



47th Annual
Car Show
& Swap Meet

July 11, 12, 13, 2019

CALLING ALL CAR CLUBS



FREE Event Parking
with Bus Shuttles.
Follow the Show Signs.

Visit our website for
Special Attractions:
www.iolaoldcarshow.com

SPECIAL GUESTS INCLUDE:



CATHERINE
BACH
"DAISY DUKE"



GENE
WINFIELD



LINDA
VAUGHN
"MISS HURST
GOLDEN SHIFTER"



JO
CODDINGTON



JOE & AMANDA
MARTIN OF
Castles



GREG & LEAH OF
Greg's



CAPTAIN BOB
AND ARLO OF
HOTROD



RYAN
EVANS



LONNY
SPEER

BILL "ELVIS"
STULL

JASON
VANDER WOUDE

Change Service Requested

PRSRV STD
US POSTAGE
PAID
IOLA WI
PERMIT NO. 5

IOLA '19
P.O. Box 1
Iola, WI 54945





Pay
special attention to
information marked
in red.

IOLA '19 - July 11, 12, 13

MUST RENEW PRIOR YEARS SPACES BY APRIL 1ST

www.iolaoldcarshow.com

☐ Please check if address changed

Name _____

Business Name _____

Sellers Permit / Fed. ID# _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____

Email _____

FINAL DAY FOR PRE-REGISTRATION IS JUNE 14TH

Space Registration includes: One vehicle sticker per space
No vendor teardown prior to 5pm on Saturday

SWAP MEET REGISTRATION (10' X 30' Space) - \$80.00

Auto Related Merchandise: *Including Vintage, Nostalgic, Memorabilia*
Two wristband admissions for the first space and one admission thereafter

Spaces _____ x \$80.00 = Remittance _____

Last year's space(s) were _____

ELECTRIC SPACES (10' X 30' Space) - \$105.00

Spaces _____ x \$105.00 = Remittance _____

Last year's space(s) were _____

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 _____

Directory Classification (no charge-listed on next page)

One # _____

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

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

Spaces _____ x \$80.00 = _____

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

HEALTH & WELLNESS (10' X 20' Indoor Space) - \$150.00

Spaces for health, nutrition, physical activity, including behavioral, social, mental, emotional and spiritual wellness.

Spaces _____ x \$150.00 = _____

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

Contents subject to change without notice.

CAMPGROUND REGISTRATION – Thursday - Sunday

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

_____ 20' x 30' - \$90.00 Rows H-Y spaces 4-80

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

_____ 20' x 50' - \$100.00 Rows A-G & Z, Rows H-O spaces 81-105

_____ 20' x 50' - Vintage Campground-limited (1975 & older) \$90.00

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

_____ Wednesday night additional \$30.00 per space

Spaces _____ x Fee _____ = Remittance _____

Last year's space(s) were _____

CAR CORRAL REGISTRATION Vehicles- No cut-off age. In an attempt to separate 2000 and older, we will park in spaces numbered 1-34. Cars on trailer and 2001 & newer vehicles will park in 37-70.

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

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

Year	Make	Model	Body Style

One wristband admission per space

SHOW CAR REGISTRATION- 1990 or earlier

<http://iolaoldcarshow.com/show-car/>

Show quality vehicles (*no primer or rust allowed*)

Two wristband admissions included per vehicle

Check Your Class

_____ **Theme Vehicles** Pre-Registered: No Fee.

Calling ALL Car Clubs

_____ **Pre- War Vehicles** (1942 or earlier) No Fee

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

_____ **Blue Ribbon Concourse**-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

Vehicles _____ x Fee=Remittance _____

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:**

No refunds after June 1st

Confirmations will begin mid – May

Iola '19
P.O. BOX 1
Iola, WI 54945



One of the Biggest and Best Car Shows & Swap Meets in America

P.O. Box 1, 160 N. Chet Krause Drive, 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, HEALTH & WELLNESS

4,315 sites; limited electric service. No food or beverages may be sold.

COMMERCIAL SWAP VENDOR: North of the Tower and indoor space(s) in vendor building. Limited electricity available.

