



2009
INTERNATIONAL DECORATIVE
ARTISANS LEAGUE (IDAL)
CONVENTION AND EXPOSITION
EXHIBITOR PACKAGE



Dear Exhibitor:

We are pleased to welcome you as an exhibitor in the IDAL Exposition. This is your Exhibit Kit. Included in the kit are the following forms and general information. To help you better organize for the Show, these items need your IMMEDIATE ATTENTION. Please note the DEADLINES.

GENERAL INFORMATION (Please read the following information.)

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EXHIBITOR FORMS (Please complete and return by the deadline dates.)

Form	Deadline Date	Page(s)
Exposition Reservation and Contract	MAY 15, 2009	10
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Again, welcome! If our staff can assist you in any way, please do not hesitate to call.

Denise Brosie
Event Manager



**2009 INTERNATIONAL DECORATIVE ARTISANS LEAGUE (IDAL)
CONVENTION AND EXPOSITION**

EXHIBITOR PACKAGE

Signature on the 2009 Exposition Reservation and Contract forms a contract between Exhibitor and Stencil Artisans League, Inc. dba International Decorative Artisans League (IDAL) and this contract includes all terms and conditions contained within this Exposition Exhibitor Package and specifically the Exhibitor Information and Contract Terms section.

EXHIBITOR INFORMATION and CONTRACT TERMS

CONVENTION/EXPOSITION LOCATION:

- The 2009 IDAL Convention and Exposition will be held July 20th – 25th, 2009 at the Memphis Cook Convention Center and Marriott Memphis Downtown. Marriott Memphis Downtown is located at: 250 North Main St., Memphis, TN 38103. Tel: 901-527-7300, www.memphismarriottdowntown.com . The Exposition runs from July 22nd - July 25th, 2009 and will be located in the Southwest Hall of the Memphis Cook Convention Center located at 255 North Main St., Memphis, TN 38103. Tel: 800-726-0915, www.memphisconvention.com
- The Marriott is the largest hotel in the heart of downtown Memphis, located within walking distance or a trolley ride to many of the area attractions. The Hotel is connected to the Convention Center on the Mezzanine level via skyway.

EXPOSITION TIMELINE:

Tuesday, July 21			
Annual General Meeting	7:00 p.m.	-	8:30 p.m.
Welcome Reception	8:30 p.m.	-	10:30 p.m.
Wednesday, July 22			
Move-In of Exhibits	8:00 a.m.	-	5:00 p.m.
Grand Opening	8:00 p.m.	-	10:30 p.m.
Thursday, July 23			
Show Open to Public/Attendees	12:00 p.m.	-	8:00 p.m.
Friday, July 24			
Show Open to Public/Attendees	12:00 p.m.	-	8:00 p.m.
Saturday, July 25			
Exhibitor Open Forum 2009 Exposition	8:30 a.m.	-	9:45 a.m.
Show Open to Public/Attendees	10:00 a.m.	-	4:00 p.m.
Move-Out of Exhibits	4:00 p.m.	-	10:00 p.m.
Annual Awards Banquet	8:00 p.m.	-	11:00 p.m.



BADGES:

All exhibitor personnel are required to wear badges furnished by IDAL when on the show floor. The booth fee includes two badges per booth. Additional exhibitor badges may be purchased at \$15 each. To receive the complimentary and additional badges complete the attached Badge Order Form and submit with your contract.

BOOTH ASSIGNMENTS:

- You may request specific booth space on the 2009 Exposition Reservation and Contract. Booth spaces are subject to prior sale. If your selection is already taken, we will inform you by telephone, email or fax of other available booths.
- A 50% deposit reserves booth space. The booth will be reserved only after receipt of the deposit.
- In evaluating your space needs, please note that neither aisles nor any other booth spaces may be obstructed, and that you should allow ample space for all your booth personnel. IDAL reserves the right to alter the floor plan, in the best interest of the Exposition.
- Two exhibitors may share a single booth if they both are business associate members of IDAL; however only ONE exhibitor is responsible for payments to IDAL and for submitting all forms and applications. We provide signage for only ONE exhibitor per booth. For companies sharing space, additional signs may be purchased for \$12. Email Denise Brosie (dbrosie@offinger.com) to request additional signs and arrange for payment.
- All booth installations must conform to the requirements of the building and fire inspection authorities.

