



Iowa Mortgage Association

To: Businesses Serving the Mortgage Industry

From: Iowa Mortgage Association

The Iowa Mortgage Association invites you to participate in their Annual Convention, Sept. 1-3, 2010 at the Downtown Des Moines Marriott in Des Moines. We have reserved space to accommodate 15 exhibitors at the convention. The exhibits will be open from 8:30 a.m. – 4:00 p.m., on Thursday, Sept. 2. Following the end of the final breakout session at 5:00 p.m., there will be a reception from 5:00 p.m. to 7:00 p.m. held in the exhibit hall. You are also invited to an opening reception on September 1 following the golf outing at the Downtown Des Moines Marriott Hotel.

The Des Moines Marriott provides excellent exhibitor facilities and there will be ample opportunity for conference attendees to visit with the exhibitors. The continental breakfast, luncheon, refreshment breaks and reception will take place in the exhibit area.

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 using sponsorships as an excellent marketing tool for your company.

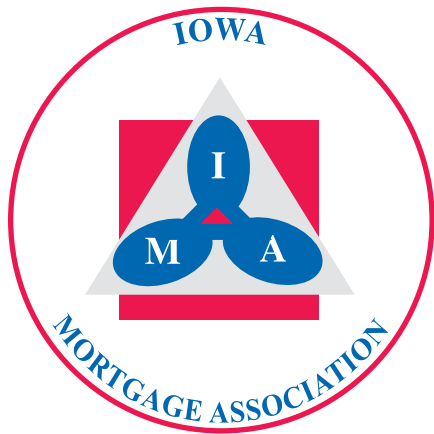
Please use the enclosed forms to secure your place at the IMA Annual Convention. A registration form and information about the Sept. 1 golf event at Legacy Golf Course in Norwalk is also included. If you have any questions, please call me at 800-800-2353 or (515) 286-4352.

Sincerely,

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

Darcy Burnett
Education Coordinator

Iowa Mortgage Association 57th Annual Convention



Exhibitor Prospectus

September 1-3, 2010

Downtown Des Moines Marriott, Des Moines, 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 15 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 Downtown Des Moines Marriott located at 700 Grand Avenue, Des Moines, Iowa.

Registration Timeline and Assignment of Space

Due to the outstanding opportunities available to meet with mortgage bankers and brokers from around the state, we expect a sold-out show. Send in your contract today! Space is limited to 15 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 August 18. 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 \$500 for an IMA Member and \$750 for Non-members. Fee includes: pipe and draping, one-line sign of your company name and registration for two individuals. **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 August 10 at the Des Moines Marriott. You are responsible for making your own reservations. Please indicate you are with the IMA when making your reservations. Call 515-245-5500.

Installation/Dismantling

Exhibitors will have access to the Exhibit Hall from 6:30 p.m. to 9:00 p.m. on Wednesday, September 1 to set-up booths. All exhibits must be completely installed by 8:00 a.m. on Thursday. **No setup will occur outside these times.** Exhibitors may begin dismantling booths during the second concurrent session at 4:30 p.m. Exhibitors wishing to remain at their booths during the reception may dismantle at 7:00 p.m. on Thursday, September 2. **No dismantling or packing may begin before 4:30 p.m.**

Official Decorator and Booth Equipment

The official decorator for the convention is Freeman Decorating Company, 2000 Easton Blvd, PO Box 5130 EDM Station, Des Moines, IA 50309-0130, and phone 515-265-5601. Contact: Scott Kirstein. A confirmation will be sent to all confirmed exhibitors. Please direct any questions regarding booth equipment or services to Freeman Decorating.

IMA Convention Coordinator

Questions?...call Darcy Burnett at IMA, 800-800-2353 or 515-286-4352.

Schedule of Events

Wednesday, Sept. 1

11:00 a.m.	Golf Outing at Briarwood Golf Course in Ankeny (see registration form)
4:30 p.m. - 6:30 p.m.	Reception, Briarwood Golf Course in Ankeny
6:30 p.m. - 9:00 p.m.	Exhibitor Registration and Set-up (this is the only set-up time)

Schedule of Events cont.

