



**Exhibiting Company Information** ( Please be complete. This information is included in the directory )

Company Name:

Mailing Address:

City: State/Province: Country: Zip/Postal Code:

Telephone: Company Web Address:

**Product Description** Please describe your products or services for IDDBA use in 40 words or less.

**Which department(s) do you sell your products out of?**  Dairy Refrigerated Dept.  Deli Dept.  Bakery Dept.

**Primary Booth Contact Information:**  
(receives booth mailings, service kit, etc., via mail, fax, or e-mail)

**Secondary Booth Contact Information:**

Name:

Name:

Company Name:

Company Name:

Title:

Title:

Telephone: Ext:

Telephone: Ext:

Cell Phone:

Cell Phone:

Fax:

Fax:

E-mail (required):

E-mail (required):

**Mailing Address:**

**Section Information:**

Please consider my company/booth for one of the sections below:

- CA Milk Advisory Board  IL Dept. of Ag.
- Organic, Natural, Plant-Based  WI Section
- International

To be eligible for consideration in a section you must:  
submit the exhibit application to IDDBA by **January 1, 2020**  
**and** receive approval from the section coordinator

City: State/Province:

Country: Zip/Postal:

**Shipping Address:**

City: State/Province:

Country: Zip/Postal:

**Authorized Signature**

The IDDBA is authorized to reserve space for our use in the exhibit hall at the IDDBA 20 in Indianapolis, IN, May 31-June 2, 2020. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies. IDDBA shall have the sole authority to interpret, amend, and enforce all rules and policies. Signature also means I/we am/are giving IDDBA, GES, and other official vendors of IDDBA 20 permission to contact me/my company via fax, mail, or e-mail. Signature also constitutes acceptance that IDDBA, GES and other official vendors of IDDBA 20 may use information provided in accordance with GDPR regulations. IDDBA reserves the right to refuse service to any individual or company.

Signature:

**Booth Services:**

Check **all** that apply to your booth - **very important!** This notifies IDDBA of your needs.

- Water/Drain (limited availability)
- Natural gas (limited availability)

IDDBA will use this information during the booth assignment process, but **due to the limited availability of some services** it may affect the booth assignment.

These services are **not** included with the booth. All exhibitors are responsible for ordering their booth utilities through the appropriate vendor.

Print name:

**Booth Number Choices:**

IDDBA is not asking for booth number choices at this time. Request the size booth you would like now and include the payment with this application to start earning points.

Telephone: Fax:

IDDBA will e-mail an updated floor plan to exhibitors (in points total order from highest to lowest) to ask for your choices.

Title: Date:

## IDDBA 20 Exhibit Price & Fee Calculation

<b>IDDBA 20 Member Booth Price</b> (Booth pricing is \$25 per sq. ft. and \$250 per corner)	
Booth Size	Booth Fee
<b>I (10' x10')</b> Inside booth	1 booth staff registration ..... \$2,500
<b>B2 (10'x20')</b>	2 booth staff registrations ..... \$5,250
<b>B3 (10'x30')</b>	3 booth staff registrations ..... \$7,750
<b>B4 (10'x40')</b>	4 booth staff registrations ..... \$10,500
<b>A4 (20'x20')</b>	4 booth staff registrations ..... \$11,000
<b>A6 (20'x30')</b>	6 booth staff registrations ..... \$16,000
<b>A8 (20'x40')</b>	8 booth staff registrations ..... \$21,000
<b>A10 (20'x50')</b>	10 booth staff registrations ..... \$26,000
<b>A12 (20'x60')</b>	12 booth staff registrations ..... \$31,000
<b>A14 (20'x70')</b>	14 booth staff registrations ..... \$36,000
<b>A15 (30'x50')</b>	15 booth staff registrations ..... \$38,500
<b>A16 (20'x80')</b>	16 booth staff registrations ..... \$41,000
<b>A20 (40'x50')</b>	20 booth staff registrations ..... \$51,000
<b>A25 (50'x50')</b>	25 booth staff registrations ..... \$63,500
<b>A30 (50'x60')</b>	30 booth staff registrations ..... \$76,000
<b>A35 (50'x70')</b>	35 booth staff registrations ..... \$88,500

<b>2020 Non-Member Booth Price</b>	
10'x10' booth (no registrations are included) .....	\$3,500
Non-Member booth staff registration (per person) .....	\$425

<b>Fee Calculation</b>	
<p><b>Booth Fees:</b> Choose the booth size and registration package to the left and enter the amount here.</p>	\$
<p><b>Registration/Badges:</b> Additional Member Rate Booth Staff Registrations _____ @ \$300.00 each =</p> <p>All booth personnel (including brokers, helpers, temporary, &amp; booth demonstrator staff) must be registered and appropriate fees paid.</p> <p>Additional staff (beyond those registrations included with booth) may be pre-registered at \$300 each, or \$400 after April 5 (member price).</p>	\$
<p><b>IDDBA Corporate Membership (\$450):</b> Membership must be paid for <b>each</b> exhibiting year</p>	\$
<p><b>What's in Store Live (Formerly Show and Sell):</b> <i>All sponsorships are subject to IDDBA approval.</i></p> <p><input type="checkbox"/> I have included the sponsorship fee. Please send me the sponsorship application.</p> <p><b>Sponsorship Levels:</b></p> <p><input type="checkbox"/> Co-Sponsor: \$20,000  <input type="checkbox"/> Platinum Plus: \$15,000  <input type="checkbox"/> Platinum: \$10,000  <input type="checkbox"/> Gold: \$7,500  <input type="checkbox"/> Silver: \$5,000  <input type="checkbox"/> Bronze: \$2,500  <input type="checkbox"/> Contributor: \$1,000</p> <p><input type="checkbox"/> Please contact me with more information about What's in Store Live sponsorship.</p>	\$
<p><b>Total Enclosed:</b> A check for the full amount of the exhibit fees must accompany the exhibit application in order to be placed in line to receive a booth assignment.</p> <p><input type="checkbox"/> Check will be sent separately (no points will be earned or assignments made until full payment is received)</p> <p>Estimated check mail date: _____</p>	\$

<p><b>Payment:</b> Send completed application to: <a href="mailto:exhibits@iddba.org">exhibits@iddba.org</a> or mail to: IDDBA 8317 Elderberry Rd Madison, WI 53717 If paying by credit card, you may pay online at <a href="https://member.iddba.org">https://member.iddba.org</a> or call IDDBA at 608-310-5000.</p> <p>Please contact IDDBA with any questions regarding payment. Full payment must be received to secure a booth.</p> <p style="text-align: center;"><b>Questions/Information</b> Tel: (608) 310-5000 E-mail: <a href="mailto:exhibits@iddba.org">exhibits@iddba.org</a></p>
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