



IMAWA's 63rd annual convention & trade show!

March 7-8, 2016

Bloomington-Normal Marriott Hotel & Conference Center

201 Broadway Street, Normal, Illinois 61761

**The only Four Diamond AAA rated
Hotel & Conference Center between
St. Louis & Chicago**

Everything you want to know about this great
hotel is on their website. Just Google
Bloomington-Normal Marriott!



For room reservations **Call 888-236-2427 and say
you're with Illinois Movers** to get our \$129 rate.

**Deadline to guarantee a room & our block rate is
February 15!**

brought to you by...

Illinois Movers' and Warehousemen's Association

40 Adloff Lane, Suite 2, Springfield IL 62703

e-mail imawa@imawa.com phone 217-585-2470 or toll free 888-791-2516

www.yourmoveillinois.com

Planes, Trains, Automobiles ... and Room Reservations



201 Broadway Street
Normal, Illinois 61761

Photos, amenities, and everything you want to know about this great hotel are on their website. Just Google *Bloomington-Normal Marriott!*

FOR ROOM RESERVATIONS

\$129 per night, single or double rooms
call Marriott Reservations: 888-236-2427 or find the link on our Friday Updates to reserve on line.

BE SURE TO SAY YOU ARE WITH ILLINOIS MOVERS to get our convention rate AND to **help us meet our contract obligation for room nights** (which keeps our cost lower!).

Deadline to guarantee special IMAWA \$129 rate is **Feb. 15., 2016**



Marriott Rewards? If you're not already collecting Marriott Rewards points, register FREE at the hotel website.

DRIVING TO THE CONVENTION?

When programming your GPS be sure to designate the city as NORMAL IL 61761 and not as Bloomington, or it will take you to the wrong place. Driving directions are at Marriott website.

HOTEL PARKING: Complimentary parking in adjacent parking garage for all overnight hotel guests. Daily rates apply for others: \$1.00 per hour up to \$6.00 per day; OR \$8.00 if overnight. Garage is equipped with electric charging stations!

Central Illinois Regional Airport

connects to major hubs nationwide, and FREE HOTEL SHUTTLE is available via courtesy phone at the airport to take you right to the Marriott.

Visit <http://www.cira.com>

Amtrak Station is directly across the street from the hotel.

Here's a link to find [train schedules](http://tickets.amtrak.com) for Normal IL (BNL). <http://tickets.amtrak.com>
It's a great ride, and there's plenty of time

Be sure to visit our trade show!

IMAWA's annual trade show display booths always feature the latest products and services for every aspect of your business. For your convenience, the trade show is in the same room as all our food functions, giving you ample opportunity in a relaxed atmosphere to visit and mingle with the exhibitors and your fellow members without feeling pressured or intimidated. This is the place where many new business relationships are born — it's a great networking opportunity, and it's always a good time! You can expect to see the latest about things like this:

- insurance options for all lines, including cargo coverage to Obamacare to workers comp (and everything between)
- packing supplies and moving equipment
- household goods moving forms and brochures
- trucks and truck bodies
- drug testing program
- **Employer Support of the Guard and Reserve** (job placement services)
- Van Line recruitment
- **VALUABLE NETWORKING WITH YOUR FELLOW MEMBERS!**
- And more!

The trade show is not open to the public, and only IMAWA members and partners and government agencies are invited to exhibit. Special thanks to all our associate member exhibitors!

What's the dress code for the convention?



Business casual is the normal attire, but we're not sticklers; and you'll see some people attired more casually and some more dressed up. ***The important thing is to come to the convention!*** Be comfortable. Since meeting rooms can vary from too hot to too cold...sometimes in the span of mere minutes...we suggest you dress in layers and bring a jacket or sweater.