Strictly Enforced - No Exceptions. Only Vendors will be allowed in for set up on Wednesday July 10. Staging begins 7:00 a.m. Wednesday, July 10. 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. Campers who arrive earlier than 6:00 a.m. Thursday will be charged \$30.00 per space for Wednesday. Volunteers are not in this area until 10:00 am on Wednesday. NO entry before 10:00 a.m.

No open ground fires or bon fires. 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, it is 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. If pre-registered and have a picture available, we will post on web page prior to the show and until September 1st. Vehicles on trailers are allowed.

IOLA CAR SHOW DIRECTORY

New for 2019. The directory for Iola '19 will be distributed state wide 3 weeks in advance. Handed out Free at the car show. Includes maps, participant lists and advertising. To advertise in this publication contact: Multi Media- Jeannie Testin 920-258-1330. Email: jtestin@mmclocal.com

ADDITIONAL INFORMATION – STAY TUNED:

Iola '19 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 Give-away, 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, 2019: (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

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

1st ANNUAL IOLA CRUISE OUT!

All Show Car Exhibitors will be encouraged to participate in the first ever Iola Cruise Out. This new feature of the show is designed to give attendees a real treat and allow show cars to get in on the fun in this parade-like atmosphere. **GOODY BAGS WITH A FEW SURPRISE PRIZES WILL BE HANDED OUT TO THE FIRST 500 PARTICIPANTS!** Beginning at 5pm, all show cars are invited to join the cruise out through various route entry points. The route will take them through the blue ribbon area, modified, special exhibit area's and past the crowds near the winner's square on their way out of the grounds. 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.



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

NEW VENDOR CATEGORIES INCLUDE FLEA MARKET AND HEALTH/WELLNESS VENDORS

For years we've worked hard to enforce the rules and integrity of the swap meet, asking vendors to focus classic, auto and nostalgic memorabilia items for sale in the swap meet. We've received a lot of requests from both buyers and sellers to broaden our criteria to also include other items. This year, we're adding two new categories with designated locations. In the Northeast corner of the grounds, near the concert venue, we'll place vendors for the new Flea Market category. The items allowed for sale in this area will be much broader than that of the swap area. Also new this year is the Health and Wellness area, which will allow vendors of products promoting all things health related. More information below in the NEW BUILDING section.

SWAP VENDOR MIGRATION AND REGISTRATION PROCESS (WEDNESDAY ONLY)

Like last year, vendor migration and setup will begin on Wednesday morning (July 10th). 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, so don't feel the need to be first in line in order to enter the grounds at a reasonable time. We appreciate your cooperation on this improvement.

WHAT'S GOING ON IN THE NEW BUILDING?

As you may know, shortly before the 2018 event we purchased the large office building in the show car area that once housed Krause Publications. Since last year, we've been hard at work preparing the space for use during the show. This year, you can expect to see indoor show car space in both the Northeast and Southeast corners of the building. Right between the two, travel back in time with the Waupaca Area Model Railroaders and check out their impressive display.

The South side of the building will feature the entrance to the relocated Otto's Bar, and the indoor Health and Wellness vendors. In addition to the private vendors and products promoting all things health, we're working with Marshfield Clinic to offer a variety of screenings and consultations for those who may not have time to visit them otherwise.

WHERE'S OTTO'S BAR?!? (NEW LOCATION)

Don't worry, nobody's giving Otto and his team the boot. Rather, we're giving them an improved location! The indoor/outdoor courtyards in the new building is the perfect place to enjoy a relaxing time with friends at Otto's Bar and Beer Garden, located directly next to the indoor Special Exhibit area.

NO TEARDOWN UNTIL 5PM SATURDAY

In a continued effort to serve our attendees, swap vendors and sponsors are asked not to teardown their sites until at least 5pm on Saturday. Please cooperate with this rule to help keep show and vendor commerce strong now and into the future.

WANT TO BECOME A SPONSOR?

Please call the office at 715-445-4000 or email joe@iolaoldcarshow.com to learn more about the benefits of becoming a sponsor.

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

