

# **2018 EXHIBITOR INFORMATION PACKET**

**Independent Insurance Agents of Oklahoma  
111th Annual Conference & Trade Show  
May 8-9, 2018**

Embassy Suites Norman  
Hotel & Conference Center  
Norman, Oklahoma



# Independent Insurance Agents of Oklahoma *cordially invites your organization to exhibit at their* **111th Annual Conference & Trade Show**

## **General Information**

### **About IIAO**

The Independent Insurance Agents of Oklahoma is the largest insurance trade association in Oklahoma. With over 475 independent insurance agency members, we represent nearly 3,500 independent insurance agents and their employees. IIAO member agencies range in size from one person to some of the largest agencies in the region.

Founded in 1907, IIAO policy is set by a board of directors elected at the annual conference. IIAO is an active advocate on behalf of independent agents before legislative, regulatory and judicial groups in Oklahoma and at the federal level.

### **Partners Program**

If you are interested in sponsoring IIAO's annual events through our Partners Program, please contact IIAO at 405-840-4426. Your participation makes it possible for IIAO to charge affordable event registration fees, which allows more agents and agency staff to attend.

### **Trade Show Exposition**

IIAO's Annual Conference will bring your organization's representatives into contact with independent insurance agency owners and producers from across the state of Oklahoma. The educational atmosphere stimulated by the conference allows all aspects of your organization's products and services to be presented at a time most conducive to discussions and problem solving. *Please note: space is limited and booths fill up fast.*

## **Exposition Rules & Regulations**

### **Qualifications for Exhibiting**

It is the policy of the Independent Insurance Agents of Oklahoma to limit the use of the exhibit spaces to firms whose business is consistent with IIAO's goals and objectives and which further the purposes of its Annual Conference. All applications for exhibit space are subject to the approval of the IIAO Board of Directors.

### **Booth Assignments**

The assignments of booths will be made on a first-come, first-served basis in the order that contracts and fees are received by IIAO. Dimensions and locations are believed, but not warranted, to be accurate. We will make every effort to assign the requested booth submitted by the exhibiting company. In the event that this is not possible, IIAO reserves the right to assign booth spaces from the remaining inventory.

Visit [www.iaok.com/events](http://www.iaok.com/events) for booth availability.

# Rules & Regulations (cont.)

Unless special arrangements have been made with IIAO Exposition Management, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation on the part of IIAO to provide any refund whatsoever.

## Exhibitor Reservation & Cancellation Policy

All booth spaces must be reserved and paid for by **April 3, 2018** (space permitting).

If you must cancel your booth space reservation, cancellation must be sent in writing to Exposition Manager, IIAO, PO Box 13490, Oklahoma City, OK 73113 or by email to [info@iiaok.com](mailto:info@iiaok.com).

In the event an exhibitor cancels prior to April 3, a 15% service charge will be deducted from the refund. Cancellations received after April 3 and by May 2 will result in a charge of 25% of monies paid. No refunds will be issued for cancellations received on or after May 3, 2018.

## Exposition Details

### Event Timeline: Wednesday, May 9

Exhibitor Move-In: 1:00 to 3:30 p.m.

*All exhibitors' booths must be set up and all exhibit personnel registered by 3:30 p.m.*

Exhibits Open: 4:00 p.m. to 7:00 p.m. (Show hours listed are subject to change.)

Exhibitor Move-Out: 7:00 p.m. to 9:00 p.m.

*Note: Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 7:00 p.m. on Wednesday, May 9. Such activity is considered a break of contract and will result in a loss of the right to exhibit at future IIAO events.*

### Booth Cost

Single 10'(w) x 10'(d) Booth\* \*\*

**IIAO Members: \$675.00**

**Non-Members: \$775.00**

\*Unless otherwise indicated on the diagram.

*Note: The arms on the outside of booths at the end of rows will not be added unless requested.*

Booth fee includes the following:

- 8' high backdrapes on pipe
- 3' high divider drapes on pipe
- One 110V Electrical Outlet
- One exhibitor ID sign (44 characters)
- One 8' draped display table
- 2 chairs
- WiFi in the conference center

### Trade Show Colors

Drape colors will be blue and white.

# Exposition Details (cont.)

## Additional Exposition Hall Features

Exhibit locations, activities and hours have all been structured to maximize your contact with conference participants. Special features include:

- Tables and chairs will be scattered in aisles between booth rows for increased networking opportunities for attendees and exhibitors.
- Appetizers and adult beverages will be served during the show.
- Grand prize drawing. Agency staff will have an opportunity to win a cash grand prize. To be eligible, they must have their grand prize ticket validated by each vendor.

