Telling the Story of Educational Service and Leadership

Education Leaders Fall Conference And Exhibition
October 18 - 20, 2015 • Peoria IL
(Exhibit in person Mon. October 19, 2015 and online until March 2016.)
INVITATION

The Illinois Principals Association’s (IPA) 44th Annual Education Leaders Fall Conference and Exhibition will take place October 18-20, 2015 in Peoria, Illinois. The theme is *Telling the Story of Educational Service and Leadership*.

Approximately 625 school administrators from elementary, middle and secondary schools from all over the state attend this event to hear nationally renowned speakers; participate in educational sessions on how they can better serve their schools; network with colleagues; and attend one of the largest exhibitions in Illinois for school administrators. It is the objective of the IPA to provide attendees an exhibition with informative service and product displays that pertain to the improvement of schools. Only firms whose products and services are appropriately related to the education, health, welfare and personal development of children, youth and educational leaders shall be permitted to exhibit.

The exhibition is a one day F2F (face-to-face) show that takes place Monday, October 19 from 7:00 a.m. – 3:15 p.m. at the Peoria Civic Center and online 24/7/365, from the time you register until March 2016 at www.ilprincipals.org.

If you have any questions, please contact Pam Burdine, IPA Services Coordinator at 217-525-1385 or pam@ilprincipals.org.

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**DID YOU KNOW...**

**OVER 80% OF EXPOSITION ATTENDEES ARE FINAL DECISION-MAKERS OR INFLUENCE THE PURCHASE OF PRODUCTS AND SERVICES EXHIBITED?**

*(INFORMATION FROM NUTMEGEXHIBIT.COM)*

**CONVERTING A TRADE SHOW LEAD TO A SALE COSTS 38% LESS THAN A SALES CALL ALONE?**

*(INFORMATION FROM GRAPHICOLOR.COM)*

**45% OF ATTENDEES VISIT ONLY ONE EXHIBITION PER YEAR. SO WHEN YOU EXHIBIT AT A SHOW YOU WILL FIND UNIQUE PROSPECTS THERE YOU CAN’T REACH AT OTHER TRADE SHOWS.**

*(SOURCE: CEIR REPORT ACRR 1152.12)*

**TRADESHOW VISITORS WILL TELL 6+ PEOPLE ABOUT THEIR EXPERIENCE?**

*(INFORMATION FROM GRAPHICOLOR.COM)*

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**We invite you to become an IPA exhibitor and sponsor for this popular event. It gains you great exposure in the educational community!**

**IPA Educational Exhibition:**

**F2F: Monday, October 19, 2015**

**Hall D, Peoria Civic Center**

**7:00 am - 3:15 p.m.**

**ONLINE: 24/7 until March 2016**

[www.ilprincipals.org](http://www.ilprincipals.org)
ATTENDEE PROFILE

Professional Title:
- Principals – 78% of total attendees
- Assistant Principals and Deans – 10%
- District Staff & Special Education Administrators – 7%
- Superintendents & Assistant Superintendents – 2%
- Other types of Administrators - 1%

School Level:
- Elementary – 40% of attendees
- Secondary – 29%
- Middle – 17%
- Other Education Related Organizations – 10%
- District Offices – 4%

Gender:
- Male – 60%
- Female – 40%

Region:
- Abe Lincoln – 48 attendees
- Blackhawk – 21 attendees
- Central Illinois Valley – 38 attendees
- Corn Belt – 43 attendees
- DuPage – 13 attendees
- Egyptian – 14 attendees
- Illini – 2 attendees
- Kaskaskia – 30 attendees
- Kishwaukee – 39 attendees
- Lake – 27 attendees
- North Cook – 8 attendees
- Northwest – 30 attendees
- Shawnee – 17 attendees
- South Cook – 28 attendees
- Southwestern – 43 attendees
- Starved Rock – 38 attendees
- Three Rivers – 29 attendees
- Two rivers – 23 attendees
- Wabash Valley – 30 attendees
- West Cook – 15 attendees
- Western – 28 attendees
- Unspecified - 8 attendees
AGENDA

SUNDAY, OCTOBER 18
3:00 p.m. – 7:00 p.m. Conference Registration for Pre-Registered Attendees (Marquette Ballroom Pre-Function Space, MPM)
4:00 p.m. – 6:00 p.m. Optional exhibitor Move-in and Set-up (Hall D, Main Floor, PCC)
6:00 p.m. – 8:00 p.m. Welcome Reception (Marquette Ballroom, MPM) (IPA Corporate Members & all registered attendees are invited.)

