

IIAC MID-YEAR 2019 CONVENTION

November 7, 2019

Aqua Turf Club

556 Mulberry Street

Plantsville, CT 06479

Phone: 860-621-9335

Fax: 860-276-9966

EXHIBITOR INFORMATION

Exhibit Booth

10' wide by 8' deep, exhibitor sign, covered table, side rails and backdrop. Exhibitors are welcome to bring signage, backdrops, etc. as long as all items fit within the confines of the booth.

Electrical Hookup

If an electrical outlet is required, the cost is \$70 extra. Outlets must be requested on the exhibitor's registration form.

WiFi

Wireless internet is available to exhibitors through the Aqua Turf's website. There is no additional fee for this service.

Exhibit Setup

Exhibitors may setup **AFTER 7:00am on November 7th**. No exhibit will be allowed to assemble prior to this time. All exhibits must be ready by 8:00am when registration begins.

Shipping Booth Contents

If booth contents need to be shipped to Aqua Turf, they must be shipped for receipt by Aqua Turf no earlier than 3 days prior to the convention date. The outside of boxes must be clearly marked with the exhibitor's name, IIAC convention, and the convention date.

Booth Assignment

A convention hall floor plan with all booth assignments will be at the registration area the morning of the convention. No assignments are provided prior to the convention date.

Name Badges & Instructions

Exhibitor name badges are placed in each individual booth prior to exhibitors arriving. Additional instructions for the day are also left at the booth.

Convention Hours

8:00am - Registration & Coffee/Danish Bar

8:00am - 9:15am - Exhibit Hall Open

9:15am - 11:55am - Program

11:55am - 1:00pm - Exhibit Hall Open

1:00pm - 2:00pm - Lunch

Agent/Broker Attendance

To encourage our agents to arrive early, we offer a total of (5) \$100 cash door prizes. Drawings begin at 8:00am and are held every 15 minutes. To promote our agents visiting every booth, we offer a \$500 cash door prize that is drawn at the end of the lunch (2:00pm). To be eligible, agents must have their ticket hole-punched at each booth. Hole-punches will be provided for each exhibitor. We encourage you to ask for agents' business cards or to offer your own door prize.

Lunch

All exhibitors are invited to stay for lunch and mingle with the attendees.

Overnight Accommodations

The Aqua Turf does not have overnight accommodations.

Directions & Hotels

For your convenience, directions & area hotels are on the back of this page.

Attendee List

A list of registered attendees will be emailed to exhibitors on October 24th. Exhibitors are encouraged to send postcards to attendees asking them to visit their booth. A final list of attendees will be emailed the week after the convention.

If you have any questions, please contact:

Allison Just

Phone: 1-800-962-7950 EXT. 249

Email: ajust@iiac.org

30 Jordan Lane
Wethersfield, CT 06109

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EXHIBITOR INFORMATION *(Continued)*

DIRECTIONS

I-84 East From Waterbury

Take Exit 28. Take right onto Route 322. Go straight, under second underpass take left (at car wash) onto Old Turnpike Road. At the first stop sign, take a right onto Mulberry Street. Aqua Turf Club is located 1/2 mile on the right.

I-84 West From Hartford

Take Exit 29 (left exit). At the end of the exit, there will be a light. Go straight through the light onto Mulberry Street. Go approximately one mile down the road. Aqua Turf Club will be on your right.

From I-91 or the Merritt Parkway

Take Route 691 West toward Waterbury. Take Exit 4 (Southington), then take a right. At the bottom of the hill (McDonald's is on the corner), take a right onto South End Road. Follow until you come to Mulberry Street on the left. The Aqua Turf Club is on Mulberry Street approximately 1/4 mile on the left.

AREA HOTELS

South & West of Plantsville

Sheraton Four Points

275 Research Pkwy

Meriden, CT 06450

203-238-2380

East & North of Plantsville

Marriott Residence Inn

778 West St.

Southington, CT 06489

860-621-4440