

Big Ideas Big Opportunities



ICAA 2023
Sept. 27-30 ★ Dallas, Texas

EXHIBITOR PROSPECTUS

2023 ICAA CONVENTION
& TRADE SHOW
Sheraton Dallas Hotel

Dear Insulation Industry Professional,

We invite you to reserve exhibit space now for the 2023 ICAA Trade Show at the beautiful Sheraton Dallas Hotel! This event is a unique opportunity to make high-quality contacts with key decision-makers, sell products and services to hundreds of insulation contractors from across the country, check out the competition, meet directly with current customers, and secure new leads. **We expect the Trade Show to sell out once again so be sure to reserve your space early.**

This year, the ICAA Trade Show will be held on one day - Thursday, September 28, 2023, from 10:00 am – 5:00 pm, with exhibitor set-up on Wednesday night & Thursday morning (see page 3 of this Prospectus for hours). Our annual golf tournament will be on Wednesday, September 27 and our general educational sessions will be on Friday & Saturday, September 29 & 30.

To reserve space, please read the attached Exhibitor Agreement, complete and sign the Application for Exhibit Space, and email your completed application to office@insulate.org.

Booth space is reserved in order of received applications. To make payment, please send a check or pay by credit card at www.insulate.org/payment when sending application.

PLEASE NOTE that booth space is NOT guaranteed until payment is made.

Details on application deadlines, show hours, and exhibit operations are described in the attached Application for Exhibit Booth Space and the Exhibitor Agreement.

We look forward to your participation and can't wait to see you in Dallas! Please contact me directly at (540) 815-1005 or office@insulate.org if you have any questions.

Sincerely,

Sandi Day
Marketing & Membership Coordinator
office@insulate.org | 540-815-1005

2023 ICAA CONVENTION & TRADE SHOW Application for Exhibit Space



	ICAA MEMBERS		NONMEMBERS	
	Pay before June 16	Pay after June 16	Pay before June 16	Pay after June 16
Single booth (8'x10')	\$2,600	\$2,800	\$3,100	\$3,300
Double booth (8'x20')	\$4,900	\$5,100	\$5,400	\$5,600
Triple booth (8'x30')	\$7,200	\$7,400	\$7,700	\$7,900
Quad booth (8'x40')	\$9,500	\$9,700	\$10,000	\$10,200

Fees for Premium Booth Space:

- Add \$300 per booth for shaded 10'x10' booths marked P1
- Add \$200 per booth for 8'x10' booths marked P2
- Premium booth fees are waived for and priority selection is given to Convention Sponsors

Booth fees include registration for two exhibitor-company employees per single booth. *Booth personnel must be employed by the exhibiting company.* Additional booth personnel employed by company are billed at \$325 per person. All registrants are invited to take part in all Convention & Trade Show activities including social events and meal functions. The Trade Show is located in the Grand Hall. **Requested booth space is not guaranteed until payment is made.**

To request booth space, please complete and return this form. To guarantee requested space, please send check or pay by credit card at www.insulate.org/payment when making reservation.

REQUESTED BOOTH SIZE

- _____ Single Booth (includes 2 staff registrations)
- _____ Double Booth (includes 4 staff registrations)
- _____ Triple Booth (includes 6 staff registrations)
- _____ Quad Booth (includes 8 staff registrations)

BOOTH LOCATION PREFERENCE

- First Choice Booth # _____
- Second Choice Booth # _____
- Third Choice Booth # _____

Exhibiting Company _____

Company Rep _____ E-mail _____

NOTE: Company Rep listed above will receive all Convention & Trade Show correspondence from ICAA, including the Exhibitor Kit and other important information. If you wish multiple people to receive this information, please list them.

Address _____

City, State, Zip _____

Telephone No. _____ Website _____

Signature below acknowledges company's agreement with the terms indicated herein and the terms of the ICAA Exhibitor Agreement attached.