MONDAY, OCTOBER 19
6:15 a.m. – 7:00 a.m. Exhibitor Move-in and Set-up (Hall D, Main Floor, PCC)
*7:00 a.m. – 8:00 a.m. Continental Breakfast with Exhibitors (Hall D, Main Floor, PCC)
7:00 a.m. – 3:15 p.m. Educational Exhibition (Hall D, Main Floor, PCC)
7:00 a.m. – 3:15 p.m. Conference Registration (Hall D, Main Floor, PCC)
7:00 a.m. – 3:15 p.m. Book Store (9th Floor Pre-Function Space, PCC)
8:00 a.m. – 8:55 a.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)
8:30 a.m. – 8:50 a.m. Learning Labs (Hall D, Main Floor, PCC)
9:00 a.m. – 8:55 a.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)
*10:25 a.m. – 11:05 a.m. Coffee Break with Exhibitors (Hall D, Main Floor, PCC)
10:30 a.m. – 10:50 a.m. Hrabowski Book Signing (Book Store, 4th Floor, PCC)
11:10 a.m. – 12:05 p.m. Small Group Sessions (Rooms 401-408, Fourth Floor)
11:10 a.m. – 11:30 a.m. Learning Labs (Hall D, Main Floor, PCC)
11:40 a.m. – 12:00 p.m. Learning Labs (Hall D, Main Floor, PCC)
11:45 a.m. Food available if exhibitors would like to eat at this time (Hall D, Main Floor, PCC)
*12:10 p.m. – 1:40 p.m. Attendees’ Lunch with Exhibitors (Hall D, Main Floor, PCC)
1:00 p.m. – 1:20 p.m. Learning Labs (Hall D, Main Floor, PCC)
1:40 p.m. – 2:40 p.m. 2nd General Session (Room 400, 4th Floor, PCC)
2:45 p.m. – 3:15 p.m. Coffee Break with Exhibitors (Hall D, Main Floor, PCC)
3:15 p.m. Exhibit Move-out (Hall D, Main Floor, PCC) (IPA Corporate Members are reminded to take information to the 4th Floor Resource Tables for conference attendees to pick up.)
3:20 p.m. – 4:15 p.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)

(Tuesday note * denotes exclusive exhibit viewing times when no other conference events are taking place. Events in blue are exhibitor related events.)

TUESDAY, OCTOBER 20
7:30 a.m. – 8:30 a.m. Continental Breakfast (Pre-Function Space, 4th Floor, PCC)
7:30 a.m. – 12:30 p.m. Conference Registration (Guest Services Desk, 4th Floor, PCC)
7:30 a.m. – 12:30 p.m. IPA Corporate Member Information - Resource Tables (Pre Function Space, 4th Floor, PCC)
8:00 a.m. – 8:55 a.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)
9:00 a.m. – 9:55 a.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)
10:00 a.m. – 10:10 a.m. Coffee Break (Pre-Function Space, 4th Floor, PCC)
10:15 a.m. – 11:10 a.m. Small Group Sessions (Rooms 401-408, 4th Floor, PCC)
11:15 a.m. – 12:15 p.m. 3rd General Session (Room 400, 4th Floor, PCC)
12:15 p.m. Conference Adjourns (See you next year!)

PCC – Peoria Civic Center / MPM – Marriott Pere Marquette
EXHIBIT INFO

WHAT’S INCLUDED
- 10’ x 10’ draped booth; green and blue (concrete floor)
- One 8’ skirted table and 2 chairs
- Booth identification sign
- Conference App for FREE that includes leads generation
- 2 Continental breakfasts per booth
- 2 complimentary lunches per booth
- Online trade show for 1 full year
- Option to purchase pre-registered attendee addresses ($75)
- If you complete and return the Exhibitor Evaluation Form after the show, you will receive a list of all conference attendees’ addresses
- Each week an e-mail will be sent to our 5000 members which will also promote the conference sponsors and exhibitors

BENEFITS FOR IPA CORPORATE MEMBERS
For only $250/year consider becoming an IPA Corporate Member. You receive these additional benefits and savings:
- Discount on booth space ($240 savings on one booth)
- Free (upon request), pre-registered attendee addresses ($75 value)
- An invitation for TWO representatives to attend the Sunday evening reception ($68 value)
- 200 pieces of your promotional materials may be put out on the 4th Floor Resource Tables
- Additional Corporate Member benefits include:
  - List of addresses for our 5000 members (1x per year)
  - Listing in the Education Marketplace
  - Recognition as one of our partner once a year in the PrincipAL (our weekly e-newsletter that goes to our 5000 members)
  - Links from two different pages on our website to your website
  - Opportunity to exhibit at the Education Leaders Summer Conference in Lisle, IL for FREE!