Preliminary 2016 Program

Monday, March 7

1:00 pm: Exhibit area available for setup (*complete by 4 pm*)

3:00 pm: Board of Directors meeting

4:00 pm: Convention Registration Opens

5:00 pm to 10:00 pm: Kickoff event

- **Cocktails and visit the exhibitors**
- **Associate Member Appreciation Dinner**
- **Presentation of 3 IMAWA Scholarships**
- **Speaker Christopher Carter, Mentalist: *Achieving the Impossible***
- **Dessert & libations** in exhibit area

Tuesday, March 8

8:00 am: **Buffet Breakfast** in exhibit area

9:00 am: **Welcome & general session**

- **9:20-Kick-off Speaker: Dr. Dale Henry: *Cruising the Road Less Travelled (Customer Service)***
- 10:30-Quick coffee break
- **11:00-Deidra Poltersdorf, National Van Lines: *Managing Your Company's Internet Presence***

12:00—1:00 pm: **Lunch in the exhibit area**

1:00 pm: **General session**

- **1:00-IMAWA annual meeting and Installation of officers & directors**
- **1:30- Round Table Discussions with Associate Member Experts**
- **2:00-3:00 Closing Speaker: Steve Ford—*Inside the White House & Hollywood: Getting to the Top with Character***

3:10 pm: **Convention adjourns** *right after the final prize drawings so you can be home in time for dinner!*

Achieving the Impossible

By Christopher Carter, Mentalist with a Message

Monday evening after dinner

Picture this: It's about 8 p.m. Monday evening, and you have just enjoyed cocktails, good conversation, and a delicious buffet at our Associate Member Appreciation Dinner. Now is not the time you'll want to listen to your run-of-the-mill speaker. But wait! *Before you head for the bar ...*

Christopher Carter has important information to deliver, and we promise his presentation is anything but dry and technical. From the moment he steps onto the platform, he is in control. He's dynamic. He's funny. And when he stresses the importance of achieving the impossible, of overcoming our self-limiting ways of thinking, he offers more than just words. He illustrates his points with some of the most engaging and **mind-boggling demonstrations of thought-reading** you will ever see.

In *Achieving the Impossible*, Christopher teaches that ***how we think determines what we achieve, and he shows how the greatest obstacles we face are most often those we place upon ourselves.***



Who is Christopher Carter?

Christopher Carter is recognized as one of the world's greatest "mind readers." But he's not psychic. He's just an incredibly skilled observer of human behavior. Starting at the age of eight, when an uncle allowed him to sit in on a poker game, Christopher began to realize that people broadcast their thoughts in ways beyond words. This led to a lifelong interest in non-verbal communication and 'people reading.' Although he pursued dual interests in psychology and theater in college, it wasn't until he was doing graduate work that Chris finally put it all together: he blended his fast-paced, humorous theatrical style with stunning displays of psychological ability. The ovations and accolades have been coming ever since.

As an entertainer, Christopher has earned feature appearances on "The Martin Short Show," and the "Donnie and Marie Show." Long one of the most popular entertainers on college campuses, he was named "Entertainer of the Year." As a business speaker and corporate entertainer, he has customized presentations for groups such as Sprint, Wells Fargo, and Million Dollar Round Table.

"The Drive Attitude"

Cruising the Road Less Travelled toward Customer Service

Dr. Dale Henry – Tuesday morning kickoff speaker

- Determination
- Responsiveness
- Innovation
- Vision
- Effectiveness

These words are cornerstones of customer service. In *"The Drive Attitude,"* Dr. Dale Henry explores the necessary components that make up our ability to deliver exemplary customer service.

Author, speaker, educator, business owner, and entrepreneur—Dale understands the importance of delivering customer service that creates new business and keeps valued customers coming back.

Through humorous anecdotes and stories, Dale delivers timely lessons in servanthood while allowing the audience to laugh and learn in a contagious environment. This entertaining process is what he calls "edutainment." It helps the learner focus on the essential elements of customer satisfaction while stimulating them to want to learn more!

During this program, attendees will learn how to:

- **Be determined and dedicated** in offering service that builds long-term customer relationships.
- **Be responsive** instead of reactive to customer needs.
- **Be innovative** in service delivery alternatives.
- **Create new vision** and directions through positive prospecting.
- **Effectively** deal with and dazzle the customer with individual service delivery.



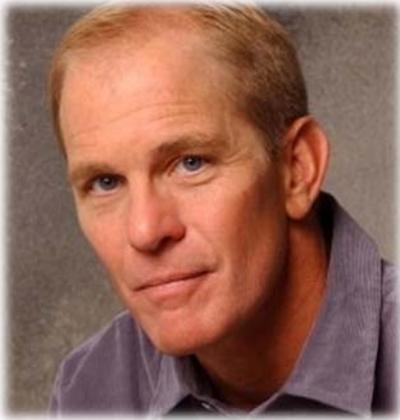
Who is Dale Henry?