CANCELLATION:

Cancellation of booth space must be in writing and be received by the IDAL office no later than **MAY 15, 2009. NO REFUNDS WILL BE MADE AFTER THIS DATE.** IDAL reserves the right to retain 50% of the exhibit fee for cancellations received before this deadline in full settlement and satisfaction of any claim for loss or damage it sustains because of the cancellation.

CHARACTER OF EXHIBITS:

The purpose of the exposition is to promote interest in decorative painting, faux finishing, mural painting, stenciling and related fields. Exhibitors are encouraged to display and sell services and/or merchandise in those fields. IDAL reserves the right to reject or restrict any exhibits it believes are not in character with the goals of IDAL or the Exposition.

CONVENTION REGISTRATION:

Payment for booth space in the Exposition does not cover convention registration. You can register for the convention separately and purchase classes using the form in the convention brochure, or by applying on-line at www.decorativeartisans.org.



DAMAGE TO PROPERTY:

The Exhibitor will be held financially responsible for damage to the Exhibit Hall or other host property caused by the exhibitor or its personnel. No signs or display material may be fastened to booth drapery, walls, floors, ceilings, doors, windows, or columns. “S” hooks are available from the decorating company to use for hanging material from the drapery poles.

DEMONSTRATIONS (DEMONSTRATION STAGE):

Demonstrations may be held in the 50 seat Demonstration Area within the Exhibit hall. Exhibitors are encouraged to schedule demonstrations. Details can be found on pages 12-14.

DEMONSTRATIONS (IN-BOOTH DEMOS):

Exhibitors may do in-booth demonstrations during the Expo. This is an opportunity to provide attendees hands-on experimentation with your products, or have one of your company experts demonstrate your products. Exhibitors are charged \$200 per booth to cover the show costs for demos (plastic and proper waste disposal). Details can be found on pages 12-14.

ELECTRICITY:

Exhibitors will arrange electrical requirements with the Convention Center (forms will be included in your Decorator Kit – which will be mailed or emailed to you 8 - 12 weeks prior to the Expo). **HAIR DRYERS MAY NOT BE USED unless additional electrical capacity has been arranged through approved contact.** An exhibitor whose electrical equipment causes damage to other’s electrical equipment due to overloading or improperly maintained will be liable for all resulting damages

FAILURE TO HOLD EXPOSITION:

If any contingency prevents IDAL from holding the Exposition, IDAL will inform you as soon as possible, and will refund booth, badge or Demo fees paid less any part of the fee that may be required to recompense it for expenses incurred up to the time of the contingency.

FLOOR PLAN:

The 2009 IDAL Exposition floor plan is located on page 9.

INSURANCE:

Each Exhibitor must carry a general liability insurance policy in an amount not less than \$1,000,000 naming IDAL as an additional insured. Each Exhibitor must provide a valid Certificate of Insurance to the IDAL office before **May 15, 2009**.

LIMITATION OF SALES:

Exhibitors may show product without offering it for sale. Any exhibitor who chooses to sell during the Exposition **MUST** offer merchandise at retail prices. Wholesale sales are allowed **only** in conjunction with retail sales. “Wholesale Only” exhibits are not allowed. No one can conduct or solicit business during the Exposition unless they have been assigned a booth and paid for it.



PAYMENT:

50% of the total payment for Exhibit space is due with the contract to reserve a specific booth. Booth space will not be assigned or held without this deposit. Payment of the outstanding balance for Exhibit space, and all other related fees, is due by **May 15, 2009**. Any booth allocation not paid in full by May 15, 2009 will be cancelled and made available to other Exhibitors.

PERMITTED PRODUCTS:

No solvent-based products may be opened or used at any time in the Exhibit hall, and all other products opened and used must comply with Federal and Tennessee laws regarding use and disposal. Special disposal requirements must be made through the Event Manager.

Material Safety Data Sheets (MSDS's) must be provided to the Event Manager before May 29, 2009, or entry to and set up in the Exposition will be denied. All display materials must be flame resistant. MSDS's are required for every product opened or used within the booth that is not in a final dried or cured state.

SALES TAX:

Exhibitors are responsible for collecting and reporting sales tax on all sales made at Convention.

IDAL will provide the Tennessee Department of Revenue with the names and addresses of all Exhibitors. It is the responsibility of each Exhibitor to report gross sales and remit a check for 9.25% (7% for state taxes + 2.25% for local taxes) of sales to the Tennessee Department of Revenue within five (5) days following the event.