Please visit the IPA website or contact Pam Burdine with questions.

DRAYAGE CONTRACTOR
Excel Decorators is the official decorator and drayage company. They will handle exhibitors’ on-site needs and will provide all exhibitors with a website and password where you may order carpet, equipment and arrange shipping. Electrical is handled by the Peoria Civic Center. There will be an informational letter from Excel and the electrical form for the PCC on the IPA Website as soon as they are available in early fall.

BOOTH RESERVATIONS
Booths will be assigned based on total space purchased and the date the Exhibit and Sponsorship Contract is received. IPA Corporate Members qualify for priority booth placement. It is highly recommended that you select and purchase your space online. There is a discount for this and you may confirm your exhibit booth location immediately. Just click here.

CANCELLATION
All cancellations must be made in writing to the IPA and received before September 30, 2015 in order to receive a refund, less a $100 processing fee. For any cancellation made after September 30, 2015, no refund will be made. Please refer to the Rules and Regulations on page 7 for more details.
MORE EXHIBIT INFO

TRAFFIC BUILDERS

The Exhibit Hall is where Conference Registration is located; where golfers pick up their prizes; and the only place where attendees can get food and beverage (morning break; lunch; and afternoon break). Learning Labs, a new feature this year, will also be in the Exhibit Hall where short presentations will be given throughout the day. Attendees will also enjoy the Connection Center, which is located in the Exhibit Hall. This area will have a mobile device charging station; comfortable lounge seating; and a technology center to include conference app posting’s and a social media wall. We’re also counting on you and all our exhibitors to have engaging* booths. And maybe the best traffic builder of all, we offer “Connect to Win” where attendees visit booths in order to be eligible to win cash prizes. They must be logged into the Conference App to earn points. (Game instructions and guidelines will be provided closer to conference date.) Conference attendees will be notified of all these exciting Exhibit Hall happenings prior to the Conference; in the attendee registration packets; announcements will be made during the educational sessions and pushed out via the Conference App all day. So as you can see, a lot is going on in the Exhibit Hall to attract attendees!

*Ideas to engage attendees at your booth: memento giveaways, treats, contests & games, samples of your product, discount coupons and a drawing for a grand prize from you. Maybe you’d like to sponsor a masseuse to give hand and neck massage, or a shoe shine station? We’ll help you brainstorm ideas if you’d like.

ONLINE TRADE SHOW

Every exhibitor receives an “online booth” in the Virtual Trade Show as well as their F2F (face-to-face) booth October 19, 2015 Exhibition in Peoria. The Virtual Trade Show is on the IPA website from the time you register until March 2016 to give you exposure to thousands. There is a link from your “online booth” to your organizations website. And the best part…the on-line trade show is included in your exhibit fee!

CONFERENCE APP.

IPA is pleased to offer you a Conference App for FREE! The App’s GREAT benefits include:

• Exhibitor Marketing Suite - Find, target and meet more qualified prospects at the IPA Conference

• Generate Leads - Surface and connect with leads on web and mobile devices. (branded digital profile; social media integration; attendee follows, meeting requests, and messages; key employees, speakers and sessions; and interest-based matching)

• Distribute Collateral - Put your best marketing materials in the hands of your prospects. Anytime. Anywhere. Any Device. (digital downloads; marketing materials, on-demand video; and in-booth QR code scanning)

• Market to Qualified Prospects - Find the right prospects - market to them before, during and after the event. (interest-based matches, one-on-one email, phone and text, and broadcast promotions)

• Book the Right Meetings - Book and manage meetings so your sales staff can do business at the booth. (two-way meeting requests, calendar integrations, exhibit floor mapping, flexible time booking)

• Build Quality Sales Contacts - Get instant access to full data-rich profiles so you know who to talk to and how to talk to them. (real-time opt ins; interest-rich profile; full social contact details; easy export and CRM integration; and one-click calls and messages)

• There will be an “app squad” on-site to answer any questions about leads generation.