After earning his B.S. and M.S. in Secondary Education, Dale Henry completed his Ph.D. in 1991 with a concentration in the area of Adult and Continuing Education. He has served as an educator, administrator, author, speaker, trainer, consultant and entrepreneur. In 1994, he was appointed Associate Dean of Professional and Graduate Studies for Tennessee's oldest College, Tusculum College in Greeneville, Tennessee. Years of consulting and speaking in seminars and in-service training throughout the country facilitated another transition into public speaking and professional development. Dale has been honored with numerous business and educational awards and prides himself in being a master teacher.

Dr. Dale Henry's many experiences in the field of business and education make him a natural when it comes to lively and humorous presentations. Although Dale believes in the importance of laughter, his presentations always deliver a strong message packed with useful tools. A native of East Tennessee and the foothills of the Smoky Mountains he draws heavily on his storytelling background to hold the audience in the palm of his hand.

Inside the White House & Hollywood: Getting to the Top with Character

By Steve Ford - Tuesday closing speaker



Steve Ford will share the tools of his own success in Hollywood as an accomplished actor, and those of his parents, former President Gerald Ford & Betty Ford. **Steve's presentation will focus on such issues as leadership, overcoming adversity, the value of a strong family unit, living with values and character, setting and juggling priorities, and making the right choices in life.**

Steve's unique perspective of life as the President's son encompasses a broad range of fascinating subjects: being 18 years old and having 10 Secret Service agents as constant companions ... his father's leadership in taking over the reins of the presidency following the resignation of Richard Nixon ... two assassination attempts on his father's life ... his mother's bouts with alcoholism and breast cancer. Steve Ford is entertaining, enlightening, insightful, and inspirational!

Who is Steve Ford?

Steve Ford's life experiences extend well beyond being "First Son" to President Gerald Ford. He is also an accomplished actor. For six years, he starred as Detective Andy Richards on the Emmy Award-winning *The Young and The Restless*. Much to the delight of his fans, Steve has now returned to *Y & R* in that same role. His television appearances include *Suddenly Susan*, *Dr. Quinn, J.A.G.*, *18 Wheels of Justice*, *Babylon 5-In the Beginning*, *Walker Texas Ranger*, and *The Sentinel*. Steve also hosted the prime time NBC series *Secret Service*.

He has appeared in more than 30 feature films. Most recently, Steve appeared in the hit movie *Black Hawk Down*. Steve's other credits include *Contact* with Jodie Foster, *Heat* with Robert DeNiro and Al Pacino, *Armageddon* with Bruce Willis, *Starship Troopers*, *Eraser* with Arnold Schwarzenegger and *When Harry Met Sally*, as Meg Ryan's boyfriend.

Before becoming an actor in 1979, Steve worked on the professional rodeo circuit as a team roper and still ropes today in his spare time. He owns a ranch in California. Steve was involved in the thoroughbred race horse industry for years during the 1980's and 90's as an owner, breeder, racing manager and race track executive. In 1994, Steve returned full time to his acting and speaking career.



Note these deadlines:

February 22 for all *banners

March 2 for commercials and on-site printed convention signage

March 2 to reserve exhibit space

All members are invited to be a convention sponsor, helping us provide quality programming at affordable prices. "Contributing sponsorships" in any amount to fit your budget are gratefully accepted and will be publicly acknowledged in the appropriate category level (diamond, gold, silver, or bronze). You're welcome to submit your own power point slide for your individual "commercial" or we'll design it for you. **Commercials run continually in the expo area during all meals, breaks, and events.**



DIAMOND SPONSOR
\$1,000 and up

Diamond Level Perks

- 3 Commercials
- *Display Company Banner
- Logo on printed materials & signage
- Noted in Friday Update & IMAWA Website

DIAMOND SPONSOR IDEA and first "dibs" gets it: **\$1000 will buy** special recognition on our website AND your front-page ad and company profile on convention "Highlights" handout for each attendee on Tuesday.



GOLD SPONSOR
\$700-\$999

Gold Level Perks

- 2 Commercials
- *Display Company Banner
- Logo on printed materials & signage
- Noted in Friday Update & IMAWA Website

GOLD SPONSOR IDEA and first "dibs" gets it: **\$750 will buy** your company logo on each mover's nametag.



