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Suzanne Gebel, Executive Director
Iowa Funeral Directors Association
1454 30th St., Suite 204
West Des Moines, Iowa 50266

If you have any questions,
please call Suzanne Gebel at the Iowa
Funeral Directors Association
at: 800.982.6561

Application for Exhibit Space

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Hilton Coliseum
Iowa State Center
Ames, Iowa

Please type or print:

Company Name _____

Mailing Address _____ City _____ State _____ Zip _____

Telephone (Area Code) _____ Fax _____ E-mail _____

Representative to be contacted regarding contract _____

Name of contact person attending convention (receives convention materials) _____

Address _____ City _____ State _____ Zip _____

Telephone (area code) _____ Fax _____ E-mail _____

Brief description of the products or services you plan to display _____

EXHIBIT SPACE REQUESTED: (check one only). Exhibitors will be accepted on a first-come, first-served basis. Spaces will be assigned once full payment is received. ----- ALL BOOTHS WILL BE CARPETED. -----

****Special IFDA Members Exhibitor Rates****

Early Bird - Contract postmarked by February 28, 201&

_____ 10'x10' booth at a cost of \$650

_____ Other booth sizes available at a minimum of 10'x15' with the frontage width for larger booths increased by 5' increments, the amount of space requested is _____ ft. x _____ ft. = _____ sq. ft. x \$4.90 per sq. ft. for a total cost of \$ _____

_____ **VEHICLES:** 25'x15' booth at a cost of \$1,100 x _____ (number of vehicles) for a total cost of \$ _____.

Rates for contract postmarked after February 28, 201

_____ 10'x10' booth at a cost of \$720

_____ Other booth sizes available at a minimum of 10'x15' with the frontage width for larger booths increased by 5' increments, the amount of space requested is _____ ft. x _____ ft. = _____ sq. ft. x \$5.40 per sq. ft. for a total cost of \$ _____

_____ **VEHICLES:** 25'x15' booth at a cost of \$1,200 x _____ (number of vehicles) for a total cost of \$ _____ .

Regular Exhibitor Rates (call IFDA Office to inquire about IFDA membership and discounts)

Early Bird - Contract postmarked by February 28, 201

_____ 10'x10' booth at a cost of \$785

_____ Other booth sizes available at a minimum of 10'x15' with the frontage width for larger booths increased by 5' increments, the amount of space requested is _____ ft. x _____ ft. = _____ sq. ft. x \$6.00 per sq. ft. for a total cost of \$ _____

_____ **VEHICLES:** 25'x15' booth at a cost of \$1,300 x _____ (number of vehicles) for a total cost of \$ _____ .

Rates for contract postmarked after February 28, 201

_____ 10'x10' booth at a cost of \$860

_____ Other booth sizes available at a minimum of 10'x15' with the frontage width for larger booths increased by 5' increments, the amount of space requested is _____ ft. x _____ ft. = _____ sq. ft. x \$6.50 per sq. ft. for a total cost of \$ _____

_____ **VEHICLES:** 25'x15' booth at a cost of \$1,400 x _____ (number of vehicles) for a total cost of \$ _____ .

All Exhibitors

To help us in assigning you the best possible booth, please list any special requirements for your display, such as names of competitors you do not wish to be near or unusual size or shape of display: _____

BADGE INFORMATION: Each 10' x 10' booth is entitled to four name badges. Additional badges are \$25/each. Additional names should be submitted on a separate sheet of paper attached to this contract. The appropriate fees should be submitted above.

Name _____ Name _____

Name _____ Name _____

PAYMENT SUMMARY:

Exhibit Space Total (From Above): \$ _____

Additional Badges for more than four exhibitors in your booth (# of badges over four x \$25/each) \$ _____

Drawing Card Sponsorship - OPTIONAL - Cost is \$25 (total) \$ _____
(attendees will be required to get a signature from your booth to be entered in a drawing for CASH)

TOTAL Due to IFDA \$ _____

The full fee must accompany this application form; \$200 of this fee is non-refundable. No refunds after March 28, 201G, unless space is sold prior to convention. **Booth reservations will not be taken by telephone, fax, or e-mail. Your check must accompany this Application for Exhibit Space.**

Signature _____ Title _____

Date _____ **Return top 2 copies to IFDA office; keep pink copy for your records.**

Please note Conditions of the Exhibitor's Licensing Agreement on reverse side.

CONDITIONS OF THE EXHIBITOR'S LICENSING AGREEMENT

1. 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 the Iowa Funeral Directors Association.

2. ASSIGNMENT OF SPACE - Classification of exhibits and assignments of space will be determined by the character of the proposed exhibits and individual requirements. Assignment of space will be made on a first-come, first-served basis.

3. PAYMENT - The full fee (\$150 of which is non-refundable) must accompany each Application for Exhibit Space.

4. CANCELLATION - Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he notify the Association prior to March 28, 2011, all sums paid by the exhibitor, less the deposit of \$200 per booth, will be refunded. No refund will be made if notice of cancellation is received after March 28, 2011, unless the space has been resold, in which case the exhibitor will be entitled to a refund, less the deposit stated above.

5. LIABILITY - The Iowa Funeral Directors 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 the 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 the 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 the Iowa Funeral Directors Association harmless from all such claims and from all liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives from the property of the exhibitor.

The Iowa Funeral Directors 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 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 the Iowa Funeral Directors Association for advertising, administration, etc.

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

7. PROTECTION OF THE EXHIBIT FACILITY - Nothing shall be posted on, 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.

8. 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 fully set forth herein. All displays must be in place and set up by the time of the official opening of the exhibit. Space not occupied or set up by that time may be reassigned for other purposes by the Association. Exhibitors will be expected to set up and tear down according to the Iowa Funeral Directors Association's schedule of events. Exhibitors who do not conform to Iowa Funeral Directors Association schedules, especially tear-down times, will not be invited to participate in future Iowa Funeral Directors Association's conventions.

9. 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 the Iowa Funeral Directors Association shall have the right to use such space as it sees fit to eliminate blank space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

10. PERSONNEL - All people participating in the exhibit area of the Iowa Funeral Directors Association convention are expected to use special care whenever 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.

11. USE OF SPACE - Exhibits shall be shown only in the official area established by the Iowa Funeral Directors Association. Neither the exhibitor 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 the Iowa Funeral Directors Association and 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 representative in space assigned to the original applicant must be by written permission of the Iowa Funeral Directors Association, only, and shall be subject to an additional charge of \$75 per day per additional participant for the run of the convention.

12. CONFLICTING MEETINGS AND 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.

13. EXHIBIT HOURS -

Tuesday, May 15 - 1 PM to 5 PM (social planned for 2:30 PM to 4:30 PM on the exhibit hall floor)

Wednesday, May 16 - 10 AM to 2 PM (lunch on the exhibit hall floor)

NOTE: Exhibitors who tear down early (prior to 2:00 PM on Wednesday) will not be invited to participate in future shows.

Early Bird Deadline for requests is February 28, 2012. Absolute deadline is April 6, 2012. No refunds will be given after March 28, 2012.