.....And did we mention it’s FREE?! (You’ll get about 600+ contacts)
RULES & REGULATIONS

The 2015 IPA Education Leaders Fall Conference and Exhibition will be held at the Peoria Civic Center, Peoria, Illinois, and will be open free-of-charge to all registered meeting attendees. Exhibit hours are 7:00 a.m. - 3:15 p.m., Monday, October 19. IPA reserves the right to alter exhibition hours due to changes in the conference schedule or other reasons deemed advisable by the IPA Executive Team. Setup is Sunday, October 18, 4:00 p.m. – 6:00 p.m. or Monday, October 19, 6:15 a.m. – 7:00 a.m. Exhibits must be staffed no later than 7:00 a.m. If booth space is not occupied by 7:00 a.m., October 19, 2015, the IPA has the right to use that space as it sees fit. Tear down is the same day at 3:15 p.m.

Exhibitors will be issued badges which must be worn at all times. There will be no exceptions. Exhibiting firms contracting for one (1) 10’ x 10’ booth are allotted three (3) personnel per booth. Exhibitors and their representatives are prohibited from attending any Conference events unless they pay the Conference Registration Fee.

If booth space is cancelled by an exhibitor on or after September 30, 2015, or if the exhibitor fails to occupy contracted space by 7:00 a.m. October 19, 2015, no refund will be made. If payment in full is not received by IPA prior to September 30, 2015, IPA may cancel the booth reservation and retain the deposit. If booth space is cancelled by the exhibitor prior to September 30, 2015, any deposit made will be refunded to the exhibitor less a $100 processing fee. All notices of cancellation must be in writing and will be deemed valid when received by the IPA state office.

1) EXCEL Decorators is the exclusive Drayage Contractor. See exhibit information for details.

2) All exhibit and booth materials must be flameproof and comply with city fire laws, as well as insurance underwriters’ and Civic Center safety regulations. The Peoria Fire Code requires that all containers and packing materials be removed from the exhibition area following booth setup. The exhibit service contractor will arrange for removal, storage and retrieval of these materials for exhibitors. Only display materials that can pass fire inspections may be used. Explosive, flammable materials, gases and substances prohibited by city departments and other authorities are not allowed. All electrical work must be approved by the Peoria Civic Center, and the Illinois Principals Association, and installed by EXCEL Decorators in accordance with the Fire Code regulations.

3) The exhibit booths are not carpeted. The aisles are carpeted.

4) Booths may be reassigned by the IPA staff to avoid congestion, prevent confusion in company names or for similar reasons. The exhibitor will be notified, if possible, prior to reassignment. An exhibitor shall not share, sublet to, or exhibit the product of another exhibitor without the written permission of the exhibitor and the IPA staff.

5) All exhibitor displays including information and promotional items, must be contained wholly within the booth space rented by the exhibitor. IPA reserves the right to refuse displays it considers inappropriate. All exhibits, back walls and decorations are limited to 10’ high. The IPA staff must approve in writing any requests for exhibits or equipment more than 10’ high or any unusual or unique configuration. Loudspeakers, microphones or other amplification devices, and live or mechanical music are not permitted in the exhibit hall. Exhibitors are asked to stay within their rented space — avoiding the aisles.

6) Exhibitors’ acceptance of payment for goods and/or services and/or delivery of such during the exhibition is allowed. The exhibitor agrees that accepting payment or providing services or merchandise in the exhibition area is not tied to the IPA in any way. All required taxes are the responsibility of each individual exhibitor.

7) Denigration of another exhibiting firm or its products or services will not be permitted in aisles, in other exhibitors’ booths or in proximity to any seminar meeting room during, before or after any such seminar. Samples, catalogs, pamphlets, publications and promotional material may be distributed by exhibitors strictly within the confines of their own booths. Exhibitors will be permitted to give away items, conduct drawings or raffles, provide awards for signing names and addresses or use other promotions with approval of the IPA staff.

8) Booths are required to be staffed at all times during exhibition hours. Booths will not be closed or torn down before the specified time, and no part of the exhibit or equipment may be removed early without permission of the IPA staff. A $150 deposit shall be included with your booth fee, which will be refunded to you if you do not tear down early.

9) Nothing may be pasted, tacked, nailed, screwed or fixed to any parts of the building or its furnishings. Expenses incurred for damages to the exhibit hall’s physical property, i.e. floors, walls, furnishings, etc., will be charged to the exhibitor.

