



Nebraska Iowa Electrical Council

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2011 TRADE SHOW UPDATE NEWSLETTER

April 15, 2011

11-2

Parking at the MAC

During the show on Wednesday and Thursday, exhibitors should park in the lots to the west and north of the MAC. (See the enclosed property overview map.) This will leave the main parking lot in the area south of the entrance for attendees.

During setup on Tuesday, you are welcome to use the south lot.

Check In April 19

Please check in with the NIEC staff in the lobby just outside the Exhibit Hall's NORTHEAST entrance. We will begin check-in at 1:00 p.m. Officially, check-in runs to 6:00 p.m., but as long as you are in by 6:00 p.m., you are welcome to stay later.

At the check in desk you will be given your packet and all personnel badges. You may check in with AAA Rents near the roll up door in the Exhibit Hall.

AAA Rents should have all your furniture, etc. in your booth when you arrive.

Early Arrival April 19

If you have a special situation with respect to setting up your booth and need to get into the hall before the official check in time of 1:00 p.m. on April 19, we ask that you let us know in advance.

AAA will be working right up to the 1:00 p.m. check in time, so the less traffic on the floor the better. However, we know that there might be special circumstances and we're happy to work with you, but we need to know in advance.

Note Show Hours!

For the sake of integrity of the show and public relations, we urge you to cooperate by adhering to the published show hours.

We've adjusted to show hours to give attendees options on when to come to the show. Let's make sure we're still here when they arrive.

Last Minute Reminders...

- If you are carrying in material for your booth, we encourage you to use the SOUTH entrance to the Exhibit Hall since much of the heavy freight and trucks will be using the north (loading dock) entrance.

- Show security will begin at 6:00 p.m. on Tuesday. If you need initial access to the Exhibit Hall after that time, please call the NIEC office so that we can make arrangements with security. If you are already in the Hall before that time, notification is not necessary.

- Please be patient. We all know that Tuesday will be a little crazy. Everybody wants to get in and get out. AAA Rents, the MAC staff, and the NIEC staff will do all we can to make this happen, but we do need understanding when the inevitable, but unintended problems arise.

2011 NIEC Trade Show Schedule of Events

Tuesday, April 19

Midnight - 1:00 p.m.	Show Decorator Setup
1:00 p.m. - 6:00 p.m.	Exhibitor Setup and Registration

Wednesday, April 20

8:00 a.m. - 100 p.m.	Final Exhibitor Setup
8:00 a.m. - 3:00 p.m.	Code Class
1:00 p.m.	Aisles cleaned. (No heavy equipment on the floor. Hand carried items only.)
2:00 - 8:30 p.m.	Show Open

Thursday, April 21

8:00 a.m.	Hall opens for exhibitors and carpets vacuumed
10:00 a.m. - 5:00 p.m.	Show Open
5:00 p.m.	Move out begins

Friday, April 22

Move out by 10:00 a.m.

Review Your Forms

We ask that you take a few minutes to make sure that you have sent us the necessary forms to administer the show.

[On the website](#), you can download the Booth Personnel Form and the Door Prize Form. We would appreciate having both of these forms in advance, but you can also fill them out when you check in on Tuesday, April 19

Code Class on Wednesday

As we did in 2008, we will have a six-hour code class at the MAC on Wednesday. We expect about 80 people to be in the class from 8:00 a.m. until about 3:00 p.m. There will be plenty of time for them to visit the show after the class.

The class will cover "Changes in the 2011 National Electrical Code". The class is approved in Iowa and Nebraska for state-required continuing education credit.

Electrical Orders Deadline

If you have not ordered electrical power for your booth we urge you to do so ASAP. It is more expensive to order on set up day and you will probably have to wait for the staff electrician to get to your booth space.

[Click here](#) to go to our web page to download the Electrical Order Form.

"Casual Dress" Suggested

During show hours, we recommend that exhibitors dress "casually" during the show.

It is felt that casual attire will make for a more customer-friendly show. It is just a suggestion.

Exhibitors wishing to establish a "theme" in their booth are encouraged to do so.

Data and Lists Will Be Available After the Show

Contact information for trade show attendees will be available soon after the show.

The data will be emailed to all exhibitors on Saturday, April 23. It will be an Excel spreadsheet. If you prefer straight ASCII text, you can request that in a reply to the email transmitting the data.

Focus Signs Available

We will have special focus signs available at the exhibitor check-in desk for use in your exhibit. The signs will call attention to featured products in three areas: "New Product", "Energy Efficient", and "Show Special".

These signs will be three different bright colors and will provide a means to uniformly call attention to specific products throughout the entire exhibit area.

Shipping Out After Show

If you are planning to have AAA Rents ship out material, be aware that they do not ship by UPS. They can ship freight or FedX, but not UPS.

Karma from AAA Rents will come around each booth to see if you need shipping after the show. If you need to use UPS, see Skip to arrange a time when UPS can pick up the material after the show. The MAC staff doesn't like to get involved in shipping issues, so if you can get by with freight or FedX, we would strongly recommend those option.

Door Prize Winners...

If you are participating in the door prize program, get the forms to the NIEC office before the show opens or give the forms to us when you check in Tuesday. If you decide to add more prizes, make copies of the form or get extra copies from the NIEC staff.

[Here's the link](#) to the Exhibitors' page on our website where you can download the form.

Winners will bring the slip describing the prize to your booth. This will give you the opportunity to give them the prize and to congratulate them.

MAC Area Map Enclosed

A map of the MAC area is enclosed. Notice the areas indicated for unloading (loading dock) and parking. When you arrive at the MAC, go to the lobby just outside the northeast door of the Exhibit Hall to check in with the NIEC.

Attendees will enter through the southeast entrance to the building and the attendee registration area will be in the same space as the exhibitor check in

MID-AMERICA CENTER

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Nebraska Iowa Electrical Council Electrical Manufacturers Trade Show

Mid-America Center - Convention Center Council Bluffs, IA April 20-21, 20011

DIRECTIONS

From Interstate 80/Omaha, Going East:

- Leave I-80 at Exit 1A
- Veer I-29 North
- Leave I-29 at Exit 52/
Nebraska Avenue Exit
- Turn left on to Nebraska Avenue
- Turn right on to 23rd Avenue
- Turn right on to 33rd Street
- Follow signs to parking lots

From Interstate 480/Omaha to Interstate 29, Going South:

- Leave I-29 at Exit 52/
Nebraska Avenue Exit
- Turn left on to Nebraska Avenue
- Turn right on to 23rd Avenue
- Turn right on to 33rd Street
- Follow signs to parking lots

From Interstate 80/ Interstate 29, Going West:

- Leave I-80/I-29 at Exit 1B
- Turn right on to South 24th Street
- Turn left on to 23rd Avenue
- Turn left on to 33rd Street
- Follow signs to parking lots

Mid-America Center Parking:

- Free 2,800 surface parking
lot surrounding the
Mid-America Center

