Tania Bowman - Exhibit Sales & Coordinator

Email: tbowman@mbionline.com

Phone: (515) 657-4390

Fax: (515) 288-2617

221 Park St./PO Box 695

Des Moines, IA 50306

www.mbionline.com

www.iowaconstructionexpo.com

EXHIBITOR APPLICATION

Iowa Construction Expo

February 21, 2012

Iowa Events Center - Des Moines, Iowa

COMPANY _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____ FAX _____

CONTACT _____ TITLE _____

E-MAIL _____ WEBSITE _____

Fees

Please Complete the Information for the Exhibiting Space You Wish to Purchase:

10 X 10 Exhibit Hall Booth Space
Booths are \$750 \$ _____
Booth Location Preference: 1st _____ 2nd _____ 3rd _____ 4th _____

Exhibit Hall Equipment Space
Pricing as listed (Page 8) \$ _____
Equipment Location Preference: 1st _____ 2nd _____ 3rd _____ 4th _____

Education Row Table Exhibit Space
All tables: ~~\$500 each~~ \$ _____
Location will be determined at the completion of the floor plan.

Please contact Tania Bowman for information on special package pricing discounts at (515) 657-4390 or tbowman@mbionline.com.

Iowa Construction Expo Mini Golf Tournament Hole
Design & Bring Your Own Golf Hole (See page 7): \$25 \$ _____

Total Fees: \$ _____

Exhibit spaces are assigned on a first-come, first-served basis. Upon receipt of your application, you will receive booking confirmation of your chosen space or alternative suggestions if your chosen space is reserved. Once your space is determined, an invoice will be sent and a deposit of 35% of the total payment is due upon receipt

Payments accepted include: Check, Visa, MasterCard, Discover and American Express.

Complete payment must be received by January 14, 2012.

Company acknowledges that we have read and accept all terms, conditions, and regulations printed in this packet, which hereby become part of this agreement. We understand that in addition to any and all legal and equitable remedies which the Iowa Construction Expo management may have, that at its option it may cancel any agreement and reservation in any case involving noncompliance with the terms, conditions and regulations of this agreement, for nonpayment of the contract sum or for any reason.

This contract is accepted and submitted on behalf of the participating company by:

Name _____

Title _____

Signature _____

Date _____

Please Remove and Return this Application to:

Iowa Construction Expo - Attn: Tania Bowman

EMAIL: tbowman@mbionline.com

FAX: (515) 288-2617

PO Box 695

Des Moines, Iowa 50306