Thursday, Sept. 2

8:00 a.m. - 7:00 p.m.	Exhibit Hall Open
8:30 a.m. - 9:30 a.m.	Registration & Continental Breakfast with Exhibitors
9:30 a.m. - 10:45 a.m.	General Sessions
10:45 a.m. - 11:15 a.m.	Refreshment Break with Exhibitors
11:15 a.m. - 12:15 p.m.	General Sessions
12:15 p.m. - 1:45 p.m.	Luncheon with Exhibitors
1:45 p.m. - 3:00 p.m.	Concurrent Sessions
3:00 p.m. - 3:30 p.m.	Refreshment Break with Exhibitors
3:30 p.m. - 4:30 p.m.	General Session
5:00 p.m. - 7:00 p.m.	Reception with Exhibitors
7:00 p.m.	Dismantle Booths

Friday, Sept. 3

9:00 a.m. - 10:30 a.m.	Breakfast and Speaker
10:30 a.m. - Noon	Educational Session

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

IOWA MORTGAGE ASSOCIATION
57th ANNUAL CONVENTION
EXHIBITORS CONTRACT

September 1-3, 2010
Des Moines Marriott
Des Moines, 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: \$500 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 2010 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 Two badges are provided per booth. Additional name badges, registration and lunch attendees are required to pay the \$150.00 registration fee.

Name _____ Nickname _____ Location _____ Free with Booth
Name _____ Nickname _____ Location _____ Free with Booth
Name _____ Nickname _____ Location _____ \$100 registration

For Office Use Only

Date Rec'd _____

Date ack'd _____

Booth(s) _____

Iowa Mortgage Association
PO Box 6200 - 8800 NW 62nd Ave., Ste. 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 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!

Sponsorship Helps You

Stand Out in the Crowd!

**Be more than just an exhibitor at the
IOWA MORTGAGE ASSOCIATION
FALL CONVENTION
SEPT. 1-3, 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
- ▲ **Your company's logo and ad in the final program for sponsoring \$1000**
- ▲ **A FREE exhibit booth for sponsoring \$2000 or more**
- ▲ A FREE golf registration for sponsoring \$600 or more of for the golf outing

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: _____ **E-Mail:** _____

City: _____ **State:** _____ **Zip:** _____

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

<input type="checkbox"/> Opening Night Reception (Wed., Sept. 1)	\$1,000
<input type="checkbox"/> Continental Breakfast (Thursday, Sept. 2)	\$600
<input type="checkbox"/> Inaugural Luncheon (Thursday, Sept. 2)	\$1,000
<input type="checkbox"/> Speaker Co-Sponsor Introduction/Closing (2 available)	\$700
<input type="checkbox"/> President's Social (Thursday, Sept. 2)	\$1,500
<input type="checkbox"/> Breakfast (Friday, Sept. 3)	\$850
<input type="checkbox"/> Convention Grand Prize (drawing Friday, September 3)	\$1,000
<input type="checkbox"/> Exhibit Hall Refreshment Break (Thursday A.M.)	\$400
<input type="checkbox"/> Exhibit Hall Refreshment Break (Thursday P.M.)	\$400
<input type="checkbox"/> Exhibit Hall Refreshment Break (Thursday P.M.)	\$400
<input type="checkbox"/> Convention Door Prizes (Wed., Sept. 1)	\$300
<input type="checkbox"/> Convention Door Prizes (Wed., Sept. 1)	\$300
<input type="checkbox"/> Golf Outing/Beverage Carts (Wed., Sept. 1)	\$1,500
<input type="checkbox"/> Golf Outing Prizes (Wed., Sept. 1)	\$250
<input type="checkbox"/> Golf Outing Prizes (Wed., Sept. 1)	\$250
<input type="checkbox"/> Golf Outing Box Lunch (Wed., Sept. 1)	\$800

Make checks payable to:

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