SILVER SPONSOR
\$151-\$699

Silver Level Perks

- 1 Commercial
- Logo on printed materials & signage
- Noted in Friday Update & IMAWA Website

SILVER SPONSOR IDEA and first "dibs" gets it: **\$600 will buy** your ad on pocket-sized program for each attendee.



BRONZE SPONSOR
Up to \$150

Bronze Level Perks

- Included in one group commercial listing all sponsors
- Logo on printed materials & signage
- Noted in signage, Friday Update, & IMAWA Website

*Banners are 3' x 5' full color vinyl with your company's logo. All banners remain the property of IMAWA. Fees cover banner display in general session room throughout convention. If you wish to order additional vinyl banners for your own use, we are happy to help you order from our supplier (price is separate).

Examples of Bronze Level Options:

- ◆ * Display Company Banner \$150
- ◆ Your commercial in general session slide show \$75 each
- ◆ \$100 prize for Early Bird Registration drawing
- ◆ **CASH PRIZE** or other drawing prizes you bring. (Door prize exceeding \$150 in value will earn higher level sponsorship.)

Your ideas are welcome!



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**PEOPLE
DETAILS**

REGISTRATION

Everyone MUST register and acquire a badge.

**SEE NEXT PAGE FOR
PAYMENT DETAILS** →

Company Name: _____
 Address: _____
 City/State/ Zip: _____
 Contact: _____
 Phone _____ E-MAIL: _____

IMPORTANT DEADLINES

Hotel Room: February 15
 mention Illinois Movers to get our group rate.

“Early Bird” Registration:
 Register by **March 2** to qualify for early bird cash prize.

Sponsor Banners: February 22

Exhibitor Contracts: March 2

Sponsorships Commercials and printed Signage: March 2

(sponsorships will always be gratefully accepted and also recognized on our website and in subsequent materials.)

**BEST VALUE
Includes ALL EVENTS:**

1. BEST VALUE: Full-Time Registration Plan: \$265
 Please print name below as it should appear on badge
REGISTER BY MARCH 2 AND QUALIFY FOR EARLY BIRD CASH PRIZE

Name: _____
 Name: _____
 Name: _____
 Name: _____
 Name: _____

Choose individual events and pay only for those you register to attend.

2. Part-Time Registration Plan: a la carte

Registrant Name	<u>Monday</u> March 7, 2016	<u>Tuesday</u> March 8, 2016	Badge only	\$\$\$ Due
REGISTER BY MARCH 2 TO QUALIFY FOR EARLY BIRD CASH PRIZE Please print name below as it should appear on badge. Everyone attending must register and wear a badge. Registration fees are per person	Includes trade show, cocktails, dinner, kick off speaker & eligible for cash door prizes \$90.00	All day Tuesday events Includes trade show exhibits, breakfast, lunch, general sessions, handouts, coffee break, and eligible for cash door prizes \$190.00	Trade show admittance <u>only</u> . No meals, breaks, speakers, or door prizes. \$75.00	TOTAL PER PERSON
Name: _____				\$
Name: _____				\$
Name: _____				\$
Name: _____				\$
Name: _____				\$





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Registration Checklist:

Have you submitted:

- Convention Registration
- Exhibit Contract
- Sponsorship Options
- \$ Payment \$

Remember!

Hotel Rooms:

Call Marriott Reservations at 1-888-236-2427 and ask for Illinois Movers group rate

Reserve by February 15 for a room in our group block

IMAWA Room Rate: \$129.00/night single/double.

After February 15 ALL rooms are subject to availability at possibly higher price.

Convention Registration:

directly with IMAWA:
email imawa@imawa.com
Phone: 217-585-2470
toll free 888-791-2516
Fax: 217-585-2472

Please notify IMAWA if any special accommodations are needed for any registrants.