The IDAL Event Manager and/or Treasurer will hand out the 2009 Sales Tax Forms at Convention (NOTE you are NOT required to register for a Tax ID number in TN for this one-time event). For details on Sales and Use Tax in Tennessee, visit www.tn.gov, or call 615-253-0600. The mailing address is: Tennessee Department of Revenue, Andrew Jackson Building, Room 1200, Nashville, TN 37242-1099

SECURITY OF PROPERTY:

During periods of installation, show and dismantling, the Exhibitor is solely responsible for its property. We encourage you to insure against all losses and claims. (See INSURANCE section). Once the show opens, IDAL will ensure the exhibition space is locked before and after the show hours outlined above. Exhibitors will be admitted to the show floor 30 minutes before and may remain 30 minutes after posted Expo hours. This policy will be strictly enforced. Please wear your badges to identify yourself as an Exhibitor.



SHOW SERVICES, SHIPPING & DRAYAGE:

- An information packet will be sent eight - twelve (8 - 12) weeks prior to Exposition to you by the decorating company that provides show services, supplies and details of drayage services such as pre-show storage and transport of your merchandise.
- All shipping expenses are your responsibility. **Note: We cannot accept shipments to the hotel. If a shipment is sent directly to the hotel, it may be rejected or not released without payment to the hotel.**

STAFFING/SHOW HOURS:

Each exhibitor must staff their booth during published show hours. Because we have made this commitment to convention registrants, exhibitors who begin dismantling before the published closing hour will be subject to a financial penalty determined by IDAL and will not be eligible to participate in subsequent years Expositions.

STAFF CONTACT INFORMATION:

IDAL Office

1100-H Brandywine Blvd
Zanesville OH 43701-7303
Phone: 740-452-4541
Fax: 740-452-2552

Denise Brosie, Event Manager
Dbrosie@Offinger.com
Phone: 740-452-4541, ext. 3124

Penny Sitler, Executive Director
Psitler@Offinger.com
Phone: 740-452-4541, ext. 3250

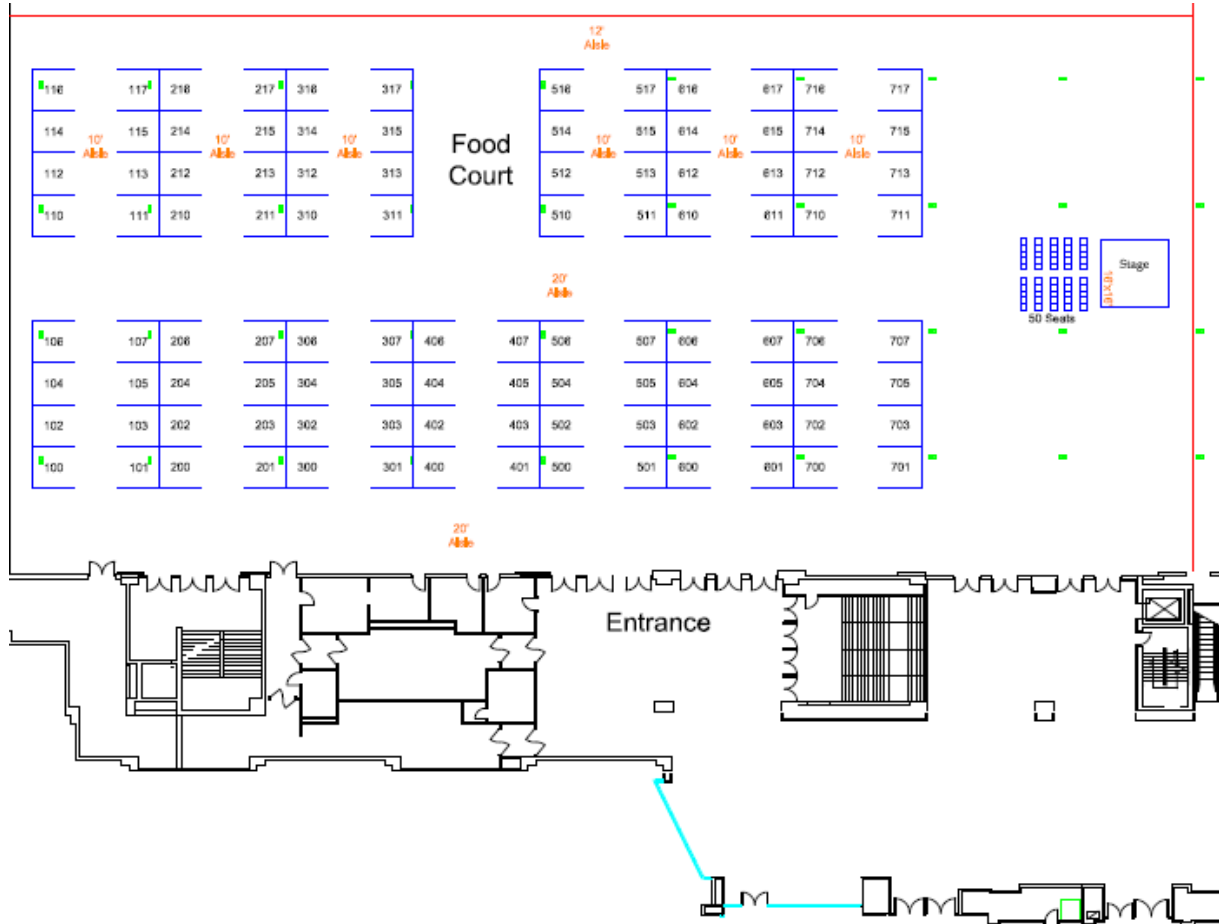
Linda Banning
Expo Board Liaison
lindabanning@lamurabella.com