## Door Prize

Grand prize drawing. Agency staff will have an opportunity to win a cash grand prize. To be eligible, they must have their grand prize ticket validated by each vendor.

Vendors may give away a door prize. IIAO will have a board for you to post the name of your door prize winner.

## Benefits to Exhibitors

- All partners and exhibitors are considered “preferred vendors” for the entire year. The Preferred Vendor List is distributed to conference attendees, current IIAO members, and to new members and agents who request information throughout the year.
- All IIAO exhibitors will also receive a spreadsheet of IIAO member agency addresses prior to the conference to promote attendance and vendor products and services.
- Each exhibit booth receives one complimentary conference registration.
- Each exhibiting firm will receive a copy of the official roster of attendees, which includes agency name and contact information.
- Exhibitors will be listed on IIAO’s website leading up to and following the conference.

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Vendors may give away a door prize. IIAO will have a board for you to post the name of your door prize winner.

## Hotel Accommodations

Hotel rooms are available at the Embassy Suites Hotel, 2501 Conference Drive, Norman, OK, at the special rate of \$134/per night. Reservations may be made by calling the reservations line at 1-866-577-1273 or online at [www.norman.embassysuites.com](http://www.norman.embassysuites.com) using Group Code “IIA”. Deadline for reservations is **April 6, 2018**.

## Official Decorator

Event Planning by Leilani, Inc. is the official decorator for this show. Your confirmation letter will include information on freight handling, labor assistance and additional booth furnishings (such as extra tables). Contact Event Planning by Leilani, Inc. at (405) 232-0911 if you have any questions.

# To reserve exhibit space:

## Complete and send the necessary forms to:

Independent Insurance Agents of Oklahoma  
PO Box 13490  
Oklahoma City, OK 73113  
Fax: 405-840-4450  
Email: laura@iiaok.com

For more information, call our office at (405) 840-4426 or email laura@iiaok.com.

## Submission Checklist:

- Exhibit Space Application Form
- Payment (Checks may be submitted with mailed form. A copy of confirmation for credit card payment must be submitted with faxed or emailed forms.)
- Signed Exhibit Space Contract
- Partner Program certificate (if member of IIAO's Partner Program)

## Schedule of Events

### Tuesday, May 8

- 10 a.m. Challenge Cup Golf Tournament  
The Trails Golf Club (3200 S. Berry Road, Norman, OK 73072)
- 5-7:30 p.m. Casino Night  
Embassy Suites
- 7:45 p.m. Open Time for Company Events  
Do not schedule company events prior to 7:45 p.m.

### Wednesday, May 9

- 7:45 a.m. Registration Desk Opens
- 8:30-9:50 a.m. Welcome by Joe Strunk  
Keynote: Jack Uldrich
- 9:50-10 a.m. Break
- 10-10:50 a.m. Session: Tom Baker
- 10:50 a.m. Break
- 11 am-Noon Business Meeting
- Noon-1:30 p.m. Lunch and annual awards
- 1:30-2:50 p.m. Session: Kelly Donahue-Piro
- 3-3:50 p.m. Session: Mark Foutch
- 3-4:30 p.m. Exclusive Workshop with Kelly Donahue-Piro
- 1-3:30 p.m. Exhibitor Move-In
- 4-7 p.m. IIAO Trade Show
- 7-9 p.m. Exhibitor Move-Out

