



# Iowa Mortgage Association

January 2010

To: Businesses Serving the Mortgage Banking Industry

The Iowa Mortgage Association invites you to participate in their Spring Conference, April 8, 2010, at the Coralville Marriott in Coralville.

The Marriott Hotel provides excellent exhibitor facilities and there will be ample opportunity for conference attendees to visit with the exhibitors. The continental breakfast and all refreshment breaks will take place in the exhibit area. We have reserved space to accommodate 12 exhibitors at the conference. The exhibits will be open from 8:00 a.m. to 4:45 p.m. The conference will adjourn immediately following the general session at 4:45 p.m.

We would also like to invite you to a reception on Wednesday, April 7 from 6:00 – 7:30 p.m. at the Coralville Marriott the day prior to the event.

Exhibitors will be accepted on a first-come, first serve basis. The price for an 6' draped table is \$400. This includes registration and lunch for one person. Additional representatives from your company will be charged a \$140 registration fee.

We also offer vendors an opportunity for direct exposure through event sponsorship. Sponsorship opportunities give your company even greater visibility and name recognition...and differentiate you from the competition. As a benefit of sponsorship, you will receive special recognition in the final program, signage at the event and verbal recognition during the sessions. Please consider being a sponsor as an excellent marketing tool for your company.

I hope you will participate as an exhibitor or sponsor at the 2010 Iowa Mortgage Spring Conference. If you have any questions or desire further information, please give me a call at 1-800-532-1423 or (515)286-4352

I look forward to working with you in April.

Sincerely,

A handwritten signature in cursive script that reads "Darcy Burnett".

Darcy Burnett  
Education Coordinator

Enclosures

**IOWA MORTGAGE ASSOCIATION  
SPRING CONFERENCE  
EXHIBITORS CONTRACT**

April 8,2010  
Coralville Marriott  
Coralville, Iowa

**Please type or print**

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

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

**Exhibitors will be accepted on a first-come, first serve basis. The price for an 6' draped table is \$400. This includes registration and lunch for 1 person. Additional representatives from your company will be required to pay the \$140 registration fee. Number of tables required \_\_\_\_\_.**

**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 2010 IMA Spring Conference. 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 \$140.00 registration fee.

Name \_\_\_\_\_ Nickname \_\_\_\_\_ Location \_\_\_\_\_  
Name \_\_\_\_\_ Nickname \_\_\_\_\_ Location \_\_\_\_\_  
Name \_\_\_\_\_ Nickname \_\_\_\_\_ Location \_\_\_\_\_

For Office Use Only

Date Rec'd \_\_\_\_\_

Date ack'd \_\_\_\_\_

Booth(s) \_\_\_\_\_

**Iowa Mortgage Association**

**PO Box 6200**

**Johnston, IA 50131-6200**

**Phone: 515-286-4352 or 800-800-2353 (toll-free in Iowa)**

**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 IMA 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!*

# Sponsorship Helps You

# Stand Out in the Crowd!

Be more than just an exhibitor at the  
**IOWA MORTGAGE ASSOCIATION**  
**SPRING CONFERENCE**  
**APRIL 8, 2010**



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

To participate as a sponsor, complete this form and return it with your check to the Iowa Mortgage Bankers 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"/> Luncheon with Exhibitors              | \$1,000 |
| <input type="checkbox"/> Reception on Wednesday, April 7       | \$1,000 |
| <input type="checkbox"/> Continental Breakfast                 | \$500   |
| <input type="checkbox"/> Exhibit Hall Refreshment Break (A.M.) | \$350   |
| <input type="checkbox"/> Exhibit Hall Refreshment Break (P.M.) | \$350   |
| <input type="checkbox"/> Door Prize                            | \$300   |
| <input type="checkbox"/> Door Prize                            | \$300   |
| <input type="checkbox"/> Grand Prize                           | \$500   |
| <input type="checkbox"/> Speaker Sponsorship                   | \$1,000 |

**Make checks payable to:**

**Iowa Mortgage Association - PO Box 6200, Johnston, IA 50131-6200**  
**Attn: Darcy Burnett or Fax: (515) 280-4140**