RULES, REGULATIONS AND ENFORCEMENT:

- By signing the 2009 Exposition Reservation and Contract form, the applicant agrees that the applicant and all booth personnel will abide by the rules in this package and those established by the hotel or convention center. Such rules and directions govern use of the show site, use of electrical connections and equipment, proper conduct, and adherence to fire safety codes, public safety, and health laws.
- Exhibitors agree to take directions from the Event Manager, Executive Director, IDAL Staff (or appointee) and the host site staff with respect to these rules and directions.
- IDAL reserves the right to add and distribute additional reasonable rules or guidelines as may be necessary at the convention site.
- Your completion, signing and submission to IDAL of the 2009 Exposition Reservation and Contract form, and the Release of Liability, followed by our signature on the Reservation and Contract form and payment of the deposit, constitutes a contract on these terms and conditions for the number of booths indicated on the form, subject only to final agreement on booth numbers. Upon agreement on booth numbers, and receipt of booth deposit, IDAL will send Exhibitor a copy of the Reservation and Contract form, identifying the booth numbers. If we cannot agree on booth numbers the contract is cancelled, and we will refund your deposit.
- In the event that IDAL is required to reconfigure booth layouts after the Contract date IDAL will consult with you to provide similar booth space and location. If we are unable to agree on revised booth space and location the contract is cancelled and we will refund your deposit.
- Return the signed 2009 Exposition Reservation and Contract form, and signed Release of Liability by mail or fax to the IDAL Office at the email and mail addresses shown below.
- The IDAL office will issue you an invoice for booths and fees. Deposits and all other payments are to be made directly to the IDAL office.
- We both agree to waive our rights to a lawsuit in any court and agree that any disputes regarding this contract will be resolved through ARBITRATION in Zanesville, Muskingum County, Ohio, and that any disputes between the parties to this Agreement arising out of or in any way connected with this Agreement or the interpretation of the terms and conditions contained therein shall be governed by Ohio law and the jurisdiction of Ohio courts to the fullest extent permitted, and that the sole and exclusive venue for any suit or action between the parties to this Agreement arising out of or in any way related to this agreement shall be the Muskingum County Common Pleas Court in Muskingum County, Ohio.
- Any actions relating to or arising out of this Agreement or the subject matter thereof must be brought within one year of the date on which the cause of action sought to be enforced accrued. We also both waive any claims for loss of profits, loss of use, consequential damages or punitive damages.
- No pets are allowed in the Exposition or Convention site.