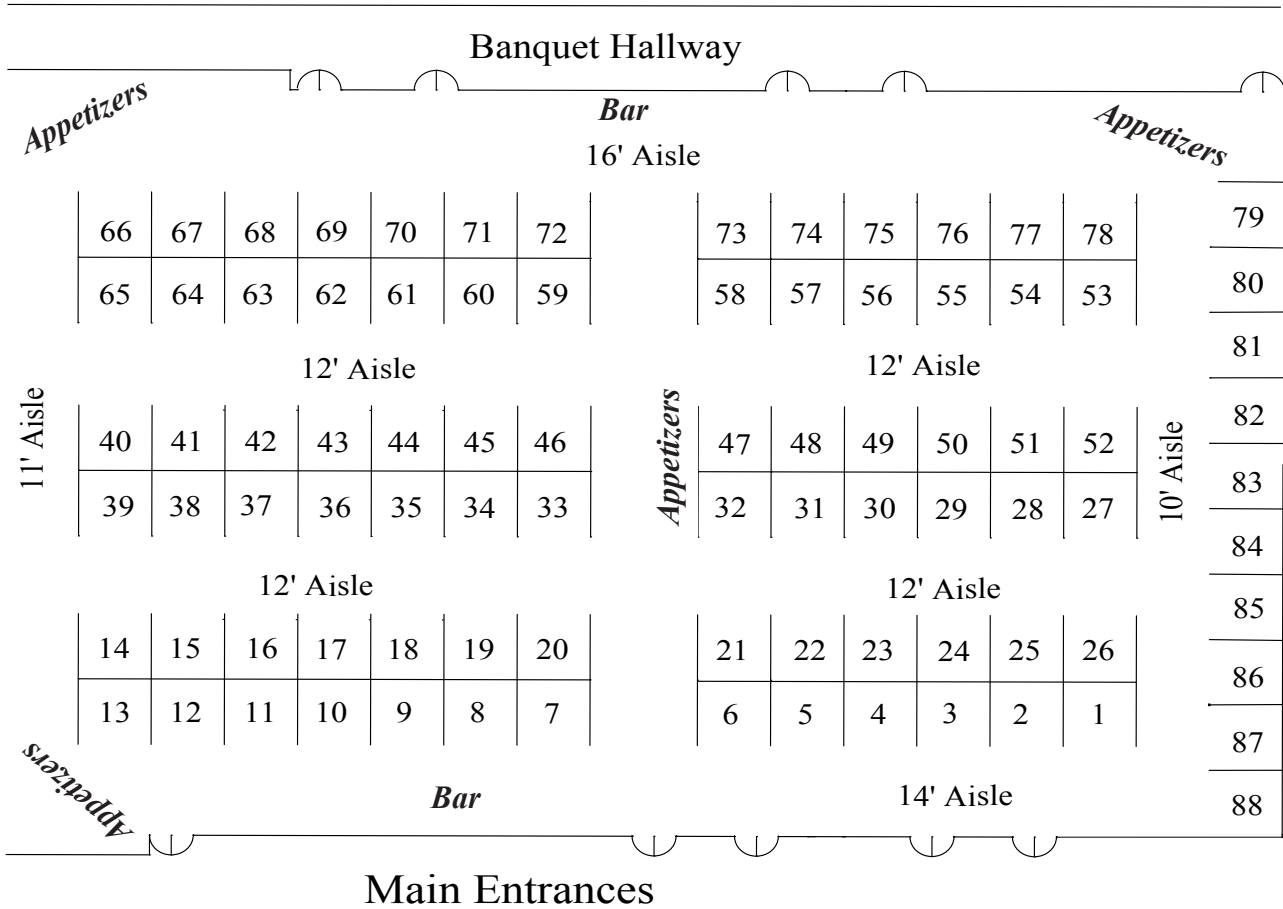
*Note: Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 7:00 p.m. on Wednesday, May 9. Such activity is considered a break of contract and will result in a loss of the right to exhibit at future IIAO events.*

# Trade Show Map

*\*Tentative Layout*

Embassy Suites  
Oklahoma Ballroom E F G H I J

Booth Size 10 x 10



To see a list of available booths, visit [www.iaok.com/tradeshows](http://www.iaok.com/tradeshows).

# EXHIBIT SPACE APPLICATION FORM

**IIAO's 111th Annual Conference, Trade Show & Banquet**  
**May 8 - 9, 2018**  
**Trade Show on May 9**  
**Embassy Suites Norman - Hotel & Conference Center, Norman, OK**

**Application due**  
**March 30, 2018**  
 (space permitting)

Your signature on the Contract confirms that you, as the authorized contact for the exhibiting firm, have read and agree to fully comply with the terms and conditions stated in the Exposition Rules and Regulations, Application and Contract (on reverse), and constitutes your firm's agreement to exhibit at IIAO's Annual Conference 2018. Please return the original Exhibit Space Application Form and the original Exhibit Space Contract with payment in full to Independent Insurance Agents of Oklahoma, Attention Exposition Manager, PO Box 13490, Oklahoma City, OK 73113.

## APPLICATION

Firm: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

*All correspondence regarding this event will be addressed to the contact, and that person will be responsible for distributing information to the booth attendants.*

### Preferred Vendor Card Information: (this information is what will be distributed to attendees)

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Product or Service: \_\_\_\_\_

### Booth Choices

*Booths are reserved on a first-come, first-served basis after payment has been received.  
 For current booth availability, visit [www.iaok.com/tradeshow](http://www.iaok.com/tradeshow).*

Booth Choices: First \_\_\_\_\_ Second \_\_\_\_\_ Third \_\_\_\_\_ Fourth \_\_\_\_\_

### Booth Attendants (every booth attendant must be registered to enter the exhibit hall):

- \_\_\_\_\_  Complimentary registrant
- \_\_\_\_\_  Additional registrant (\$50)
- \_\_\_\_\_  Additional registrant (\$50)
- \_\_\_\_\_  Additional registrant (\$50)

