



NORTH IOWA HOME, GARDEN & OUTDOOR EXPO

Sponsorship & Vendor Guide

February 20th – 22nd, 2026

North Iowa's Premier Event for Everything Indoors & Outdoors

North Iowa Events Center

3700 4th Street Southwest
Mason City, Iowa 50401



Produced by:
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NORA SPRINGS, IOWA

www.northiowahomeexpo.com

North Iowa Home, Garden & Outdoor Expo

North Iowa's premier event for everything indoors and outdoors!

About the Expo

The North Iowa Home, Garden and Outdoor Expo is an exciting and dynamic event that brings together a diverse range of local, regional and national vendors and businesses to showcase their latest products and services in home design, building, landscaping, gardening and outdoor living.

The event offers visitors the opportunity to connect with industry professionals, listen to speakers, watch demonstrations and so much more. Whether you're looking to start a new landscaping project, get inspiration for your next outdoor experience, build or remodel your home or get new ideas for your next DIY project, the North Iowa Home, Garden and Outdoor Expo is the place to be!

Show Hours

Friday, February 20th – 3:00 PM to 7:00 PM

Saturday, February 21st – 10:00 AM to 7:00 PM

Sunday, February 22nd – 11:00 AM to 4:00 PM

Admission

Friday – Free Preview

Saturday - \$5 per person (*good for Sunday*)

Sunday - \$5 per person



Featured Exhibitors

- **Building & Remodeling** – windows, doors, flooring, roofing, gutters, garages, painting, builders, etc.
- **Financial & Professional Services** – Realtors, banks, lenders, brokers, title companies and insurance
- **Furnishings & Accessories** – Lighting, furniture, art, décor and window coverings
- **Kitchens & Bathrooms** – Fixtures, appliances, cabinets and countertops
- **Outdoor Living** – Landscaping, gardening, furniture, cooking/barbecues, pavers, pools, ponds, patios, fencing and pest control
- **Interior Design & Decorating** – Creative services for indoor and outdoor spaces
- **Outdoor Recreation** – Camping, ATV's, fishing, etc.

Advertising & Promotion

- Local and regional television and digital media
- Radio advertisements, interviews and onsite broadcasts
- Inclusion on the event website www.northiowahomeexpo.com
- North Iowa Event Center website feature and social media advertisements
- Banner placement throughout the show grounds and fence line
- Dated and branded yard signs (weather pending)
- Social media posts and paid advertising
- Event program – an official event guide will be given to each guest listing sponsors, vendors and advertisements
- Posters and club cards distributed throughout the region

North Iowa Home, Garden & Outdoor Expo

Show Highlights

- **Shopping Mall** – Over 40,000 square feet of vendor booths and exhibits. The All Seasons Building and Marion E. Olson Building will be filled with a wide variety of things to see and people to meet.
- **Expo Stage** – The north end of the Olson Building will feature a stage with notable speakers, demonstrations and other entertainment.
- **Special Attractions** – Fun family attractions will be announced as they are confirmed and booked.
- **Youth Activity Area** – Build a birdhouse, plant a garden to-go or learn how to create art for the living room, this will be a great area for families to enjoy.
- **Food Vendors & Beer Garden** – Get a taste of North Iowa through food or brews located throughout the show.
- **Vendor & Sponsor Reception** – Friday night at 7:00 PM (once the show closes), there will be a private hosted event for all vendors and sponsors to socialize, have great food and drinks.
- **Canedo Events** – Lisa Canedo/Canedo Events will have a boutique craft and vendor show in nearby buildings which brings more traffic and families to both shows.



North Iowa Home, Garden & Outdoor Expo

Key Partnerships

- **North Iowa Builders Exchange** – The mission of the North Iowa Builders Exchange is to promote and educate the building and trades industry. This is achieved by maintaining a plan room, holding membership meetings, sponsoring the home show and working with local schools through educational scholarships in the industry. All members of the Exchange get a \$25 discount per booth space for the show. Learn more at www.buildingnorthiowa.com
- **North Iowa Events Center** – One of the best parts of this show is that all money from sponsors, vendors and guests stays in Iowa and has a local impact! The North Iowa Events Center will annually receive \$20,000 toward the rental of the facility and a grant to make capital improvements. You can find out more about the event center by visiting www.northiowaeventscenter.org or their signature annual event, the North Iowa Fair, at www.northiowafair.fun
- **North Iowa Area Community College** – The NIACC Skilled Trades program builds the hands-on skills needed to enter a dynamic career in a high demand field. Students develop problem solving skills and technical knowledge that prepare them for immediate entry into a rewarding career. The show will award two \$1,000 scholarships to this program each year. www.niacc.edu
- **Country Inn & Suites, Mason City** – Stay with the best! Country Inn and Suites of Mason City is the preferred lodging partner of the show. They exceed excellence in so many ways and are a perfect place to call home while you experience the expo. Call (641) 243-8726 to make your reservation.
- **Coloff Media** – Our presenting media sponsor is Coloff Media! They are locally owned and operated. Look for their ads and special coverage of the show. www.coloffmedia.com