SEND YOUR CONVENTION REGISTRATION FORM & PAYMENT TO:

Illinois Movers' and Warehousemen's Association

40 Adloff Lane – Suite 2
Springfield, IL 62703-6301

Phone 217-585-2470
FAX 217-585-2472

e-mail: imawa@imawa.com

Description	Total \$\$
Total of Full-Time People Registrations (from other side)	\$
Total of Part-Time People Registrations (from other side)	\$
Total of Badge Only Registrations (from other side). We understand and agree that this option is for admittance to trade show only and <u>does not include</u> meals, speakers, coffee breaks, prizes, or any other benefits.	\$
Exhibits @ \$375 per EACH 8 x 10' booth space (each space includes I.D. sign, 6' skirted table and 2 chairs) Note: Deadline to reserve exhibit is March 2, 2016 (see mandatory exhibit contract & registration form for more details)	\$
Electricity for booth space (standard outlet) \$35.00 LIMITED NUMBER OF BOOTHS WITH ELECTRICAL ACCESS ALL electrical hookups MUST be arranged IN ADVANCE through IMAWA or electricity will be denied on site (see exhibit contract signature page & registration form for more details)	Electricity? If YES, add \$35 \$
Convention Sponsorships Thank you for your generosity. Sponsorships help keep registration fees down. FIRST COME, FIRST SERVED if there is a specific thing you'd like to sponsor. Otherwise, your sponsorship will be publicized under the category for the dollar amount you have provided. The earlier you respond, the sooner we can begin publicizing your sponsorship! (See Sponsorship Opportunities or call us with your ideas.) 1st Choice if you prefer to sponsor a specific item or event: _____	\$
Commercials Diamond, Gold, and Silver sponsorship categories include some commercials. You may purchase additional commercials to promote your company @ \$75 per slide. How Many ADDED Commercials @ \$75.00 per slide? _____	\$
3' x 5' Banner Qty _____ @ \$150.00 each Full color, vinyl logo banner for display in general session room. All banners remain the property of IMAWA.	\$
Prize Fund (Please specify dollar amount for prize fund) OR TELL US DOOR PRIZES YOU WILL BRING: _____	\$
Total amount of check enclosed	\$

**You must cancel in writing by March 2, 2016 to receive a refund.
No refunds will be given after March 2, 2016.
Substitutions are welcome.**



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Exhibitor Contract Signature Page

You must sign and return this page today to guarantee an exhibit space.
Event registration is separate from exhibit.
Cost for electricity is \$35.00
You must reserve electrical hookup in advance directly with IMAWA,
or service will be denied on site.

I have read and I accept the terms of the Exhibitor Contract (see following two pages) for the IMAWA convention to be held at **Bloomington-Normal Marriott Hotel & Conference Center, Normal, Illinois.**

I understand that event registration and electricity for the booth are **not** included with the exhibit fee and that **all exhibit personnel must register for at least one event or purchase a badge** to be admitted to exhibit floor.

Signed: _____

Company: _____

Date: _____

**about
ELECTRIC
OUTLETS:
LIMITED
NUMBER**

ALL electrical hookups MUST be arranged in advance through IMAWA.
Make your electrical hookup arrangements on your convention registration form provided by IMAWA. **If you do not make these arrangements in advance, you will be refused electricity on site.** Limited numbers for access to electrical outlets; first come, first served.

YES. I will need electricity. I will confirm this on my convention registration form. **I understand the separate charge is \$35.00 and that I will be denied electricity on site if I do not request it in advance.**

NO. I will not need electricity.

**ACTION
REQUIRED**

To reserve an exhibit space, you must complete & return this signed page to
Illinois Movers' and Warehousemen's Association
DEADLINE: March 2, 2016

- FAX to 217-585-2472
- or e-mail scanned, signed copy to imawa@imawa.com
- or mail with your event registration form to
Illinois Movers' and Warehousemen's Association
40 Adloff Lane, Suite 2 – Springfield, IL 62703-6301





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Exhibitor Contract Terms: *Page 1 of 2*

Thank you for making the decision to exhibit! We appreciate your support and look forward to welcoming you to our annual convention. Please read the following exhibitor contract terms and then FAX back to IMAWA the Exhibitor Contract Signature Page to guarantee space.

Sponsorship & management

Exhibit space in connection with the IMAWA convention is under the control of the Illinois Movers' and Warehousemen's Association. Each exhibitor is required to sign and return to IMAWA the Exhibitor Contract Signature Page to acknowledge and agree to these terms.

Exhibits and electricity MUST be reserved by March 2, 2016 to guarantee your placement.

