

48TH ANNUAL

AMERICA'S GROOVIEST CAR SHOW & SWAP MEET

IOLA 2020

JULY 9-11



the '70s show



~ NEW ~
ONLINE
REGISTRATION!

- SEE BACK PAGE FOR DETAILS



GET THE APP!

PRRST STD
US POSTAGE
PAID
IOLA WI
PERMIT NO. 5

Change Service Requested

IOLA '20
P.O. Box 1
Iola, WI 54945





Pay special attention to information marked in red.

IOLA '20 - July 9, 10, 11

MUST RENEW PRIOR YEARS SPACES BY APRIL 1ST
www.iolaoldcarshow.com

Online Registration available if you have NO CHANGES with your space in swap, flea market, commercial vendor, campground from last year:
<https://register.iolaoldcarshow.com>

- Please check if address changed
- Please check to receive by USPS in 2021
- Please check to receive by email in 2021

Name _____

Business Name _____

Sellers Permit / Fed. ID# _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

FINAL DAY FOR PRE-REGISTRATION IS JUNE 12TH
 No vendor teardown prior to 5pm on Saturday

SWAP MEET REGISTRATION Auto Related Merchandise: Including Vintage, Nostalgic, Memorabilia. Two wristband admissions for the first space and one admission thereafter. Last year's space(s) were _____

10' X 30' **Outside** Space - \$80.00. 10' X 30' **Outside Electric** Space - \$105.00

Spaces _____ x \$80.00 = Remittance _____

Spaces _____ x \$105.00 Electric = Remittance _____

*Vendor Portal Upgrade = \$50.00 (*See back page) _____

COMMERCIAL VENDOR SPACES North of Tower. Electricity.

1 **Outdoor** Space 10' X 30' = \$500.00 _____

Additional space \$250.00. Remittance _____

Last year's spaces were _____

1 **Indoor** Space first 10' x 10' = \$750.00 _____

Additional space \$450.00. Remittance _____

Last year's spaces were _____

*Vendor Portal Upgrade = \$50.00 (*See back page) _____

Directory Classification (no charge-listed on next page)
 One # _____

FLEA MARKET SPACES 10' X 30' Space - \$80.00

Antiques, household crafts, glassware, pottery, artwork, clothing, jewelry.

Spaces _____ x \$80.00 = _____

(No guns, knives, fireworks, alcohol, tobacco, E-cigarettes, animals or pornography.)

Last year's spaces were: _____

*Vendor Portal Upgrade = \$50.00 (*See back page) _____

COIN-OP VENDOR SPACES: 10' X 18' Space - \$225.00

Coin-op machines, jukeboxes, slot machines, arcade games, neon signs, pinball

Spaces _____ x \$225.00 = Remittance _____

*Vendor Portal Upgrade = \$50.00 (*See back page) _____

FORM OF PAYMENT

_____ Master Card _____ Visa _____ Check/ Money Order # _____

Credit Card No. _____

Expiration Date: Month _____ Year _____

CCV# _____ Billing Address: _____ Same as above

Iola Car Show Office: 715-445-4000

CAMPGROUND REGISTRATION – Wednesday - Sunday

Fee includes: 2 wristbands per space. Free bus shuttles. Free showers.

_____ 20' x 30' - \$120.00 Rows H-Y spaces 4-80

_____ 20' x 30' - Tent Only Sites (no generators): Rows T, U, V, W, X, Y

_____ 20' x 50' - \$130.00 Rows A-G & Z, Rows H-O spaces 81-105

_____ 20' x 50' - \$250.00 Water and Electric, Row Z, spaces 47-62

_____ 20' x 50' - \$120.00 Vintage Campground-limited (1975 & older)

_____ Please check for 24 hour generator space (20' x 50' only)

Spaces _____ x Fee _____ = Remittance _____

Last year's space(s) were _____

I'm interested in sponsoring water/electric site for next year.

CAR CORRAL REGISTRATION Vehicles - No cut-off age.

Vehicles 2000 and older, will park in spaces numbered 1-34.

