



NOVEMBER 4-7



2024 NATIONAL CONVENTION

page:

- 2 - Invitation to Support IDAL & Conference highlights*
- 3 - Convention Sponsorship*
- 4 - Vendor EXPO Application*
- 5 - Payment Form*
- 6 - Auction & Swag Bag*
- 7 - Release of Liability*

Embassy Suites by Hilton, St. Charles, Missouri





At IDAL, a 501(c)(3) organization, we believe in nurturing creativity, pushing boundaries, and fostering a supportive community of artists. Each year, at Convention, we hold immersive workshops offering an unparalleled learning environment where our members unlock their true artistic potential in classes and during the Expo.



NOVEMBER 4-7th 2024 CONVENTION SCHEDULE

Sunday, 11/3/24 Registration is open from 3 p.m. to 9 p.m.

Monday, 11/4/24 Registration is open from 6:30 a.m. to 1:00 p.m. and 3:00 p.m. to 5:30 p.m.
Classes in session from 8 a.m. to 5:00 p.m.
Buffet lunch from 12 noon to 1 p.m.

Tuesday, 11/5/24 Registration is open from 6:30 a.m. to 1:00 p.m. and 3:00 p.m. to 5:30 p.m.
Classes in session from 8 a.m. to 5:00 p.m.
Expo vendor set up from 12 noon to 6 p.m.
Buffet lunch from 12 noon to 1 p.m.
Annual General Meeting, 6 p.m. to 7 p.m.
Champagne toast followed by Expo Grand Opening Party, 7 to 9 p.m.
Heavy hors d'oeuvres and cash bar with 1 free drink ticket.

Wed., 11/6/24 Registration is open from 6:30 a.m. to 1:00 p.m. and 3:00 p.m. to 5:30 p.m.
Morning classes/lectures from 8 a.m. to 10 a.m.
Expo Day, 10 a.m. to 4 p.m.
Box lunches are available from noon to 1 p.m. for both vendors and attendees.
The pipe and drape company is expected shortly after 4 p.m.

Thursday, 11/7/24 Registration is open from 6:30 a.m. to 10: a.m.
Classes in session from 8 a.m. to 5:00 p.m.
Buffet lunch from 12 noon to 1 p.m.



SPONSORSHIP OPPORTUNITIES

Diamond Sponsor

\$7,500 – Above includes:

- Prominent name and logo throughout convention
- Recognition at convention events
- Company listing as a Diamond Sponsor on the IDAL website, IDAL's social media platforms and the Artist's Quarterly E-magazine
- Ad in the convention brochure (prominent back page)
- Opportunity to host an event
- One year gratis IDAL Business Partner membership
- A free double booth at convention Expo

Platinum Sponsor

\$5,000 - \$7,499 includes:

- Name and logo throughout convention
- Recognition at convention events
- Company listing as a Platinum Sponsor on the IDAL website, IDAL's social media platforms and the Artist's Quarterly E-magazine
- Ad in the convention brochure (full page, inside front cover)
- Opportunity to host an event
- One year gratis IDAL Business Partner membership.
- Free booth at convention Expo

Gold Sponsor

\$3,000 - \$4,999 includes:

- Name and logo throughout convention
- Recognition at convention events
- Company listing as a Gold Sponsor on the IDAL website, IDAL's social media platforms and the Artist's Quarterly E-magazine
- Ad in the convention brochure (half page)
- Opportunity to host an event
- One year gratis IDAL Professional membership

Silver Sponsor

\$1,000 - \$2,999 includes:

- Name and logo throughout convention
- Recognition at convention events
- Company listing as a Silver Sponsor on the IDAL website, IDAL's social media platforms and the Artist's Quarterly E-magazine
- Ad in the convention brochure (quarter page)
- Opportunity to host an event

Bronze Sponsor

\$500 - \$999 includes:

- Name and logo on all convention signage
- Recognition at convention events
- Company listing as a Bronze Sponsor on the IDAL website, IDAL's social media platforms and the Artist's Quarterly E-magazine
- Listing in convention brochure

Friends of IDAL

\$100 - \$499 includes:

- Listing in convention brochure and on IDAL's website





Vendors – An Affordable **BOOTH PACKAGE**

MORE INFORMATION:
E-mail: office@idal.org
Phone: 615-308-6287
Web: www.idal.org



\$500 Booth Package Includes:

- 8' x 8' back & 3' side drape
- 2 free registrations
- One connection to electrical service
- Booth ID sign
- One skirted table (6 foot)
- Wastebasket
- Two chairs
- Inclusion in the show brochure
- Boxed lunch

DON'T FORGET:

1. Return the Vendor Packet Registration Form.
2. Complete all payments by February 15, 2024.
3. Return the attached Release of Liability and Indemnity Form.
4. Return your company's Certificate of Insurance listing IDAL and the Embassy Suites by Hilton, St. Charles as Additional Insureds.
5. Vendor product cannot be received prior to April 17,

FOR OFFICE USE ONLY

Confirmed Space _____

Exhibitor # _____

Accepted by IDAL _____

Date _____ Recd _____ Amt _____ Ck# _____

Ackd _____



SPONSORSHIP PAYMENT

NOTE: The deadline date for final payment is February 15, 2024. Please sign the Release on the next page and mail (IDAL, P.O. Box 672, Sharpsburg, MD 21782 or email (office@idal.org) a copy of your Certificate of Insurance listing IDAL and the hotel as additional insured.