North Iowa Home, Garden & Outdoor Expo

Sponsorship Opportunities

Presenting Sponsor (limited to two and one media partner) - \$10,000

- Logo inclusion, premier placement and “presented by” verbiage in all marketing materials
- Press release announcing partnership to media contacts
- One week of reader board ads at the Events Center
- Logo placement on physical event tickets/buttons
- Logo inclusion on all maps and directional signage at the event
- Repeat “Voice of the Expo” mentions throughout the duration of the show
- Full page advertisement in the Event Guide given to all guests
- Six banner spaces on the Events Center fence and inside buildings (you provide)
- Six full-sized booths with premier placing in the main exhibit hall (All Seasons Building)
- Logo inclusion on the event website for one year
- Official host of sponsor and vendor hospitality reception
- Inclusion of logo on sponsor and event staff t-shirts
- 75 complimentary tickets for the event

Builder Level Sponsor - \$5,000

- Logo inclusion and verbiage in all marketing materials
- One week of reader board ads at the Events Center
- Logo placement on physical event tickets/buttons
- Logo inclusion on all maps and directional signage at the event
- Repeat “Voice of the Expo” mentions throughout the duration of the show
- Half page advertisement in the Event Guide given to all guests
- Four banner spaces on the Events Center fence and inside buildings (you provide)
- Four full-sized booths with premier placing in the main exhibit hall (All Seasons Building)
- Logo inclusion on the event website for one year
- Inclusion of logo on sponsor and event staff t-shirts
- 50 complimentary tickets for the event

Supporting Level Sponsor - \$3,000

- Logo inclusion and verbiage in all marketing materials
- Logo inclusion on all maps and directional signage at the event
- Repeat “Voice of the Expo” mentions throughout the duration of the show
- One quarter-page advertisement in the Event Guide given to all guests
- Two banner spaces on the Events Center fence and inside buildings
- Two full-sized booth with premier placing in the main exhibit hall (All Seasons Building)
- Logo inclusion on the event website for one year
- Inclusion of logo on sponsor and event staff t-shirts
- 30 complimentary tickets to the event

2026 North Iowa Home, Garden & Outdoor Expo

Sponsorship & Vendor Sign-up Form

Business/Organization: _____

Contact Name(s): _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Business Phone: _____ Cell Phone: _____

Email: _____ Website/Facebook: _____

We'd like to be involved at the following level:

Sponsorship

- ____ Presenting sponsor (\$10,000)
- ____ Builder sponsor (\$5,000)
- ____ Supporting sponsor (\$3,000)
- ____ In kind sponsor (please contact us)

Exhibitor/Vendor

- ____ All Seasons Building (\$475/space) – 10'X10' booths
- ____ Marion E. Olson Building (\$425/space) – 10'X10' booths
- ____ Marion E. Olson Building (\$400/space) – 8'X10' booths

**If you would like to purchase three or more booth spaces, would like to be a featured exhibit display vendor, or have a specific location request, please contact us*

Other

- ____ North Iowa Builder's Exchange discount (\$25 per booth for the first two)

____ **Total**



Forms and checks can be sent and made payable to:

Best of Show Events, LLC.
24064 250th Street
Nora Springs, Iowa 50458
(641) 749-2549

____ If you'd prefer to pay by card, please check here and we will invoice you from Square.
A 3.2% fee will be included.

If you'd like online presence, email your logo to dane@bestofshowevents.com

You can also email your form to this address

Please list your products, services and whatever you plan to sell or display here:

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Exhibitor/Vendor Rules & Regulations

- The show runs from 3:00 PM to 7:00 PM on Friday, 10:00 AM to 7:00 PM Saturday and 11:00 AM to 4:00 PM Sunday (February 20th – 22nd, 2026).
- Any exhibitor/vendor arriving late or leaving early shall forfeit participation in any future shows.
- Space is by invitation only. If you are not accepted you will be notified immediately and will receive a refund.
- Once your participation is accepted by show management, there will be no refunds for any reason.
- No exhibitor/vendor shall set up prior to payment.
- All exhibitors/vendors are responsible for any damage caused to the facility, its equipment or the show decorator's equipment at their designated space.
- Exhibitors/vendors are not allowed to subcontract space with other businesses.
- Any promotions or giveaways need approved by show management.
- A professional sign must be displayed showing the name of your business (nothing hand written).
- Exhibitors/vendors need to acquire any applicable permits to do business in the State of Iowa.
- Setup times will be sent in early January.
- Any food giveaway snacks need approved in advance.
- The show is rain or shine and shall proceed regardless of weather conditions. No refunds will be given.
- All vendors must maintain a \$1K liability insurance policy naming Best of Show Events, LLC and the North Iowa Events Center as certificate holders.

Exhibitor/Vendor or Sponsor Signature:

Date:

Thank you for being a part of the North Iowa Home, Garden & Outdoor Expo