Cars on trailer and 2001 & newer vehicles will park in 37-70.

One wristband admission per space.

CAR ONLY (10' x 20') #Cars _____ x \$60.00 = _____

CAR ON TRAILER (10' x 40') #Cars _____ x \$100.00 = _____

Year	Make	Model	Body Style

Year	Make	Model	Body Style

SHOW CAR REGISTRATION - 1990 or earlier

For more info: <http://iolaoldcarshow.com/show-car/>
 Show quality vehicles (no primer or rust allowed)

Two wristband admissions included per vehicle

Check Your Class

Theme Vehicles The '70s Show Pre-Registered: No Fee.

Pre- War Vehicles (1942 or earlier) No Fee

Post- War Vehicles (1945 – 1990: Stock) - \$15.00

Blue Ribbon Concours-Approved invitations will be mailed in January. Submit a picture of vehicle for pre-approval. No Fee

Modified (Non Stock) - \$15.00

Second Generation Production Vehicles: Factory assembled manufactured vehicles that replicate the look and style of a previous make and model (1990 and earlier).

All Original (Un-restored) 1976 or earlier manufacture.

Submit picture of vehicle for pre-approval. No Fee

Old Cars Young Drivers D.O.B. _____

Submit picture of vehicle for pre-approval. No Fee

Late Model Vehicle Recognizing unique and prestigious late model productions. 1990 and newer. Limited Space. Submit picture(s) of vehicle for pre-approval - \$15.00

Vehicles _____ x Fee=Remittance _____

Year	Make	Model	Body Style

Year	Make	Model	Body Style

Participants: I understand that with this payment I am assuming all liability and that in no event shall Iola Old Car Show, Inc., its Board of Directors, employees or their volunteers be liable for personal injury to me, my agents and employees, nor for property damage from any cause on the show ground premises or any other special, indirect or consequential damages of any kind. It is understood that any insurance coverage I choose to have must be provided by me and not the Iola Old Car Show, Inc.

Total Purchase: \$ _____

Handling Fee: \$ **3.00**

TOTAL PAYMENT: \$ _____

Authorized Signature _____

Complete form and return with payment in full to:

Iola '20, P.O. BOX 1, Iola, WI 54945

No refunds after June 1st • Confirmations will begin mid-May



America's Greatest and Grooviest Car Show & Swap Meet

P.O. Box 1, Iola, WI 54945

www.iolaoldcarshow.com email: information@iolaoldcarshow.com

715-445-4000

CAR SHOW HOURS

Thursday – Saturday: 6:00 a.m. – 6:00 p.m.
Gates and parking lots will remain open until 10:00 p.m.

SPECTATOR ADMISSION

3 Day Pass: \$28.00 Daily: \$15.00
Children 12 and under: Free

ONLINE TICKET SPECIALS

Visit www.iolaoldcarshow.com for details

SHOW CARS

No early entrance. mary@iolaoldcarshow.com
Collections of 3 or more vehicles must have prior authorization to arrive before 6:00 a.m. Thursday.

SWAP MEET & FLEA MARKET

4,000+ sites; limited electric service. No food or beverages may be sold.

COMMERCIAL SWAP VENDOR: Outdoor spaces, north of the tower. Indoor space(s) in vendor building. Limited electricity available.

COIN-OP VENDOR: Limited indoor space(s) in Convention Center.

Strictly Enforced - No Exceptions. Only Vendors will be allowed in for set up on Wednesday July 8. Staging begins 7:00 a.m. Gates will open at 10:00 a.m. No spectator admission prior to Thursday at 6:00 a.m.

No disruptive generators or construction generators allowed.

CAMPING

1,600 sites with shower facilities, water points, restrooms, reception center, and buses to the show grounds. No electrical hook-ups or on-site water. Volunteers are in this area at 10:00 a.m. on Wednesday. NO entry before 10:00 a.m.

No open ground fires or bonfires. Self-contained fires are allowed, weather permitting. Do not dig fire pits. Grills/ campfires must be contained and attended at all times. Ashes must be disposed of in clearly marked containers found throughout the campground.