10) Exhibitors’ equipment is not insured by IPA for loss, theft, damage or breakage. The exhibitor assumes total responsibility therefore and hereby agrees to protect, indemnify, defend, save and hold harmless the Peoria Civic Center, and its employees and agent; any representatives of the IPA and its staff, and the IPA against all claims, liabilities, losses, costs and attorneys fees arising from or relating to damages to persons or property, owned or rented, governmental charges and fines and attorneys fees arising out of or caused by exhibitors’ equipment, merchandise, displays, and of any part thereof, by their negligence or that of the negligence of the Peoria Civic Center or their respective employees and agents. The exhibitor hereby agrees to protect, indemnify, defend, save and hold harmless the Peoria Civic Center and its employees, agents and equipment. Exhibitors are urged to place “extraterritorial” insurance coverage on equipment and exhibits, and arrange for extended public liability insurance. The exhibitor acknowledges that IPA, and the Peoria Civic Center do not maintain insurance covering exhibitors’ owned or rented property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance coverage for such losses by the exhibitor.

The care, custody and control of the exhibitors’ materials will be the exhibitor’s responsibility at all times. The exhibitor, upon signing the Exhibit and Sponsorship Contract expressly releases the aforementioned persons and entities from any agreement or obligation to indemnify them against any and all claims for loss, damage or injury. The fact that the exhibitor obtains such insurance shall not relieve or release the exhibitor from or limit the exhibitor’s obligation to protect, indemnify, defend, save and hold harmless IPA and its trustees, officers, employees and agents as required by this Rule 10.

11) The IPA and individual staff assume no responsibility or obligation for damage to exhibitor’s property, owned or rented, lost shipments either to or from the exhibit, or for any moving costs, all such matters being the total responsibility of the exhibitor. Damage due to inadequately packaged property is the exhibitor’s responsibility. If an exhibit fails to arrive in time for exhibition, the exhibitor remains responsible and no refund will be made.

12) Vendors shall not conduct or sponsor directly or indirectly any events such as receptions, meals, seminars, lectures or the like within a radius of 150 miles of Peoria for a period of three (3) days preceding or concurrent with the IPA Education Leaders Fall Conference and Exhibition without advance approval from IPA. Nor may any organization have promotional materials available at any sites being used for the IPA Education Leaders Fall Conference and Exhibition during that same time period without the approval from the IPA. Without limitation to any other sanctions which the IPA may impose, including the closing of the exhibiting firm’s booth(s), violators of this Rule 12 are subject to denial of exhibit space, sponsorships and IPA membership for a period of up to five (5) years, prohibition of the violating firm’s personnel from attendance at an IPA Conference for that same period.

13) Participation in the IPA Education Leaders Fall Conference and Exhibition may not be used as advertisement for commercial purposes or for non-IPA sponsored continuing education courses. Without limitation to any other sanctions which the IPA may impose, including the closing of the exhibiting firm’s booth(s), violators of this Rule 13 are subject to denial of exhibit space for a period of up to five (5) years and prohibition of the violating firm’s personnel from attendance at the IPA Conference for that same period.

14) Prospective exhibitors may be required to submit in writing supplemental information, such as a brief history of the company, research papers, references and/or proof of previous exhibitions of the products and services to be displayed, as may be appropriate. IPA reserves the right to disallow prospective exhibitors to exhibit at the Conference. The IPA does not guarantee registration attendance. Any estimate by the IPA of the anticipated attendance is based upon previous attendance records and meeting content.

All matters not specifically covered in the preceding rules and regulations shall be subject solely, upon the decision of the IPA. Unethical conduct or infraction of these exhibition rules by the exhibiting firm or its representatives will, without limitation of other sanctions, subject either or both to dismissal from the exhibit area. If such happens, no refund will be made to, and no demands for redress will be made by the exhibiting firm or its representatives. It is the responsibility of the exhibiting firm representatives, embarking on behalf space to satisfy on-site personnel of these rules and regulations and ensure compliance herewith.