2009 IDAL EXPOSITION FLOOR PLAN



<p>Cook Convention Center Southwest Hall Memphis, TN July 20-25, 2009</p>	<h1>IDAL</h1>	<p>PREPARED BY: George Fern Company 2310 Old Steele Creek Rd. Charlotte, NC 28208 (704) 398 - 7440</p>
<p>LEGEND</p> <p>■ - Electrical Floor Plates</p> <p>104-Booths are 10'x10' Aisles are 10' wide unless noted</p> 	<p>Rev 2 7/1/08 06-8102-09</p>	<p>All information on this document is subject to Fire Marshal approval and is based on the best knowledge of the building sizes per architectural plans provided by the building. George Fern Company is not responsible for any discrepancies in this floor plan. "This floor plan is subject to change."</p>



DEADLINE DATE: May 15, 2009

2009 IDAL EXPOSITION RESERVATION and CONTRACT

Legal Company Name: _____
 Name For Exposition Signage: _____
 Address _____ City: _____ State/Prov: _____
 Authorized Contact: _____ Title: _____ Mobile # _____
 Zipcode _____ Telephone: _____ Fax: _____
 IDAL Business Associate # _____ Email: _____

Business type: check the one that best represents your company:
 ___Retail ___Wholesale ___Manufacturer ___Publisher ___School-Designer-Trade Organization

FEES:

Qty	Description	Business Associate Member	Non Member Fee	1 st Choice Booth #'s	TOTAL FEE
	Standard Booth	\$750	\$1,200		\$
	Corner Booth	\$800	\$1,300		\$
	Extra Badges (above 2/booth)	\$ 15	\$ 15		\$
	Banquet Tickets	\$ 50	\$ 50		\$
	Banquet Table	\$500	\$500		
	IDAL Business Associate Membership	\$195			\$
#	In booth demo x # booths with product handling/demos	\$200	\$200		\$
TOTAL FEES:					\$

We understand and agree to all clauses and conditions included in the **2009 EXHIBITOR INFORMATION and CONTRACT TERMS** pages 1 to 8 of this contract package forming part of this agreement.

For International Decorative Artisans League

By: _____ Business Name _____
 Name and Title _____ Authorized Representative Name and Title _____
 Signature _____ Signature _____
 Date _____ Date _____

BOOTHS ASSIGNED

FOR OFFICE USE ONLY
 Rcvd _____
 Amt _____
 Ck# _____
 Ackd _____

Method of payment (50% due with contract; Balance due May 15, 2009.)
 Company Check (make checks payable to **IDAL**)
 Cashier's Check/Money Order
 Debit Credit American Express Discover MasterCard VISA
 All payments in U.S. funds drawn on U.S. banks. \$25 fee charged for returned checks.
 Credit Card # _____
 Exp. Date _____ Amt. charged \$ _____
 Cardholder's Name (Print) _____
 Authorized Signature _____



DEADLINE DATE: Due with Contract

**2009 IDAL CONVENTION AND EXPOSITION
RELEASE OF LIABILITY AND INDEMNITY FORM**

Each Exhibitor at the annual convention 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 canceled, postponed or delayed for any reason beyond IDAL's reasonable control (such as strikes, acts of God or actions by a State or local officials).

Company Name: _____

Company Representative (please print) _____

Signature and Title _____

Date _____ Phone _____



DEADLINE DATE: May 15, 2009

**2009 IDAL EXPOSITION
DEMONSTRATION STAGE and IN-BOOTH DEMO GUIDELINES**

The application form must accompany your 2009 Reservation and Contract if you wish to participate in the Demonstration Stage or In-Booth Demos. The In-Booth Demonstration Fee is added to that document and payment is included in your final payment or prior to May 15, 2009.

Visitors attend the Exposition to learn about new products and techniques. In-Booth Demos provide attendees the opportunity to work hands-on with your products. Demonstrations on the Demonstration Stage are performed in a 50 seat theatre area within the Exposition hall and do not involve attendee hands-on participation.

IN-BOOTH DEMONSTRATIONS

In-Booth Demos provide an opportunity for the public and convention attendees to watch or participate in a hands-on demo in your booth. To keep aisle free and in compliance with fire code regulations, all hands-on application and in-booth demonstrations must be done within the booth area, on a plastic-covered floor. IDAL will provide, make all arrangements and coordinate application of protective floor covering (plastic) and proper water handling and disposal to conform with environmental responsibility. These expenses will be charged to the exhibitor at a rate of \$200.00 per booth space associated with product handling in either a group participation format or demo.

Note that exhibitors must provide all sample boards in the material and dimensions that best suit their planned in-booth demos (IDAL will not provide boards or drying racks).

