



Join us for a
**Unique
Convention**

Iowa Association of REALTORS® 2006 Convention

2006 IAR Annual Convention and Trade Show

Convention Dates: September 18-21, 2006

Estimated Convention Attendance: 400-450 REALTORS®

Convention Site: Pheasant Run Resort & Spa
4051 East Main Street
St. Charles, IL 60174
Phone: 800-474-3272

Exhibit Hall Hours: Wednesday, September 20th
7:30 AM til 3:30 PM

FREE "Taste of Chicago" lunch for REALTORS® and Vendors which will be served in the Exhibit Hall

Why have an Exhibit Booth?

You will have a chance to market your products and services to an estimated 400 - 600 Iowa REALTOR® members. Placement of your company logo on our website (www.iowarealtors.com). Promotion of you company in the convention materials, such as email newsletters, and the *Iowa REALTOR® Benchmark Magazine*. Also you will be able to receive a free mailing list of convention attendees and/or a complete mailing list.



Iowa Association of REALTORS®

2006 Exhibitor Information Form

Please indicate how you would like to be listed in all official Convention publications.

Company Name: _____

Address: _____

City, State, Zip: _____

Office Phone: _____ Fax Number: _____

E-mail Address: _____

Primary Contact: _____

Please indicate the name you would like on your exhibit space sign.

Number of Booths Reserved:

_____ 1 Booth (\$450) _____ 2 Booths (\$900)

Payment Information:

Check #: _____ or Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Please indicate your top three choices for exhibit spaces (See map on back for layout):

_____ 1st Choice _____ 2nd Choice _____ 3rd Choice

Will you have a drawing for a prize? _____ Yes _____ No

Convention Registrations (Entitles each person to participate in all Convention activities.):

Name: _____ Name: _____

Exhibitor Passes (Does not allow for continuing education course participation.):

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

* We will have a Grand Door Prize card, so bring stickers or be ready to initial cards. *

Office Use: Paid: _____ Date: _____

PLEASE COMPLETE THE FOLLOWING INFORMATION

The following Convention Benefits are available to you at no additional charge.
Please indicate the Conventions Benefits you would like to receive.

_____ Pre-Convention List _____ Post Convention Labels

* Hotel reservations can be made by calling Pheasant Run Resort & Spa at 800-474-3272 or by internet at www.pheasantrun.com.

FYI

IAR is concerned with the amount of business you will have if you choose to become a Convention exhibitor. Therefore, we have planned unique events in the Exhibit Hall such as the "Taste of Chicago" Free lunch, scheduled time for your drawings, and refreshments throughout the day located in the exhibit area in order to create more traffic. We have also increased the time REALTORS® have between classes so they're able to spend more time exploring your booths.

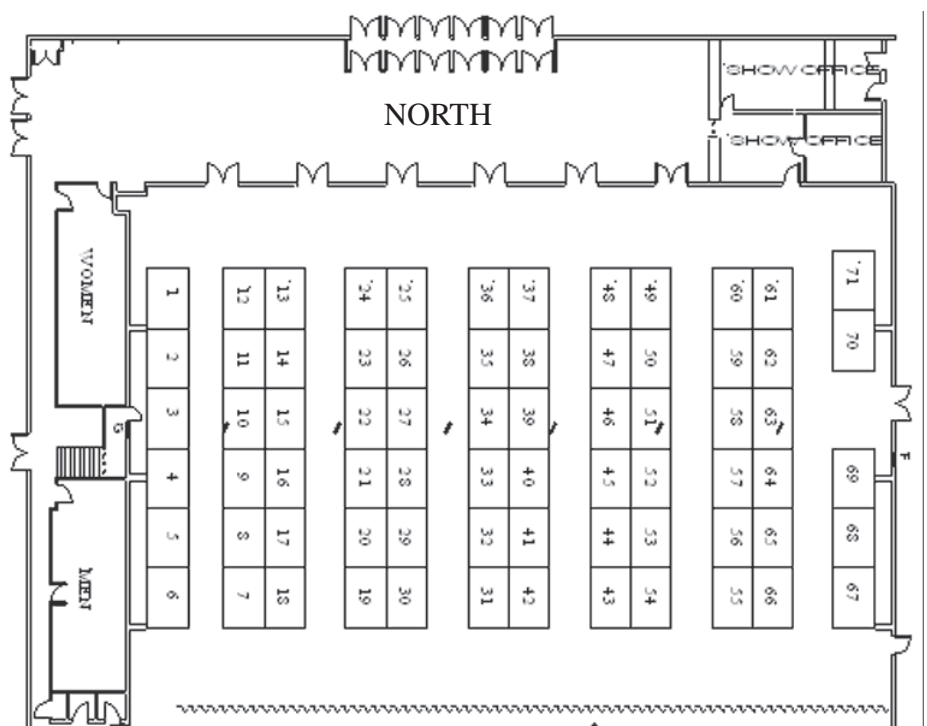
Each 8' x 10' booth comes standard with a free 8 foot skirted table, two chairs and a wastepaper basket. If you will need electricity, phone lines, and/or wireless internet for your booth, please refer to the refer to the form in the informational packet that you will be receiving from Pheasant Run.

Utilities must be ordered directly through Pheasant Run.

Additional booth equipment is available from the vendor. Equipment and prices lists will be sent to you under separate cover by the vendor.

Exhibit Hall set-up is Tuesday, September 19th from Noon until 6 PM.
Exhibit Hall tear-down is Wednesday, September 20th from 3:30 PM until 8 PM.

NOTES:
(71) 8' x 10' Booths
7' 10' Aisles



Iowa Association of REALTORS®
2006 Exhibitor Licensing Agreement
(Please sign and return one copy of this agreement with your payment.)

1. **AGREEMENT TO CONDITION** – Each exhibitor, and their employees, agree to abide by the following conditions.
2. **ASSIGNMENT OF SPACE** – Assignment of space will be based on date of booth reservation and the discretion of the Iowa Association of REALTORS®.
3. **PAYMENT** – A non-refundable deposit of \$100 per exhibit booth must accompany each Exhibitor Information Form. The balance due must be paid by August 15, 2006.
4. **CANCELLATION BY EXHIBITOR** – Should the exhibitor be unable to occupy and use the exhibit space contracted for and should he/she notify the Association at least 60 days prior to the opening of the convention, all sums paid by the exhibitor, less the deposit of \$100 per booth, will be refunded.
5. **LIABILITY** – The Iowa Association of REALTORS® undertakes no duty to exercise care, nor assumes any responsibility for the protection and safety of the exhibitor, his/her officials, agents or employees, or for the protection of the exhibitor's property or his/her representatives, or property used in connection with the exhibit, from theft, damage, destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safe-keeping by the exhibitor. Any protection exercised 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 Association of REALTORS® harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor and any of his/her representatives or from the property of the exhibitor.

The Iowa Association of REALTORS® 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, act 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 Association of REALTORS® for advertising, administration, etc.

If, at the sole discretion of the Iowa Association of REALTORS®, the convention or exhibit hall is cancelled, all monies will be refunded to exhibitor.

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, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the convention hall exhibit area without permission from the proper 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 assistant.
8. **BOOTHS** – Standard booth equipment as stated in the Exhibitor Information Form will be provided by the Iowa Association of REALTORS® 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 the exhibitor's display, shall project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, except with the specific permission of the Exhibits Manager.
9. **INSTALLATION AND DISMANTLING** – The specific requirements as to time for installation and dismantling 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 re-assigned for other purposes by the Association. Anyone dismantling their booth prior to the allotted time will lose their priority standing for the next year's convention and will forfeit any continuing education certificates they are entitled to from the 2006 Convention.
10. **DEFAULT OCCUPANCY** – Any exhibitor failing to occupy space contacted for is not relieved of the obligation of paying for such space at the full rental price and the Iowa Association of REALTORS® shall have the right to use such space as it sees fit, provided such booth space is not occupied one hour before the official Exhibit Hall Grand Opening.

11. USE OF SPACE – Exhibits shall be shown only in the official exhibit area as established by the Iowa Association of REALTORS®. Neither the exhibitors or non-exhibitors shall be permitted to display articles, equipment or services in private suites or rooms during the convention in accordance with prior agreements between the Iowa Association of REALTORS® and officials of hotels and convention bureau in the locale of the convention.

No exhibitor shall permit any other corporation of firm or its representatives to use the space allotted them, nor shall they display articles not manufactured or sold normally by them. 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 Iowa Association of REALTORS® and may be subject to an additional charge of \$50.00 per day per additional participant for the duration of the exhibit hall.

12. CONFLICTING MEETINGS & SOCIAL ACTIVITIES – In the interest of the success of the entire convention and exposition, the exhibitor agree not to extend invitations, call meetings or otherwise encourage the absence of Iowa Association of REALTORS® members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition.

13. EXHIBIT HOURS – The exhibit area will be open between the following hours:
Wednesday, September 20, 2006 7:30am-3:30pm.

14. CONVENTION REGISTRATIONS – Each exhibitor will receive two convention registrations. Two individuals will be assigned the convention registrations by the exhibitor. Registrations not assigned by September 15, 2006 will be forfeited by the exhibitor.

15. EXHIBITOR PASSES – Each exhibitor will receive eight (8) exhibitor passes to distribute to those members of the company staffing the exhibit space. These passes are non-transferable. Additional exhibitor passes may be purchased at a cost of \$5.00 per pass.

16. HOLD HARMLESS CLAUSE – The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims rising out of exhibitor’s activities on the Hotel Premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

17. The terms and conditions of this written document constitute the entire agreement between the parties. Any changes or modifications must be agreed between both parties in writing.

Name: _____

Company Name: _____

Date: _____

_____ Date: _____

Heather Gray / Josh Hibben
Technology Department
Iowa Association of REALTORS®

Why Sponsor Events?

The Iowa Association of REALTORS®, "The voice for real estate in Iowa," is the largest real estate professional organization. The IAR represents more than 7,500 members with information and education at the state and local levels. Sponsoring events during the 2006 IAR Convention provides your company with the chance to meet and develop relationships with the core of our membership. Our members are influential individuals who are responsible for determining the need for many goods and services throughout Iowa. Brokers, salespeople, leadership and staff will participate in our Convention.

Sponsorship Levels & Benefits

Exhibit Hall Sponsor - \$6,000

- Company name and logo in exhibit hall
- Complementary booth in exhibit hall
- Opportunity to decorate exhibit hall with company promotions
- Promotion in Convention booklet
- Complementary ad in Convention booklet
- Complementary quarter page ad in the Benchmark Magazine
- Pre and Post Convention Attendee list/labels
- Company pamphlet inserted in Convention bags given to every registrant
- Invitation to be recognized during Annual Meeting Luncheon

Inaugural Sponsorship - \$3,000

- Association with the most prestigious and elegant event held during Convention
- Company featured on event signage
- Promotion in Convention booklet
- Acknowledgement during Inaugural Gala
- Invitation to be recognized during Annual Meeting Luncheon

Continental Breakfast Sponsor - \$2,500

- Continental Breakfast everyday
- Company featured on event signage
- Promotion in Convention booklet
- Invitation to be recognized during Annual Meeting Luncheon

Annual Meeting Luncheon Sponsor - \$2,500

- Largest luncheon with membership attendance
- Acknowledgement during luncheon
- Promotion in Convention booklet
- Company featured on event signage

Inaugural Gala Hospitality Hour Sponsor - \$2,000

- Elegant event hosted before the Inaugural Gala
- Company name featured on event signage
- Company name featured on drink tickets
- Promotion in Convention booklet
- Acknowledgment during Inaugural Gala
- Invitation to be recognized during Annual Meeting Luncheon

Education Course Sponsorship - \$2,000 per speaker

- Company name featured on course materials
- Company listed in convention booklet given every REALTOR®
- Opportunity for company representative to introduce course speaker (Class size @200)
- Company pamphlet inserted in Convention bags
- Invitation to be recognized during Annual Meeting Luncheon

Refreshment Break Sponsor - \$1,000

- Coffee and refreshments breaks are made available during education course breaks
- Company name on table signage
- Listed in Convention booklet
- Invitation to be recognized during Annual Meeting Luncheon

2006 Convention Sponsorship Agreement

* Please fill out the following information for your sponsorship in the 2006 IAR Convention *

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Sponsorship Level: _____ Amount: _____

Authorized Signature: _____

Please Print

Signature

Date: _____

Please send with payment to:
Iowa Association of REALTORS®
Attn: Heather Gray / Josh Hibben
1370 NW 114th St., Suite 100
Clive, IA 50325
Fax: 800-874-2002
Phone: 800-532-1515

Office Use Only

Iowa Association of REALTORS® Agreement

Authorized signature: _____

Heather Gray / Josh Hibben

Date: _____

2006 Convention Booklet Advertising

Price Schedule

Inside Back Cover	\$300
Outside Back Cover	\$350 (Four Color)
Full Page	\$200
1/2 Page	\$125
1/4 Page	\$100
1/8 Page	\$50

ADS MUST BE CAMERA READY or a \$50 typesetting fee will be added to your total. If a photo is to be included in the ad, please submit an original. Copies or business card photos will not be accepted.

Deadline for receiving ads is July 31, 2006

I, _____ want to purchase:

_____ Inside back cover
_____ Outside Back cover
_____ Full Page
_____ 1/2 Page
_____ 1/4 Page
_____ 1/8 Page

_____ Total Due

Payment Method

Enclosed is a check for \$ _____
for advertising space in the 2006 REALTOR®
Convention Booklet.

Credit Card # _____

Type of Card _____

Expiration Date _____

Amount charged _____

Signature/ Date

Checks should be made payable to:
Iowa Association of REALTORS®

RETURN FORM, PAYMENT AND AD TO:
Iowa Association of REALTORS®
Attn. Heather Gray / Josh Hibben
1370 NW 114th St., Suite 100
Clive, IA 50325

Page Dimensions

9" x 4"

Full Page Ad
8 3/4" x 3 3/4"

1/2 Page Ad
4 1/2" x 3 3/4"

1/4 Page Ad
2 1/4" x 3 3/4"

1/8 Page Ad
1 1/8" x 3 3/4"