Vintage Camping has limited spaces near the campground barn, developed for Campers 1975 and older.

No disruptive generators or construction generators allowed.

CAR CORRAL

1,000 sites are available for people wanting to sell their vehicle(s). There is no cut-off year for a vehicle to be for sale in this area. The year 2000 and older will park in spaces numbered 1–34. 2001 and newer vehicles will park in 37–70.

IOLA CAR SHOW DIRECTORY

The directory for Iola '20 will be distributed state wide 3 weeks in advance and handed out Free at the car show. Includes maps, participant lists and advertising. To advertise in this publication contact: Multi Media-Jeannie Testin 715-258-1330 or 920-765-0707. Email: jtestin@mmclocal.com

If you wish to receive a directory early for a small fee, you may subscribe by going to our website www.iolaoldcarshow.com

ADDITIONAL INFORMATION – STAY TUNED:

Iola '20 will be having entertainment again for Friday and Saturday evening along with vendor giveaway's. Each day there will be a 50 / 50 raffle. Super Saturday Giveaway, a cruise out on Saturday night and more going on this year in the Main Drag area by the Tower.

www.iolaoldcarshow.com

Individual maps located online: *Swap, Campground & Car Corral*

VISTA MOBILITY

Located near Gate #1 with mobility carts. Pre-registering is recommended. Order a mobility cart online: vistamobility.net or by telephone: 262-677-2696 or 262-677-2697 Credit Card available.

TENT RENTALS

Must be obtained through Charnecke Tents.
Submit orders by June 21, 2020: (715) 341-6886

ADDRESSES

Car Show Grounds:
700 E. State Street or 130 Jenson Drive, Iola, WI 54945
Campgrounds: E2196 Johanson Road, Iola, WI 54945
GPS Coordinates for ICS Tower: N44° 30.213' W089° 06.875'

Swap Directory Classifications:

100 Accessory Items
120 American Motors Including Nash - Parts
140 Automobilia, Petroliana
160 Automotive Care & Prevention
180 Automotive Paraphernalia
200 Automotive Publications
210 Pre-War Vehicle Parts
220 Chrome, Glass, & Plastic
240 Chrysler Corp. - Parts
260 Ford Motor Co. - Parts

270 Mustang Parts
280 Foreign Auto Parts
300 General Motors - Parts
310 Camaro and Corvette Parts
320 Hudson, Essex, Terraplane - Parts
340 Kaiser-Frazer, Henry J - Parts
360 Misc. American Auto Parts
380 Motorcycle - American & Foreign
400 Professional Vehicle Parts
500 Brake Parts
520 Drive Line Components

540 Electrical
560 Engine Parts
580 Exhaust Systems
600 Fuel System Equipment
620 Rubber
640 Suspension Components
660 Tires
680 Upholstery
700 Wheels
720 Sheet metal / Body parts
740 Specialty Shops & Services

750 Insurance
760 Specialty Truck Parts
780 Studebaker, Packard, Avanti-Parts
800 Tools
820 Toy & Models
840 Truck Parts
860 Car Clubs and Museums
900 Other-Miscellaneous Parts
910 Flea Market
920 Coin-Op

Here's What's New, Exciting and Important this Year

ONLINE REGISTRATION

We've added an online registration process for past participants of the show. This is the first year it's available and if you have no changes in your space assignment (Swap, Flea Market, Commercial Vendor, Campground) please register online.

Your [online code](#) is located on front page of this form.

Go to: <https://register.iolaoldcarshow.com>

Registration will be from 1/24/2020 – 4/1/2020.

CAR SHOW APP

2020 will mark the second year of the Iola Car Show App! The phone app includes everything you need to know about the show, including celebrities, special events, push notifications and maps. The app also allows users to search for vendors based on several criteria. It's a great way to connect buyers and sellers during the event and enhance the user experience for everyone. Download the app NOW to keep up on the latest happenings!!! Search your app store for "Iola Car Show" or scan the QR code on the front of the mailer.