Registration and Admission

Everyone must register and acquire a badge, even if attending only the exhibit area. The convention is not open to the general public. Admission to any of the convention functions and activities, including but not limited to the exhibit area, is limited to those individuals who have properly registered and paid the registration fee for the convention events and who are identified with an IMAWA convention name badge.

Arrangement of exhibits

Booth assignments will be designated by IMAWA. **No booth assignments may be changed without express permission of IMAWA staff.**

Indoor exhibits are \$375 per booth and include:

- 8 ft. x 10 ft. booth (pipe & drape)
- identification sign for booth
- skirted 6' display table + 2 chairs
- prime exhibit time adjacent to general meeting space, with meals & social events in the exhibit area.

Electrical Hookup is \$35.00 and MUST BE RESERVED IN ADVANCE

Additional booths are \$375 each; you may consolidate several into one larger space.

Exhibit Showcase Hours

Monday Evening - March 7

- 5:00 to 7:30 p.m. — Cocktails and Dinner with exhibitors
- 9:15ish to 10:00 p.m. — Cocktails and coffee with exhibitors following opening speaker.

Tuesday - March 8

- 7:00 to 9:00 a.m.—Breakfast
- 10:30-11:00 a.m. — Coffee Break
- 12:00-1:00 p.m. —Lunch
- 1:30-2:00 p.m.—Round Tables

Exhibit hall is open during general sessions.

You may dismantle your exhibit after lunch on Tuesday. Please be courteous and wait until guests have moved to the general session room for the afternoon program.

Excel Decorators, Inc., is the official decorator for the trade show. Extra and/or special tables, extra chairs, etc., must be arranged in advance through Excel Decorators at a separate charge. (As we receive your registration, Excel will send instructions to you for ordering additional materials or shipping your exhibit. Please register early to avoid last-minute angst for everyone!)

All exhibitors shall arrange their displays so they use only the booth area contracted for, and in such a manner as to recognize the rights of other exhibitors, and to conform to the overall pattern developed for the exhibit area. Exhibit display must not obstruct traffic flow or the view of the adjacent booths. No materials are to be attached, in any manner, to the hotel's walls, floors, ceilings, columns, or fixtures.

No sharing or subletting of space without express permission of IMAWA staff.

Outdoor exhibits Outdoor space may be available for exhibits **with advance notice**. **If you need an outdoor exhibit space**, contact IMAWA no later than March 2 to determine if arrangements can be made for you. Outdoor space is limited; first come, first served.

contract terms continued next page





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Exhibitor Contract Terms: *Page 2 of 2*

IMAWA and the Hotel assume no liability for loss of or damage to any exhibit materials or contents. You are responsible for the safety and security of your exhibit & contents.

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners, or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel and each of its respective affiliates and their officers, directors, partners, agents, members, managers and employees (collectively, the "Hotel indemnified parties") from and against any and all demands, claims damages to persons or property, losses and liabilities, including reasonable attorneys' fees (collectively "Claims") arising out of or caused by the Exhibitors or its members', agent's, employees', independent contractors' negligence in connection with the use of Hotel property, except to the extent and percentage attributable to the negligence of the Hotel indemnified parties.

Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. The Exhibitor understands that the Hotel does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

Procedure for Set-up:

All exhibits will be available for your setup between the hours of 1 and 4 p.m. on MONDAY March 7, 2016, in preparation for cocktails and dinner in the exhibit area on Monday evening.

If you are unable to set up your exhibit on Monday afternoon, you may set up before 7 a.m. Tuesday morning. For the safety of our guests and smooth flow of the trade show, no set up will be allowed during breakfast.

Note: Please notice the set-up times and plan accordingly. No alternative setup is permitted without express advance permission from IMAWA staff!

Take Down:

For safety and to avoid disruption of the trade show area, booths may not be dismantled until after lunch on Tuesday without express permission from IMAWA staff.

Shipping of exhibit materials:

IMAWA and the Hotel will accept no responsibility for any exhibits shipped directly to the Hotel, and Hotel may assess you a receiving fee. To guarantee security and timely delivery of your exhibit material, please ship it in advance to Excel Decorators. You will receive shipping instructions when you reserve your exhibit booth with IMAWA.

Contact IMAWA by March 2 with questions about shipping your materials in advance..

End. Please remember to complete & return the signature page to reserve your space.