
Iowa Mortgage Association 67TH ANNUAL CONVENTION



Exhibitor Prospectus

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



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.

Schedule of Events

Monday, October 11

11:00 a.m.	Golf Outing at Copper Creek in Pleasant Hill (www.iowama.org 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.***

IOWA MORTGAGE ASSOCIATION
67th ANNUAL CONVENTION
EXHIBITORS CONTRACT

October 12, 2021
Meadows Conference Center
Altoona, Iowa

Please type or print

Company Name _____
Street Address _____ City, State, Zip _____
Contact Person _____ Title _____
Phone () _____ E-Mail _____

In 30 words or less, please write a brief description of your company and products you plan to display.

Exhibit Booth Price: \$600 for Members/\$750 for Non-Members, for each 8' x 10' booth space. **Number of Booths Needed:** _____.
Payment must accompany contract for space to be assigned. Please read cancellation policy on back.
Please list any names of competitors you do not wish to be near or unusual size or shape of your display.

We hereby make application for exhibit space at the 2021 IMA Annual Convention. We agree to abide by the terms and conditions as set forth by the Iowa Mortgage Association.

Signature _____ Title _____ Date _____

Mail this form and your check (made payable to IMA) to:
IMA, PO Box 6200, Johnston, IA 50131-6200, **Attn: Darcy Burnett**

BADGE INFORMATION One badge is provided per booth. Additional name badges, registration and lunch attendees are required to pay the \$175.00 registration fee.

Name _____	Nickname _____	Location _____	Free with Booth
Name _____	Nickname _____	Location _____	\$175 registration
Name _____	Nickname _____	Location _____	\$175 registration

For Office Use Only

Date Rec'd _____
Date ack'd _____
Booth(s) _____

Iowa Mortgage Association
8800 NW 62nd Ave.
Johnston, IA 50131-6200
Phone: 515-286-4352 or 800-987-7365
Fax: 515-280-4140

EXHIBITOR AGREEMENT

Agreement to Conditions - Each exhibitor, for himself and his employees, agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit area rests with Iowa Mortgage Association.

Assignment of Space - Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and preferences as to location for each exhibitor. Larger blocks of space will have priority over lesser blocks. Once space has been approved by Iowa Mortgage Association, no exhibit will be moved without agreement by the exhibitor.

Payment - The full fee (\$100 of which is nonrefundable) **must** accompany each request for exhibit space.

Cancellation - Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he 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.

Liability - Iowa Mortgage Association undertakes no duty to exercise care, nor assumes any responsibility, for the protection and safety of the exhibitor, his officials, agents or employees, or the protection of the property of the exhibitor or his representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection exercised, in fact, by Iowa Mortgage Association shall be deemed purely gratuitous on its part and shall in no way be construed to involve it in liability by the exhibitor.

The exhibitor agrees to indemnify and hold Iowa Mortgage Association harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the property of the exhibitor.

Iowa Mortgage Association shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God; acts of a public enemy; strikes; the authority of the law; or any cause beyond its control. The Association will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by Iowa Mortgage Association for advertising, administration, etc.

Insurance - In all cases, exhibitors wishing to insure their goods must do so at their own expense.

Protection of Exhibit Facility - Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, or convention hall manager or their assistants.

Booths - Standard booth equipment (back and side-wall draping and identification sign) will be provided by Iowa Mortgage Association without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display may exceed a height of 8 feet on the back wall nor be higher than side-wall specifications, except with the specific permission of the Exhibits Manager.

Installation and Dismantling - The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor for the particular convention for which a license has been granted. Such requirements shall be binding upon the licensee as though fully set forth herein. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes by the Association. Exhibitors will be expected to be set up and tear down according to the IMA's schedule of events. Exhibitors who do not conform to IMBA schedules, especially tear-down times, will not be invited to participate in future IMA conventions.

Default Occupancy - Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price, and Iowa Mortgage Association shall have the right to use such space as it sees fit to eliminate black space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

Personnel - All licensees participating in the exhibit area of Iowa Mortgage Association conventions are expected to use special care wherever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that personnel so selected by them will be of a caliber in keeping with the high standards of the exhibition and the meeting.

Use of Space - Exhibits shall be shown only in the official exhibit area as established by the Exhibits Office of Iowa Mortgage Association. Neither the exhibitors nor non-exhibitors shall be permitted to display articles, equipment, or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the convention, in accordance with prior agreements between Iowa Mortgage Association and the officials of hotels and the convention bureau in the locale of the convention.

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission of the Exhibits Office, only, and shall be subject to an additional charge of \$75 per day per additional participant for the run of the convention.

Conflicting Meetings & Social Activities - In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition.

This agreement may be rescinded at any time without cause at the discretion of the Iowa Mortgage Association upon repayment of any fees advanced, less any expenses which may have been incurred by the Association.

We're looking forward to seeing you there!

Make Your Point!

And Stand Out From The Rest Of The Crowd.

Be more than just an exhibitor at the
IOWA MORTGAGE ASSOCIATION Annual Convention
October 11-13, 2021



Sponsorship opportunities give your company even greater visibility and name recognition ... and differentiate you from the competition. As a benefit of sponsorship, you'll receive:

- ▲ Special recognition in the final program
- ▲ Additional signage at the related event
- ▲ Verbal recognition during the sessions immediately preceding the event
- ▲ Your company's logo in the final program.

To participate as a sponsor, complete this form and return it with your check to the Iowa Mortgage Association. **Act quickly ... these opportunities won't last long!** To find out more, call Darcy Burnett (515) 286-4352.

Company Name: _____

Contact Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____

Our company would like to sponsor the following event(s):

<input type="checkbox"/> Continental Breakfast (2 available)	\$600
<input type="checkbox"/> Inaugural Luncheon (Tuesday, Oct. 12)	\$1,000
<input type="checkbox"/> Speaker Co-Sponsor Introduction/Closing (2 available)	\$850
<input type="checkbox"/> President's Social (Tuesday, Oct. 12)	\$1,000
<input type="checkbox"/> Convention Grand Prize (Wednesday, Oct. 13)	\$500
<input type="checkbox"/> Exhibit Hall Refreshment Break (3 available)	\$400
<input type="checkbox"/> Convention Door Prizes	\$300
<input type="checkbox"/> Opening Night Golf Reception (Monday, Oct. 11)	\$1,000
<input type="checkbox"/> Golf Outing/Beverage Carts (Monday, October 11)	\$1,000
<input type="checkbox"/> Golf Outing Box Lunch (Monday, October 11)	\$1,000
<input type="checkbox"/> Golf Outing Hole Sponsor (Par 3) (Monday, Oct. 11)	\$500
<input type="checkbox"/> Golf Outing Hole Sponsor (Monday, Oct. 11)	\$300

Make checks payable (or request online invoice):
Iowa Mortgage Association - PO Box 6200, Johnston, IA 50131-6200
Attn: Darcy Burnett dburnett@iowabankers.com