Without limitation of any of the sanctions which IPA may impose, any violation of the foregoing Exhibit Rules, Regulations and Instructions, or any directives by the IPA or the individual staff, may result in any one or more of the following actions at the sole discretion of the IPA and in the case of clauses (i) and (ii) at the sole discretion of IPA: (i) the closing of the exhibit, (ii) the removal of any employees, agents and representatives of the exhibiting firm, (iii) the denial of booth space or the use of personnel of the exhibiting firm, or both, from entering, attending, or participating in any meetings sponsored by the IPA for such period as the IPA may determine in its sole discretion.
SPONSORS

Please consider a conference sponsorship for additional recognition and visibility among Illinois educators. You may choose to be a full sponsor or a partial sponsor or simply donate toward the General Conference Fund. (Partial sponsorships are for 25% or more of the full cost and will not be with competing businesses if requested.) Please check the sponsorship(s) in which you are interested, indicating if it is a partial or full sponsorship. For more information, please contact Julie Weichert.

SPONSORS RECEIVE:

- Recognition in IPA’s Education Marketplace which is distributed to our 5000 IPA members and available to 4000 workshop attendees each year
- Listing on the IPA website with a link to your website for a full year
- Listings in the conference registration mailing sent to approximately 12,000 Illinois school administrators and in the conference program which approximately 625 attendees receive
- Recognition in the October edition of the PrinciPal, an e-publication sent to our 5000 IPA members
- Invitation to attend the event you sponsored (2 reps from your organization) to greet attendees and distribute your literature
- On-site conference signage for sponsorships of $1000 or more; recognition from the podium for $2500+ sponsors; and microphone time at the sponsored event for $10,000 or more
- Your logo with link to your website for $5000 + conference sponsorship
- Each week an e-mail will be sent to our 5000 members which will also promote the conference sponsors and exhibitors

THANK YOU TO THE FOLLOWING SPONSORS FOR THEIR SUPPORT OF THE IPA 2015 CONFERENCE!

(As of 3/6/2015)

Association Member Benefits Advisors $13,250

Illinois Principals Foundation $7000

Lifetouch School Portraits $10,000

Illinois High School Association/Illinois Elementary School Association $6000

State Farm $9750

(Other, non-conference sponsorship opportunities available - Contact Julie.)
## SPONSORSHIP OPPORTUNITIES

### $15,000+
- **Mon., Lunch in the Exhibit Hall**
  - $18,500 with dessert
  - $15,500 without dessert.

### $10,000-14,999
- **Sun., Welcome Reception Food** - $13,250
- **2nd General Session Keynoter** (Freeman Hrabowski) - $9750

### $5000-9999
- **Golf Outing** - $8000
- **Conference Attendee Mementos** (book) - $7000
- **3rd General Session Keynoter** (Colonel Arthur Athens) - $6000
- **Centerpieces**, at the Civic Center - $6000
- **Conference App** - $5500
- **Enhanced Continental Breakfast**, Tues. - $5200
- **Lunch Time Dessert**, Mon. - $5000

### $2500-4999
- **Continental Breakfast**, Mon. in Exhibit Hall - $4500
- **Coffee Break**, Mon. Morning in Exhibit Hall - $4000
- **Beverages for Welcome Reception** - $4000
- **Coffee Break**, Mon. Afternoon in Exhibit Hall - $3500
- **Conference Agendas** - $3500
- **Coffee Break**, Tues. Morning - $2500

### $1000-2499
- **Social Media Lounge**, in Exhibit Hall, Mon.- $2000
- **Conference Photographer** - $2000
- **Cash for “Connect to Win” game winners** - $1500
- **Registration Packets**, (used for Summer Conference also) - $1500
- **Mobile Device Charging Station**, Mon. in Exhibit Hall - $1500
- **Charging Cables**, with your logo at the Charging Station - $1400
- **Internet Connection**, Mon. & Tues. at the Civic Center - $1000

### $500-999
- **Masseuse**, Mon. in the Exhibit Hall - $800
- **Small Group Breakout Sessions**, Mon. & Tues. - $500 ea.
- **Band For Welcome Reception**, Sun. at Pere Marquette - $500
- **Centerpieces for Welcome Reception**, Sun. - $500
- **General Conference Fund** - $500 and up

*Indicates sponsorship already taken.*
EXHIBIT & SPONSORSHIP CONTRACT

Contact ___________________________ Email ___________________________
Address ___________________________ City ___________________________ State ________ Zip ___________
Phone ___________________________ Fax ___________________________

We do not wish to be in the proximity of the following companies that may exhibit:

Names of exhibit booth personnel as they should appear on name badges: (IPA Conference name badges serve as meal tickets and proof of registration, so please make sure they are worn at all times.)