Exhibitors must submit the participation form and payment by May 15, 2009. Water tanks and protective plastic must be ordered in advance, therefore IDAL will not be able to accommodate vendors who have not submitted the form and payment by May 15, 2009.

DEMONSTRATION STAGE

Staged demonstrations will be prescheduled daily from July 23rd to July 25th 2009 during Expo hours. If you are interested in providing a 45 minute technique, product or information demonstration on our stage, please contact the Event Manager to select your scheduled time.



DEADLINE DATE: May 15, 2009

**2009 IDAL EXPOSITION
DEMONSTRATION STAGE REQUEST FORM**

COMPANY NAME: _____

**DEMONSTRATION
(Only one per Exhibitor):**
Name of Demonstrator _____

Demonstration Title _____

Description of Demonstration _____

What Day? Preferred Time

Do you require water? Yes No Do you require waste disposal? Yes No

What table set up? one flat table one easel style table

DEMONSTRATION STAGE SCHEDULE/INFORMATION:

Staged demonstrations will be prescheduled daily from July 23rd to July 25th 2009 during Expo hours. If you are interested in providing a 45 minute technique, product or information demonstration on our stage, please contact Denise Brosie (dbrosie@offinger.com) to select your scheduled time. Times will be assigned on a first-come, first-assigned basis.

We agree to participate in the Demonstration Stage program which will be published in the Exposition Booklet and for which Exposition signage will be provided, if this application is received no later than May 15, 2009, subject to the Guidelines set out above.

Name and Title _____

Signature and Date _____



DEADLINE DATE: May 15, 2009

**2009 IDAL EXPOSITION
IN-BOOTH DEMONSTRATION REQUEST FORM**

COMPANY NAME: _____

LIST PRODUCTS TO BE USED IN DEMO: _____

Do you require water? Yes No Do you require waste disposal? Yes No

NOTE: You are responsible for renting any additional tables needed for your in-booth Demo. Each booth comes with one (1) table.

FEE: \$200.00 for each booth that will have product handling/demos: \$200.00 x ___Booths
Demo fees will be included in the registration invoices issued by the IDAL office.

IN-BOOTH DEMO SCHEDULE:

- o In-Booth Demos may be scheduled at any time during the Expo, at the Exhibitor’s discretion.

We agree to participate in the In-Booth Demonstration program which will be published in the Exposition Booklet and for which Exposition signage will be provided, if this application is received no later than May 15, 2009, subject to the Guidelines set out above.

Name and Title _____

Signature and Date _____



DEADLINE DATE: June 1, 2009

**2009 IDAL CONVENTION AND EXPOSITION
BADGE ORDER FORM**

All exhibitor personnel are required to wear badges furnished by IDAL when on the show floor. Please complete this form for your complimentary badges, and additional badges you purchase (\$15 each).

**COMPANY NAME USED:
COMPLIMENTARY BADGES: 2 per booth purchased***

Name _____
Name _____

*NOTE – if you purchased ONE booth, you receive TWO complimentary badges. If you purchased MORE THAN ONE booth, you may request additional complimentary badges (two per booth purchased). List additional COMPLIMENTARY BADGES here:

Name _____
Name _____
Name _____
Name _____

PURCHASED ADDITIONAL BADGES (\$15.00 each)

Name _____
Name _____
Name _____
Name _____

Please send this with your completed 2009 Exposition Reservation and Contract. The cost of the badges will be included in the registration invoices issued by the IDAL office. Additional badges may also be purchased on-site at the convention registration desk.



DEADLINE DATE: May 15, 2009

**2009 IDAL CONVENTION AND EXPOSITION
EXPOSITION BOOKLET and COUPON INFORMATION FORM**

EXPOSITION BOOKLET BUSINESS LISTING

Business Name: _____
 Address Line 1 _____
 City _____ State/Province _____
 Country _____ ZIP Code _____
 Contact Name _____ Title _____
 Phone Number _____
 Email (optional) _____
 Web Site _____

50 Word Description of your business:

COUPON OFFER

Coupons are provided to all registrants and teachers in their registration packets. If you wish to offer a special discount or other offer, please provide the details below. If you wish to provide the artwork and coupon layout, please submit it in Word format to Denise Brosie (Dbrosie@Offinger.com) by May 15, 2009.

Offer:

Business Name: _____

Company Representative (please print) _____

Signature and Title: _____

Date: _____