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# Iowa Mortgage Association 67TH ANNUAL CONVENTION



# Exhibitor Prospectus

October 11-13, 2021  
Meadows Event Center, Altoona, Iowa

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## Annual Convention

The IMA Annual Convention is the culmination of the yearlong activities of the association. The two days are filled with informative general sessions, education workshops as well as a trade show featuring 18 exhibitors demonstrating the latest in products and services.

## Marketing Opportunities

Our convention is a unique opportunity for you to reach the statewide mortgage market. Exhibition at the convention offers a cost-effective contract with current and potential customers from across Iowa. Scheduled activities that offer direct vendor exposure include:

- Continuous Exhibition Access
- Refreshment Breaks
- Exhibit Hall Reception
- Golf Prizes

**You may contract for additional marketing exposure by sponsoring a convention activity. Please see the enclosed sponsorship form for further information.**

## Location

The convention will be held at the Meadows Event Center located at 1 Prairie Meadows Dr., Altoona, IA 50009.

## Registration Timeline and Assignment of Space

Due to the outstanding opportunities available to meet with mortgage bankers from around the state, we expect a sold-out show. Space is limited to 18 booths and is available on a first come-first serve basis. To ensure your company is listed in the final program, contracts and payment must be received by September 20. Because of printing deadlines, contracts received after that date may not appear in the program.

## Exhibit Fees

The rental fee for the 8' x 10' exhibit booth is \$600 for an IMA Member and \$750 for Non-members. Fee includes: table, chairs and registration for one person. **Payment must be received in full before space is assigned.**

## Cancellation Policy

Should the exhibitor be unable to occupy and use the exhibit space contracted for and should notify Iowa Mortgage Association 30 days prior to the opening of the convention, all sums paid by the exhibitor, less the deposit of \$100 per booth, will be refunded. No refund will be made if notice of cancellation is received less than 30 days prior to the opening of the convention.



## Hotel Reservations

A block of rooms has been reserved until September 13 at the Prairie Meadows Hotel. You are responsible for making your own reservations. Please indicate you are with the IMA when making your reservations. Call 515-967-1500.

## Installation/Dismantling

Exhibitors will have access to the Exhibit Hall from 6:30 p.m. to 9:00 p.m. on Monday, October 11 to set-up booths. All exhibits must be completely installed by 8:00 a.m. on Tuesday. **No setup will occur outside these times.** Exhibitors may begin dismantling booths during the general session at 3:45 p.m. **No dismantling or packing may begin before 3:45 p.m.**

## IMA Convention Coordinator

Questions?...call Darcy Burnett at IMA, 800-987-7365 or 515-286-4352 or email at [dburnett@iowabankers.com](mailto:dburnett@iowabankers.com).

## Schedule of Events

### Monday, October 11

11:00 a.m.	Golf Outing at Copper Creek in Pleasant Hill ( <a href="http://www.iowama.org">www.iowama.org</a> to register)
4:30 p.m.	Reception following Copper Creek in Pleasant Hill
6:30 p.m. - 9:00 p.m.	Exhibitor Registration and Set-up

### Tuesday, October 12

7:00 a.m. – 8:00 a.m.	Exhibitor set-up time
8:30 a.m. - 9:00 a.m.	Registration & Continental Breakfast with Exhibitors
9:00 a.m. - 10:45 a.m.	General Sessions
10:45 a.m. - 11:15 a.m.	Refreshment Break with Exhibitors
11:15 a.m. - 12:00 p.m.	General Sessions
12:00 p.m. - 1:15 p.m.	Luncheon with Exhibitors
1:15 p.m. - 2:30 p.m.	General Session
2:30 p.m. - 2:45 p.m.	Refreshment Break with Exhibitors
2:45 p.m. - 3:30 p.m.	General Session
3:30 p.m. - 3:45 p.m.	Refreshment Break with Exhibitors
3:45 p.m. - 4:45 p.m.	General Session
4:45 p.m. - 6:00 p.m.	Reception with Exhibitors



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Wednesday, October 13

8:30 a.m. – 9:00 a.m. Continental Breakfast  
9:00 a.m. - 10:15 a.m. General Session  
10:15 a.m. – 10:30 a.m. Break  
10:30 a.m. – 11:45 a.m. Educational Session

***\*\*Schedule is subject to change as program is finalized. You will be notified of any changes.***