Company Name

Primary Contact Name

Business Partner Membership \$225.00

Booth \$500.00

Diamond Sponsor (\$7,500 and above)

Platinum Sponsor (\$5,000 – \$7,499)

Gold Sponsor (\$3,000 - \$4,999)

Silver Sponsor (\$1,000 - \$2,999)

Bronze Sponsor (\$500 - \$999)

Friends of IDAL Sponsor (\$100 - \$499)

I'd also like to participate in: **Grand Total**

Offer ½ hour seminars during the day to our members.

Offer a coupon to Expo attendees for a future purchase.

Offer swag at your booth and or goodie bag.

PLEASE READ

- With the authorized signature, the undersigned agrees to abide by the Conditions, Rules and Regulations of the Show as set forth here, enclosed and in the Exhibit Kit issued in advance of the Show. Acceptance of this contract binds us to the payment as set out above. Up to 45 days before the Show's opening date, a \$100 processing fee will be applied to cancellations. Deposits are non-refundable on cancellation within 45 days of the Show's opening date. We understand IDAL reserves the right to: contact us via any of the means above; demand release of our space for failure of ourselves or our representatives to conform to the rules; reallocate space; offer requested space when available; and reject any and all applications. All notices of exhibit space cancellation must be submitted to IDAL in writing and will be officially dated when received by Management.
- In the event of cancellation of the Show due to fire, strikes, act of God, government regulations, or any cause beyond control, the Management shall determine an equitable basis for the refund of such portion of Entrance, Publicity, Directory and Exhibit Fee as possible, after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of IDAL.
- IDAL, THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY AN EXHIBITOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF IDAL, THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES OR BY A PARTY OR PARTIES OTHER THAN IDAL, THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES. THE UNDERSIGNED EXHIBITOR HEREBY AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS IDAL, THE SPONSORING ORGANIZATIONS, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUSTAINED BY AN EXHIBITOR OR ANY OTHER PERSON CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER RESULTING FROM THE ACT OR FAILURE TO ACT OF THE UNDERSIGNED EXHIBITOR, HIS AGENTS OR EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES.
- Exhibitors will display only merchandise regularly sold by them. No space may be sublet. Failure to list and pay fees for any and all displayed merchandise by exhibitors shall be deemed cause for cancellation of space.
- All Exhibitors must be IDAL Business Partner members. Booth personnel must be direct employees of the exhibiting company or members of IDAL at either the Professional or Business Partner level.
- Exhibits must remain open until the closing of the EXPO. Early packing is prohibited. All sales gimmicks, promotions and giveaways must be approved by IDAL. Soliciting of trade must be confined to within your own exhibit booth.
- Under no circumstance will IDAL release the email addresses of convention attendees to any vendor. It is the vendor's responsibility to collect contact information from EXPO and Conference attendees.
- With my attendance at this event, I realize that I and/or my products may be included in publicity photos. I hereby give my consent to the event's producers to use in future promotional materials any such photos and/or comments.

IDAL

CONVENTION 2024

Auction and Swag Bag Donation Opportunities

Be part of IDAL's convention excitement! Promote your products to this dedicated group of artisans by donating to the much-anticipated swag bag, and be a part of the silent auction and the always spirited live auction. Your generous donation will directly impact our event's success and help us create a memorable experience for our members.

Company Name

Contact Name

Contact email

Contact Phone

Auction Donation or Swag Bag Value and Description

Please send product to:

Kathy Otto

12 Seabiscuit Drive. St. Charles, MO 63301

email

p.president@idal.org

RELEASE OF LIABILITY AND INDEMNITY FORM

Each Exhibitor at the Exposition is fully responsible for any damage to property owned by the Hotel or Convention Center or owned by suppliers to the Hotel or Convention Center or IDAL.

The Exhibitor hereby agrees to release and indemnify IDAL, its directors, officers, agents, employees, staff, independent contractors, members or other representatives (including volunteers), for any claims or lawsuits that result from:

- *any damage, loss, harm, or injury to the person or property of the exhibitor resulting from*
- *theft, fire, water accident or any other cause*
- *your breach of your contract with IDAL*
- *your willful or negligent acts, or*
- *your failure to comply with any law or regulation*

The Exhibitor hereby releases IDAL from any liability or responsibility if the event must be cancelled, postponed, or delayed for any reason beyond IDAL's reasonable control (such as strikes, acts of God or actions by state or local officials).

Company Name

Company Representative

Contact Email

Contact Phone

Signature

Date

Title at Company



MORE INFORMATION:
E-mail: office@idal.org
Phone: 615-308-6287
Web: www.idal.org