



# Nebraska Iowa Electrical Council

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## 2011 TRADE SHOW UPDATE NEWSLETTER

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### Hotel Room Reservations

There is no official hotel for the 2011 NIEC Trade Show. The Country Inn & Suites is connected to the Mid-America Center.

In addition to the Country Inn & Suites, we have contacted the other hotels near to the MAC. Their rates and maps to their locations are posted on the website at:

[www.electricalcouncil.com/hotels.htm](http://www.electricalcouncil.com/hotels.htm)

### Show Promotion to begin

Promotion of the show will kick into high gear very soon.

About March 1, we will mail the official registration brochure to thousands of people in the region. In the meantime, we will be promoting the show at all the code classes in the next three months.

Also, in March, we will be sending counter cards to supply houses in the region. In addition, the next two issues of the Membership Directory will feature information on the show. If you are in supply houses in the region, be sure to check to see if they are displaying the counter cards and if they have a supply of brochures. If not, let us know.

Be sure to get your Brochure Order Form in to the NIEC office. We will send your brochures in March. It's important that we all PROMOTE THE SHOW.

### Upcoming Dates to Remember:

- **ASAP** – *Send in contracts and payment.*
- **ASAP** – *Send in Brochure Order Form.*
- **April 4** – *Send in Booth Line Form.*
- **April 14** – *Send in Booth Personnel Form.*
- **April 19** – Show set up day.
- **April 20-21** – Show Time!

### Show Near Sellout!

The 2011 NIEC Trade Show is essentially “sold out”.

A few spaces are still blank on the website, but those will be taken by a few exhibitors who have indicated that they will be in the show, but haven't selected their specific space.

We have several new exhibitors and some of the “old timers” have taken more space than the previous show.

If you are one of the few previous exhibitors who haven't responded yet, we encourage you to act soon. Once the space is all reserved, we will create a standby list. Should there be any cancellations, we will fill those spaces from the standby list.

### Code Class to be offered with the '11 show

We will offer a six-hour code class that will run from 8:00 a.m. until 3:00 p.m. on the first day of the show. The show opens at 2:00 p.m. that day, so attendees will have plenty of time to visit the show after class.

The 2011 National Electrical Code is in the process of being adopted by both Nebraska and Iowa. We expect that fact to help with the demand for 2011 code classes.

Since the 2008 show, we have greatly expanded our database with the names of Iowa contractors and journeymen. Hundreds of people who didn't really know who we were, now know us.

### Exhibit Service Kits on the Website on March 1

AAA Rents is the official decorator for the show. Their exhibit service kits will be on our website in early March.

The kits contain all of the information and forms necessary to order booth equipment, handle freight in and out of the show, and to order any labor necessary to setup or teardown exhibits. This time we will be providing carpet in just the aisles.