



Communities: Inside Out

2010 Annual Fall Conference with Exhibitor Showcase
September 22, 2010 · The Meadows · Altoona, Iowa



Call for Exhibitors

Reserve your booth at www.ageiowa.org

IAHSA (the Iowa Association of Homes & Services for the Aging) invites you to promote your products and services at the 2010 Annual Fall Conference on Wednesday, September 22, 2010, in Altoona, Iowa. The Conference will be a two-day program on September 22 and 23, with the first day featuring exhibitors. Conference attendees will be given the opportunity to visit your booth during the various breaks between sessions and during an extended lunch period.

Over 140 not-for-profit nursing homes, residential care facilities, assisted living, independent living and long-term care service providers are members of IAHSA. Our members are represented at the Fall Conference by administrators, board members and department heads from nursing, dietary, housekeeping, laundry, environmental services, activities, social work and other disciplines.

Your participation in this Exhibitor Showcase offers you:

- * Exposure to over 140 member organizations – Facility Decision Makers.
- * Opportunities to network with existing customers, as well as make new contacts with potential customers.
- * Opportunities to highlight the benefits of your products and/or services.
- * The chance to attend any of the quality educational programs over the course of the conference.

CONFERENCE EXHIBIT SPONSOR

Iowa Association of Homes & Services for the Aging
1701 48th Street, Suite 203, West Des Moines, IA 50266
Phone (888) 440-4630 • Fax (515) 440-4631
Email: iahsa@ageiowa.org



EXHIBIT LOCATION

The Meadows Conference Center
1 Prairie Meadows Drive
Altoona, Iowa 50009
Phone (515) 967-8583 • Fax (515) 967-1362
Contact: Kristen Bennink

Additional details and forms needed to mail supplies to the conference location will be sent to you once your signed Exhibitor Contract and full payment are received.

BOOTH RENTAL INCLUDES:

- 10 ft. wide x 10 ft. deep booth* with ID signage
- Two armless chairs
- 8 ft. high back and 3 ft. high draped sides
- A listing in the conference program
- One 30 in. x 96 in. skirted table
- A printout of names, titles and addresses of registrants
- Two lunches (additional may be purchased for \$20.00 each)

ASSIGNMENT OF EXHIBIT SPACE:

All booth space will be handled on a “first come, first served” basis determined by the date of receipt of contract and full payment. The preference given for booth location is for guidance and is not guaranteed by IAHSA. IAHSA reserves the right to restrict entrance into the Exhibition of any exhibitor deemed not in the best interest of the event as a whole. In the event of conflict or conditions beyond its control, IAHSA reserves the right to rearrange the floor plan.

REGISTRATION DEADLINES:

Registration deadline in order for your company to be advertised in the Conference Registration Brochure which is sent out to all potential attendees is **July 15, 2010**. Registration deadline in order to be advertised in the Conference Brochure is **September 8, 2010**. All Exhibitor Registrations after **September 8, 2010** will not be advertised in the Conference Brochure. The final deadline to accept all Exhibitor Registrations is **September 15, 2010**.

EXHIBIT FEE & CANCELLATION POLICY:

No booth space will receive permanent assignment without receipt of full payment for that booth. If an assigned space is cancelled by the exhibitor on or before August 18, 50% of the total cost will be retained by IAHSA. If assigned space is cancelled by the exhibitor after August 18, all moneys paid will be retained by IAHSA. Make checks payable to: IAHSA, 1701 48th Street, Suite 203, West Des Moines, IA 50266.

EXHIBIT INSTALLATION:

Exhibitors will be mailed detailed information on booth set-up and installation after assignment of booth space. Installation of exhibits at The Meadows is from 8-10:00 a.m. Wednesday, September 22. Details for special accommodations and arrangements for storage of crates, boxes, materials, etc., will be provided upon IAHSA's receipt of a signed Exhibitor Contract and full payment.

CONSTRUCTION & ARRANGEMENT:

All booths will be provided with materials as listed under "Booth Rental Includes". Each exhibit must be confined by the spatial limits of its respective booth indicated on the floor plan. Placement of equipment and displays must avoid blocking the visibility of neighboring exhibitors. Displays must conform to local building and fire department codes and regulations. Any booth not meeting booth requirements will be asked to correct the violation immediately.

**PLEASE NOTE: Assembled exhibits must not exceed the allotted booth space of 10 ft. wide by 10 ft. deep unless prior arrangements have been made with IAHSa. If additional space is needed, exhibitors will be required to purchase an additional booth space. Your cooperation in not exceeding your allotted booth space is appreciated.*

SPECIAL AUDIO VISUAL EFFECTS:

Audio visual and other attention-getting devices and effects will be permitted only in those locations and in such intensity, in the opinion of IAHSa, determined not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

REMOVAL OF EXHIBITS:

All exhibits will close no later than 1:30 p.m. on Wednesday, September 22. For safety reasons, as well as maintaining a professional and courteous atmosphere, any exhibitor closing or leaving their booth prior to this time may not be offered booth space in 2011. Each exhibitor is responsible for making the arrangements for removal of material from the exhibit area in accordance with instructions from The Meadows Conference Center. All exhibits must be dismantled and removed by 5:00 p.m., Wednesday, September 22. Exhibitors dismantling booths near the Conference workshop rooms must take extreme care to keep noise to a minimum, as workshops may be in session during the teardown time.

EXHIBITOR REPRESENTATIVES:

Each exhibitor must provide at least one representative within the exhibit space during the open hours of the show, 10:30-1:30 p.m. Each representative must wear a badge and be in attendance during the scheduled show hours. IAHSa expects all representatives to provide a professional atmosphere, helping attendees see and understand the exhibitor's products and/or services. IAHSa will allow a total of four (4) representatives from each exhibitor at the Conference.

SUBLETTING OF SPACE:

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

LIABILITY AND INDEMNIFICATION:

To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit area and for any and all claims and demands on account of any injury, death or damage to property occurring in or upon the exhibitor's booth space or because the acts of the exhibitor or his/her employees, servants, agents, licensees or contractors; and the exhibitor agrees to and shall indemnify and hold harmless IAHSa from and against any and all liability, claims or demands asserted in connection with the foregoing undertakings and responsibilities of the exhibitor. Neither IAHSa, its service contractors, the management of The Meadows, their agents, servants, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor.

GENERAL:

All matters and questions not covered by the regulations are subject to the decision of IAHSa. These regulations may be amended at any time by IAHSa, and all amendments shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by IAHSa to such exhibitors as may be affected by them. IAHSa representatives will be available throughout the show to answer questions and help where needed.

For additional information, contact us at iahsa@ageiowa.org or call 1-888-440-4630.

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