EXHIBIT FEES:

<table>
<thead>
<tr>
<th>IPA Members</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior to Sept. 14, 2015 or until sold out, 1 - 10 x 10 Booth</td>
<td>$479</td>
</tr>
<tr>
<td>After September 14, 2015, 1 - 10 x 10 Booth</td>
<td>$575</td>
</tr>
</tbody>
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Register and pay online with a credit card and receive a 10% discount on exhibit fees!

CATEGORY INFORMATION:

(Please check only the one main category where you’d like to be listed. Your description can include your other products/services.)

- Alarm and Security Systems
- Apparel
- Associations & Government
- Athletic Equipment
- Attendance Programs
- Audio/Visual
- Awards
- Calendars/Datebooks
- Computers & Software
- Curriculum
- Financial Consulting/Investments
- Fundraising
- Furniture
- Graduation Products/Class Rings/Yearbooks
- Gym & Playground Equipment
- Insurance
- Office Machines & School Supplies
- Photography
- Professional Development
- Publishers & Text Books
- Signs/Posters
- Teaching Aids/Materials
- Testing/Assessments
- Other

CONTACT INFORMATION TO BE PUBLISHED:

Organization Name _________ Contact _________
Address ____________________________________________ City ___________________________ State ________ Zip ________
Phone ___________________________________________ Fax ___________________________________________
Email ___________________________________________ Website ___________________________________________

PAYMENT INFORMATION:

IPA Corporate Membership for only $250/year.......................................................... $ ________________
Exhibit Fee.......................................................... $ ________________
Conference Attendee Addresses (FREE for IPA Members/$75 for non-members)....... $ ________________
Sponsorship Amount............................................. $ ________________
Security Deposit (will be refunded if booth is not dismantled before 3:15 p.m. Mon. 10/19.) $ 150.00
TOTAL........................................................................................................................ $ ________________

☐ Check made payable to IPA enclosed in the amount of $ ________________
☐ Please invoice us in the amount of $ ________________

☐ Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover
Amount of $ ________________ CC # __________________ Exp. ___________________________

Signature ___________________________ Date ___________________________

The above hereto makes application for the exhibit space at the 2015 IPA Principals Professional Conference and Educational Exhibition October 18-20, 2015 and an online trade show and/or Conference Sponsorship(s) and/or IPA Membership. The acceptance of this application becomes a contract. By making this application, the below signed agrees to comply with, and be subject to the terms and conditions under which exhibit space in the Peoria Civic Center is leased to the Illinois Principals Association. The Exhibition Rules and Regulations can be found on our website at www.iprincipals.org. IPA respectfully asks the full cooperation of the exhibitors in their observance of them. The exhibitor agrees not to dismantle their exhibit or do any packing before the announcement is made at 3:15 p.m. Monday, October 19, 2015 or it is understood that the $150 deposit will not be returned and the IPA may deny future exhibiting privileges.

Signature ___________________________ Date ___________________________

THANK YOU FOR YOUR SUPPORT OF SCHOOL ADMINISTRATORS!

Please sign and return this contract (as soon as possible and no later than 9/30/15) to: Illinois Principals Association,
2940 Baker Drive, Springfield, IL 62703 Fax: 312-277-6652. Questions: call Pam at 217-525-1385 or e-mail.
ACCOMMODATIONS & Map

The Illinois Principals Association has discounted room blocks at four Peoria area hotels. Please contact one of them as soon as possible to reserve your room and identify yourself as being with IPA to receive the special rate.

**Marriott Pere Marquette**
501 Main St., Peoria
1-800-228-9290
Rate until 9/26: $132 + tax

**Courtyard By Marriott**
533 Main St., Peoria
1-800-321-2211
Rate until 9/25: $122 + tax

**Holiday Inn & Suites**
101 Holiday Dr., East Peoria
1-888-211-9874
Rate until 9/18: $121 + tax

**Par-A-Dice Hotel**
7 Blackjack Blvd., East Peoria
1-800-547-0711
Rate until 9/26: $110 + tax

On-Line Map
[https://www.google.com/maps/d/edit?mid=z6e6b8M2Fj5I.kcVYK_Uj-BzA](https://www.google.com/maps/d/edit?mid=z6e6b8M2Fj5I.kcVYK_Uj-BzA)

**Peoria Hotels**
- Peoria Civic Center
- Marriott Pere Marquette
- Courtyard By Marriott
- Holiday Inn Hotel & Suites
- Par-A-Dice

WE LOOK FORWARD TO SEEING YOU IN PEORIA IN OCTOBER!