**Non-Conference registrants attending Awards Luncheon @ \$30.00/each x \_\_\_\_\_ = \$ \_\_\_\_\_**

\_\_\_\_\_ **Exhibit Booth 10' (w) x 10' (d)**  IIAO Member Fee \$675 \$ \_\_\_\_\_

(includes complimentary registration for one attendee)  Non-Member Fee \$775 \$ \_\_\_\_\_

**LESS Partner Discount, if applicable** (\$ \_\_\_\_\_ )

**Additional Registrants @ \$50.00/each x \_\_\_\_\_ = \$ \_\_\_\_\_**

**Golf Tournament - May 8 at The Trails @ \$95.00/per player x # \_\_\_\_\_ = \$ \_\_\_\_\_**

- Player: \_\_\_\_\_ Established Hdcp: \_\_\_\_\_  Real  Scramble
- Player: \_\_\_\_\_ Established Hdcp: \_\_\_\_\_  Real  Scramble
- Player: \_\_\_\_\_ Established Hdcp: \_\_\_\_\_  Real  Scramble
- Player: \_\_\_\_\_ Established Hdcp: \_\_\_\_\_  Real  Scramble

**Total Amount Due: \$ \_\_\_\_\_**

### Payment

- Check enclosed (Payable to IIAO)
- Credit card payment: Pay online <https://iaok.epaypolicy.com>

**EXHIBIT SPACE CONTRACT**  
**IIAO 111th Annual Conference, Trade Show & Banquet**  
**May 8 - 9, 2018**  
**Trade Show May 9**  
**Embassy Suites Norman - Hotel & Conference Center**  
**Norman, Oklahoma**

AGREEMENT, made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ by and between \_\_\_\_\_ herein referred to as "Exhibitor," and Independent Insurance Agents of Oklahoma (IIAO), PO Box 13490, Oklahoma City OK 73113, hereinafter referred to as "Management."

**PURPOSE AND DEFINITION OF AGREEMENT**

The purpose of this Agreement is to state the terms and conditions under which Management will allow Exhibitor to rent exhibit space at IIAO's 110th Annual Conference & Trade Show, Embassy Suites Norman - Hotel & Conference Center, Norman, Oklahoma, on May 9, 2018.

This agreement includes this Exhibit Space Contract, the Exhibit Space Application and the Exposition Rules and Regulations (contained in this Exhibitor Information kit). These are an integral part of this contract and are incorporated herein for all intents and purposes, the same as if fully set out herein.

NOW THEREFORE, in consideration of the mutual promises herein contained, the parties hereto agree as follows:

- (1) Exhibitor agrees to timely pay all fees, charges and costs as specified in this agreement and to abide by the terms and conditions set out in the Exposition Rules and Regulations.
- (2) Management agrees to provide the exhibit space as defined in the Exhibit Space Application Form and to abide by the terms and conditions contained in the Exposition Rules and Regulations.
- (3) Oklahoma Law to Apply. This Agreement shall be construed under and in accordance with the laws of the State of Oklahoma, and all obligations of the parties created hereunder are performable in Oklahoma County, Oklahoma.
- (4) Parties Bound. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, executors, administrators, legal representatives, successors and assigns where permitted by this Agreement.
- (5) Legal Construction. In case any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and this Agreement shall be construed as if such invalid or unenforceable provision had never been contained herein.
- (6) Prior Agreements Superseded. This Agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understandings or written oral agreements between the parties respecting the within subject matter.
- (7) Compliance with Applicable Statutes, Ordinances, and Regulations. In performing the services required of it under this Agreement, the Exhibitor shall comply with all applicable federal, state, county and city statutes, ordinances and regulations. If such compliance is impossible for reasons beyond its control, Exhibitor shall immediately notify Management of that fact and the reasons therefor.
- (8) If any action at law or in equity is necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to reasonable attorneys fees, costs and necessary disbursements in addition to any other relief to which such party may be entitled.
- (9) This Agreement constitutes the sole and only Agreement between the parties hereto in relation to IIAO's 111th Annual Conference & Trade Show and supersedes any prior understanding or written or oral agreements between the parties respecting the subject matter contained herein.
- (10) By their execution of this Agreement, the respective representatives of the parties hereby expressly represent that they are duly authorized to execute this Agreement on behalf of the party whom they purport to represent.
- (11) Neither the Management nor the Hotel assumes any responsibility for destruction, damage or loss of the Exhibitor's property from any cause. The Exhibitor agrees to indemnify and hold harmless both Management and the Hotel from any liability and expense for any injury, property damage or other loss arising out of the use by the Exhibitor of its exhibit space or activities in connection therewith.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature