

EXHIBITOR & SPONSORSHIP PROSPECTUS



## IWCA ANNUAL CONVENTION & TRADESHOW JANUARY 26-30, 2021

Golden Nugget Hotel & Casino



[WWW.IWCA.ORG](http://WWW.IWCA.ORG)  
[info@iwca.org](mailto:info@iwca.org)  
800-875-4922



## EXHIBITOR OPPORTUNITIES

The IWCA Trade Show is the place to be January 26-30, 2021 to exhibit to over 400 key decision makers and potential customers in the window cleaning industry. By participating in the Trade Show, you will save time and money by demonstrating your product to end users and expand your marketing reach with convention attendees.

### **WHAT'S INCLUDED IN A BOOTH PACKAGE FOR A SINGLE 10x8 BOOTH:**

- One (1) Full convention registration
- One (1) Trade Show Only registration
- One (1) 6' skirted Table
- Two (2) chairs
- One (1) Booth ID sign
- 8' high back drape and 3' high side drape
- Link to exhibitor's website from the IWCA website
- Recognition in convention materials

### **SPACES \*Non-Associate Member Pricing is \$250 more for each single**

#### BOOTH PASS ALLOCATIONS::

Single	\$1,150	1 Full Convention pass, 1 Trade Show Only pass
Double	\$2,300	1 Full Convention pass, 2 Trade Show Only passes
Triple	\$3,450	1 Full Convention passes, 4 Trade Show Only passes
Quad	\$4,600	2 Full Convention passes, 6 Trade Show Only passes
Island	\$6,500	2 Full Convention passes, 8 Trade Show Only passes

Full Convention pass: Serves as a Full Conference registration Trade Show Only: \$150  
Upgrade Trade Show Only pass to Full Convention: \$250

## TRADE SHOW FLOOR PLAN

**We are sold out. You can review the Floor Layout Here.**

**<https://www.iwca.org/wp-content/uploads/2020/01/Trade-Show-Floor-Plan-Sold-Out.pdf>**





## **SPONSOR OPPORTUNITIES**

Take advantage of this unique opportunity to gain significant visibility with professionals working in all facets of the window cleaning industry. IWCA offers sponsorship opportunities to promote your products and services beyond the Trade Show floor. The earlier you sign on as a sponsor, the more visibility you'll receive, so we invite you to consider sponsorship now. Let us help you select the opportunity that's right for you.

### **PREMIERE SPONSOR (\$2250-\$5000)**

CONVENTION MOBILE APP .....	\$3,000
SESSION SPONSOR .....	\$2,250
LUNCHEON SPONSORSHIP .....	\$2,500
SAFETY TRAINING LUNCH.....	\$2,500
CONFERENCE TOTE BAG.....	\$2,750
AWARDS BANQUET & AUCTION RECEPTION .....	\$2,750
KEYNOTE SPEAKER .....	\$2,750

#### **Benefits of the Premiere Level Sponsorships**

- One (1) complimentary registration
- Two (2) tradeshow only registrations
- Dedicated table during Awards Banquet
- Company name and logo listed on signage
- Company name and logo on the IWCA Convention web page
- Company name and logo in e-mail blasts leading up to the Convention

### **PARTNER SPONSOR (\$1750-\$2000)**

Sunbelt Lift Training.....	\$1750
WOMEN IN THE INDUSTRY LUNCH.....	\$1,750
WELCOME RECEPTION ... ..	\$2,000
BREAKFAST ROUNDTABLES .....	\$2,000
WATER Bottles WITH LOGO.....	\$2,000
Drone Videographer.....	\$2,000

#### **Benefits of the Partner Level Sponsorships**

- One (1) complimentary registration
- One (1) tradeshow only registration
- Company name and logo listed on signage
- Company name and logo on the IWCA Convention web page
- Company name and logo in e-mail blasts leading up to the Convention

### **NETWORKING SPONSOR (\$400-\$1500)**

REFRESHMENT BREAK .....	\$1,500
FIRST TIMERS RECEPTION .....	\$1,000
PENS.....	\$1,000
COMPETITION BELT SPONSOR .....	\$1,000
OUTDOOR DEMONSTRATIONS .....	\$1,500

#### **Benefits of the Networking Level Sponsorships**

- One (1) tradeshow only registration
- Company name and logo listed on signage
- Company name and logo on the IWCA Convention web page
- Company name and logo in e-mail blasts leading up to the Convention

### ***Company Highlight Session***

IWCA invites sponsors and exhibitors to come up on stage during the General Session on Wednesday January 27th, 2021 to highlight their company, talk about any deals inside their booths, and do some giveaways with the attendance. Time limit should be 2-3 minutes and under. Sponsors will be given the stage first and all other exhibitors should sign up for time slots at the registration desk.

**FOR MORE INFORMATION:**

P: 800-875-4922 | [info@IWCA.org](mailto:info@IWCA.org) | [www.IWCA.org](http://www.IWCA.org)



Exhibiting Company's Name (as it should appear on signage):

Product Description (50 words or less)

**METHOD OF PAYMENT**

Check # \_\_\_\_\_ (Make check payable to IWCA and mail along with this form to IWCA, PO Box 2092 Maryland Heights, MO 63043). **Credit Card:**

American Express  Discover  MasterCard  Visa

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CW Code \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

**CONTACT INFORMATION**

Mr.  Mrs.  Miss  Ms.

Name \_\_\_\_\_

Company \_\_\_\_\_

IWCA Member # \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_

Zip+4 \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web \_\_\_\_\_

**AUTHORIZATION**

Completing this form serves management notice that you agree to be contacted by mail, telephone, facsimile or e-mail by IWCA and/or its members.

NAME (please print)

AUTHORIZED SIGNATURE

DATE

<b>SPONSORSHIPS</b>		
<b>PREMIER SPONSORSHIP (\$2,250-\$5,000)</b>		
Convention Mobile App	\$3,000	
Session Sponsor	\$2,250	
Luncheon Sponsorship	\$2,500	
Safety Training Lunch	\$2,500	
Conference Tote Bag	\$2,750	
Awards Banquet & Auction	\$2,750	
Logo on all Convention Signage	\$5,000	
Keynote Speaker	\$2,750	
<b>PARTNER SPONSORSHIP (\$1750-\$2000)</b>		
Sunbelt Lift Training	\$1,750	
Women in the Industry Lunch	\$1,750	
Welcome Reception	\$2,000	
Breakfast Roundtables	\$2,000	
Drone Videographer	\$2,000	
<b>NETWORKING SPONSORSHIP (\$400-\$1,500)</b>		
Refreshment Break	\$1,500	
Pens	\$1000	
Competition Belt Sponsor	\$1000	
Outdoor Demonstrations	\$1500	
<b>TOTAL DUE (\$ USD)</b>		

**Additional Sponsorship Opportunities**

**Premier**

Safety Training Breakfast	\$2,250
Safety Training Sponsor	\$2,500
Convention T Shirt	\$2,500

**Partner**

SAIA Competent Person	\$2,000
PWNA Wood Restoration	\$2,000

**Networking**

Board Meeting Breakfast and Lunch	\$1,500
Competition Medals	\$400
Charging Station in Exhibit Hall	\$1,000
Photo Booth Frame/Station Exhibit Hall	\$1,000
Photo Booth Frame/Station Registration Booth	\$1,000
Exhibit Hall Wifi	\$1,000
Sponsored Photographer	\$1,000

Please provide a VECTOR (.eps, .ai) AND .JPG file of your company logo in color & single-color to the IWCA for use in our promotional materials.

Please review the following page for terms of agreement.  
Once complete, please sign and submit to IWCA either by email:

[info@IWCA.org](mailto:info@IWCA.org)



## **Policies and Procedures Agreement**

### **CONDITIONS, RULES AND REGULATIONS**

- 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 Management 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 Management 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, acts of terrorism, 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 the Management.
- IWCA, 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 IWCA, the sponsoring organizations, and their respective officers, agents and employees or by a party or parties other than IWCA, the sponsoring organizations, and their respective officers, agents and employees. The undersigned exhibitor hereby agrees to fully indemnify and hold forever harmless IWCA, 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.
- Exhibits must remain open until the closing of the Show. Early packing is prohibited.
- 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 promotional materials any such photos and/or comments.
- In order to receive the member rate, companies must be in good standing with IWCA.

### **ADDITIONAL GUIDELINES**

- **BADGES.** Official show badges will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by anyone other than the person to whom issued will be confiscated. Business cards are not to be used in badge holders. Badges needed in excess of this allotment must be purchased at the appropriate conference rate.
- **BOOTH PERSONNEL:** IWCA welcomes booth personnel to help present your products and services to our attendees; however, all booth personnel must pre-register either online or via the printable agreement form. Additional Booth Personnel is limited to one company per booth.
- **SOLICITATION:** Selling or promotion of products and/or services on the trade show floor is prohibited without registering as an Additional Booth Personnel or purchasing a booth. All sales gimmicks, promotions and giveaways must be approved by the Management. Soliciting of trade must be confined to your own exhibit booth by authorized booth personnel. Additionally, IWCA does not permit mass email blasts or outreach to attendees prior to or after the conference.
- **DECORATOR:** Alliance, Inc. is the exclusive decorator for the 2021 IWCA Convention and Expo. Exhibitors agree to follow all policies, rules and procedures set forth by Alliance; including but not limited to designated move-in and move-out times and dates, along with shipping and material handling dates and regulations. Exhibitors that plan to move in their own freight are required to notify Alliance and IWCA management prior to arrival at the Golden Nugget Hotel & Casino.
- **AMENDMENT OF RULES.** IWCA reserves the right to make changes, amendments and additions to these rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by IWCA.