*STAND OUT WITH VENDOR PORTAL!

We have added additional features for our vendors to showcase their business in our Car Show App! By checking the box on the inside page, vendors will be able to add a custom, searchable description, upload a logo and update contact information. The description gives you a leg-up on the competition and helps draw people specifically looking for items you sell. Having your logo visible will show people your exact location on the map without extra effort by the user! Check the box on the inside page if you are interested.

SWAP VENDOR MIGRATION AND REGISTRATION PROCESS (WEDNESDAY ONLY)

Like last year, vendor migration and setup will begin on Wednesday morning (July 8th). Gate 19 will open for staging beginning at 7am, using the color-coded system. At 10am, we'll transition from the staging area into the showgrounds for setup through the designated gates. THERE IS NO ENTRY TO STAGING AREA PRIOR TO 7AM ON WEDNESDAY; PLEASE PLAN ACCORDINGLY. The setup process is much more efficient this way – everyone gets in reasonably quick.

2nd ANNUAL IOLA CRUISE OUT!

The first annual Iola Cruise Out was a hit with exhibitors and spectators alike! About 150 cars participated in the Cruise Out and received top-notch goody bags. All show cars present on the grounds are invited and encouraged to participate in the Cruise Out and will receive goody bags (while supplies last). The Cruise Out will begin Saturday at 4:30pm, and will take the show cars in parade-like fashion past the crowds prior to exiting. Not ready to leave yet? NO PROBLEM! Show Cars are encouraged to find a nice parking spot on the blacktop at the end of the Cruise Out if they'd like to stick around for more fun.

NEW "COIN-OP" VENDOR SPACES INSIDE THE CONVENTION CENTER

The south side of the Convention Center will offer new interior vendor spaces for "Coin-Op" vendors. These limited spaces will include electric and offer a great location for buyers and sellers to deal.

NEW LATE-MODEL SHOW

CAR CATEGORY

A new show car category is being added to the event. The "Late Model" category will welcome unique examples of late-model vehicles (1992-present day) including factory production, modified and special interest vehicles. This will have a limited capacity and based on approved, pre-registered vehicles only. Pre-registered entries must submit photos and information about the vehicles. Iola will make selections in an effort to encourage diversity and will consider preference for those who will exhibit all three days of the show.



Visit Iola Car Show Web Page for NEW attractions each day and evening
www.iolaoldcarshow.com

NEW CONCERT VENUE!

Tundraland has sponsored the development of a new stage, which will be centrally located on the grounds near the Winner's Square. This will be the new location for concert/entertainment on Friday and Saturday nights.

A LOT IS HAPPENING IN THE CAMPGROUNDS!

By popular demand, the campground will now be open Wednesday (10:00am)-Sunday. Rather than a special request and extra \$30 for early entrance, we're simply adjusting the price accordingly and expanding the campgrounds by a day for everyone's convenience. As in the past, the fees include two 3-day passes per site and free bus transportation to and from the showgrounds.

CAMPGROUND DJ'S

Back by popular request, there will be a DJ performing in the barn on Friday and Saturday night. Come on over and have some fun!

NEW ELECTRIC/WATER CAMPGROUND SPACES!

Last year's directory included a story about a camper who generously donated money to sponsor the development of some electrical sites in the campgrounds. We're very excited to share with you that has yielded some early success. Dave Kinsella, longtime camper and show attendee approached us during the show last year expressing his interest in joining the initial investor, Kevin Sonnenburg, by volunteering his time and skills. Dave is a master electrician and owns A-OK Electric in Niagara, Wisconsin. The Central Wisconsin Electric Coop also stepped up by volunteering a substantial amount of service to kick-off the project. We now have 16 water/electric sites in the Z Row on the Northeast end of the campgrounds. Check the box on the inside page if you are interested in sponsoring more electric/water spaces!

Thank you to our countless sponsors who contribute to the success of the Iola Car Show!



Proud to Support
Iola Collector Car
Show & Swap Meet

