

**Exhibitor and Sponsor Contract**

Company Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Email \_\_\_\_\_  
 Web Address \_\_\_\_\_ **\*\*Event set-up and hotel details located on the back.\*\***

The contact listed above will receive all Conference correspondence and attendee list. If you would like an additional person in your company to receive this information, please list them below.

Secondary contact \_\_\_\_\_ Email \_\_\_\_\_

**In 10 words or less, please write a brief description of your company for use in the conference program:**

Name of Person(s) to staff the exhibit: 1) \_\_\_\_\_ 2) \_\_\_\_\_  
 3) \_\_\_\_\_ 4) \_\_\_\_\_

**SPONSORSHIP LEVEL**

**Diamond** - sponsor the keynote speaker + a breakout session + exhibit booth \$10,000 \_\_\_\_\_  
**Platinum** - sponsor a platform speaker + a breakout session + exhibit booth \$ 5,000 \_\_\_\_\_  
**Gold** - breakout session, preferably with CE, + exhibit booth \$ 3,000 \_\_\_\_\_  
**Exhibit booth** - Exhibit space with 6' draped table, 2 chairs and waste basket \$ 1,500 \_\_\_\_\_

Attendee list in Excel spreadsheet provided at conference  
 Acknowledgement in conference program and on platform screen  
 Access to all conference events  
 Please indicate any special meal needs \_\_\_\_\_  
 Electricity required at your booth? Yes \_\_\_\_\_ No \_\_\_\_\_

Booth assignments will be based on: Conference sponsorship level and the date the contract is received.

Booth space number requested (see attached): 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**Cocktail Reception Sponsor** – Thursday evening \$ 750 \_\_\_\_\_

**Lunch Sponsor** – Thursday or Friday \$ 600 \_\_\_\_\_

**Dinner Sponsor** – Number of guests you'll host \_\_\_\_\_ **Note: BDFS/IAC will coordinate dinners with you and the advisors**

Date preferred: Wednesday, July 26 \_\_\_\_\_ Thursday, July 27 \_\_\_\_\_

**Golf Outing Sponsorships** – all sponsors who golf must sponsor a hole

(Golf outing will be held July 26, 2016 at Otter Creek, Ankeny, IA)

- **On-course Beverage Sponsor** \$ 600 \_\_\_\_\_
- **Appetizers in the Club House Following Golf** \$ 600 \_\_\_\_\_
- **Lunch Prior to Golf** \$ 600 \_\_\_\_\_

Golf sponsorships above include golf fees for two players and special recognition at the course

- **Hole Sponsor** – Includes golf fee for one player \$ 250 \_\_\_\_\_
- **Additional Player(s) for a Hole Sponsor** \$ 100 \_\_\_\_\_ (each)

We hereby submit this application for exhibit space and/or sponsorship at the 2017 Annual Conference. We agree to abide by the terms and conditions as set forth by Broker Dealer Financial Services Corp.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**Mail this form and your check (payable to Broker Dealer Financial Services) to:**  
**Broker Dealer Financial Services, 140 South 68<sup>th</sup> St., Ste. 2200, West Des Moines, IA 50266 Attn: A/R – Heather Nesler**  
**Fax to (515) 727-6790 or email to [conference@bdfs.com](mailto:conference@bdfs.com)**  
**Credit Card Payments: <http://www.bdfs.com/conference/sponsors.html>**

## EXHIBITOR AGREEMENT

**Exhibit Rules and Guidelines:** The enforcement and interpretation of the following rules/regulations are the responsibility of the Conference Coordinators.

**Installing, Display and Dismantling:** Installation starts at 6:30 a.m. and must be completed by 7:30 a.m. on Thursday, July 27, 2017. Exhibits and supplies may be shipped to arrive no sooner than July 25<sup>th</sup> to The Meadows Conference and Event Center, Attn: BDFS/IAC Conference, 1 Prairie Meadows Drive, Altoona, IA, 50009. All exhibits will be in place from 7:30 a.m., Thursday, July 27 until after the morning or noon break on Friday, July 28. Arrangements for shipping *from The Meadows* should be made prior to the conference. There is no regular pick-up. Exhibitors are responsible for bringing return shipping supplies. All storage and handling charges for failure to remove exhibit material from the conference center are the responsibility of the exhibitor.

**Eligible Exhibits:** BDFS/IAC reserves the right to control or prohibit any exhibit deemed not appropriate.

**Charges & Expenses:** The exhibitor assumes all charges and expenses in connection with shipment, set-up, and dismantling of exhibit materials.

**Insurance & Liability:** Insurance and liability are the sole responsibility of the exhibitor. The exhibitor assumes the entire responsibility for exhibitor's display, equipment, and other property brought to the conference premises and shall indemnify and hold harmless The Meadows Conference and Event Center, its employees, and agents from any and all such losses, damages and claims.

**Damage to Property:** The exhibitor agrees to indemnify, defend, and hold harmless BDFS/IAC and its officers, agents and employees from and against all loss, claims, demands and causes of action, including reasonable attorney's fees, arising out of or resulting from any breach of this Contract or any damage to property. Exhibitors are liable for any damage caused to the building walls, floors, columns, or other facility property by installation, use or dismantling of their exhibit.

**Fire, Safety, Health:** The exhibitor agrees to accept full responsibility for compliance with the conference center, city, and state fire, safety, and health ordinances regarding the installation and operations of equipment. This includes the safety guards and devices necessary to prevent personal accident to the spectators. Only flame-retardant materials shall be used in displays. Combustible decorations are prohibited by law.

**Governance:** This Contract shall be governed by the laws of the State of Iowa as to all matters, including but not limited to matters of validity, construction, performance and remedies. Any suit or action arising out or relating to this Contract shall be brought in Polk County, Iowa, and the exhibitor hereby waives any and all objections to jurisdiction or venue.

**Requirements:**

**Due Date:**

Signed application <u>and fee</u> must be received by BDFS/IAC	June 15, 2017
E-mail a copy of your company logo (high-resolution, JPG format preferred) to <a href="mailto:conference@bdfs.com">conference@bdfs.com</a>	June 15, 2017
Provide presentation titles, description and CE information (if applicable) to <a href="mailto:conference@bdfs.com">conference@bdfs.com</a>	July 1, 2017
Send your door prize(s) to Broker Dealer Financial Services Attn: Shelly Kooiker, 140 South 68 <sup>th</sup> St., Ste. 2200, West Des Moines, IA 50266	July 15, 2017

- Conference schedules and attendee list will be provided to exhibitors/sponsors upon check-in at the Registration Table at 6:30 a.m. on Thursday, July 27.
- Exhibitors are responsible for staffing their exhibit space during all designated exhibit times.
- Exhibitor/sponsor prizes will be given as part of the Door Prize Drawing on Friday, July 28.

**Note:** Sponsors and exhibitors must make their own room reservations at Prairie Meadows Hotel.

To make your reservation, call (800) 325-9015 or (515) 957-3000 or at [www.prairiemeadows.com](http://www.prairiemeadows.com) using group code "072517BRO\_001". A discounted room block is available until July 13, 2017 at 5:00 p.m. Central Time.

**Conference Coordinator:**

If you have questions, please contact Shelly Kooiker at [conference@bdfs.com](mailto:conference@bdfs.com) or phone: 515-727-6702.

**Mail this form and your check (payable to Broker Dealer Financial Services) to:**

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