PRINT NAME _____

Authorized Signature: _____ Date _____

Please email completed application to Sandi Day at office@insulate.org

2023 ICAA CONVENTION & TRADE SHOW Exhibitor Agreement



- Exhibitor's Kit.** The Exhibitor's Kit contains important information and order forms for services offered by ICAA's official Trade Show contractor, Alliance Exposition Services, including material handling/drayage, exhibit booth furnishings, labor, electrical service, telephone, cleaning and janitorial services, freight handling, etc. **Once available, a link to your Exhibitor Kit will be emailed directly to the Exhibitor Company Rep as noted on the Application for Exhibit Space.**
- Hours for Move-In and Move-Out.** Exhibitors may have access to the exhibit area starting at 9:00 PM on Wednesday, September 27, 2023; **booths must be set up by 9:00 am on Thursday, September 28.** Empty crates and cartons will be delivered when move-out hours begin at 5:00 PM on Thursday, September 28. Packing of merchandise and dismantling of displays/exhibits shall not start until after the Show's closing at 5:00 PM Thursday. The exhibit area must be cleared of all exhibit materials by 12:00 PM on Friday, September 29.

Wednesday, September 27	Thursday, September 28		Friday, September 29
Exhibitor Setup: 9:00 pm – Midnight	Exhibitor Setup:	6:00 am – 9:00 am	Tear Down 8:00 am – 12:00 pm
	Trade Show:	10:00 am – 5:00 pm	
	Tear Down	5:00 – 10:00 pm	

- Liabilities/Insurance.** Exhibitor assumes all responsibility for any and all loss, theft, or damage to Exhibitor's displays, equipment and other property while on the Sheraton Dallas Hotel premises, and hereby waives any claim or demand it may have against ICAA, Sheraton Dallas Hotel, or its affiliates arising from such loss, theft or damage. Exhibitor agrees, for the benefit of Sheraton Dallas Hotel and its affiliates, to comply with all Sheraton Dallas Hotel policies for exhibitors and all applicable laws, codes and regulations. In addition, Exhibitor will indemnify and hold harmless Insulation Contractors Association of America and Sheraton Dallas Hotel and their respective parent, subsidiary, and other affiliated or related companies from and against any liabilities, obligations, claims, damages, suits, costs and expenses, including, without limitation, attorney's fees and costs through and including any appeal, arising from or in connection with Exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission or willful misconduct of Exhibitor or its employees, contractors, subcontractors, or agents.

If a dispute arises out of or relating to this Agreement between ICAA and Exhibitor, and if said dispute cannot be settled through negotiations, the parties agree to first try in good faith to settle the dispute by mediation, meeting in person in the locality of the ICAA headquarters without counsel, before making a demand for arbitration in the locality of the ICAA headquarters, pursuant to the rules of the American Arbitration Association.

- Exhibit Operation and Activities.** Only exhibitors are permitted to distribute printed matter and only at their designated booth(s). Materials, equipment, or activities that detract from the atmosphere of the Trade Show or that disturb exhibitors are prohibited. Costumed personnel or mannequins must not be offensive or disruptive in their appearance or dress. ICAA shall have the right to prohibit any exhibit that in its opinion is not suitable to the character or purpose of the Trade Show and shall be modified by request of ICAA. ICAA reserves the right to remove from the Trade Show materials, advertising, or literature that are not in keeping with the standards of the Show. There shall be no literature distributed that has any reference or connotation to an ICAA endorsement unless fully authorized and expressed by ICAA in writing in advance.
- Cancellation Policy.** All cancellation notices must be received in writing.

<u>Booth Cancellation</u>	<u>Fee Incurred</u>
Up to July 16, 2023	No cancellation fee
After July 16, 2023	100% of booth rental fee

The registration fees for any additional booth personnel who cancel after August 31, 2023, will be forfeited.

- Other.** The exhibit area is carpeted. Each booth will be draped with 8' high back and 3' high side with one two-line exhibitor identification sign, 7"x 44". ICAA reserves the right to modify Trade Show, Exhibitor Setup & Teardown hours, and/or the floorplan. All exhibit booths are 8' deep by 10' wide, except for premium 10' x 10' booths (shown as shaded on floorplan).
- Trade Show Rules.**
 - Unauthorized videotaping or photographing is not permitted.
 - All costumed personnel must confine themselves to their designated exhibit booth.
 - Animals are not permitted.
 - Solicitation by anyone other than exhibitors is not permitted.
 - If exhibitors sell equipment or materials, they must notify Alliance Exposition Services to arrange removal.
 - The use of nail guns is not permitted during Trade Show hours.