



SPONSORSHIP/EXHIBITOR APPLICATION AND AGREEMENT

\$25,000 SPONSORSHIP

This exclusive level of sponsorship includes VIP experience, video spot, exposure in all event materials, exhibitor booth, sponsorship highlight during event, logo on event website and signage at event along with social media presence before, during and after event. You will also receive two (2) tables of ten. (2 seats/table to be donated to a student/educator)

\$15,000 SPONSORSHIP

The next level of sponsorship includes exposure in all event materials, exhibitor booth, sponsorship highlight during event, logo on event website and signage at event along with social media presence before, during and after event. You will also receive one (1) table of ten. (2 seats to be donated to a student/educator)

\$10,000 SPONSORSHIP

This level of sponsorship includes exhibitor booth, sponsorship highlight during event, logo on event website and signage at event along with social media presence before, during and after event. You will also receive one (1) table of ten. (2 seats to be donated to a student/educator)

\$5,000 SPONSORSHIP

At this level your sponsorship includes your logo on event website and signage at event along with social media presence before, during and after event. You will also receive one (1) table of ten. (2 seats to be donated to a student/educator)

\$1200 Table SPONSORSHIPS

With your \$1200 donation you will receive one (1) table of ten with 2 of those seats to be donated to a student/educator)

\$150 Individual Registration

With an individual registration the HBA will place you at a table needing spots filled.

Educator RSVP

Free for the first 200 RSVP's (please fill out contact form and email to melisac@dsmhba.com)

EXHIBITION BOOTH SPACE

This sponsorship package includes a 6 foot skirted table in the main lobby area with access to power upon request and endless business opportunities. Space is limited and payable upon applying. Investment amount: \$1,500

The exhibition area will be available for exhibitor setup from 12:00 to 3:00 p.m. on Thursday, September 28th with all booths set up and staffed when the doors open at 4:00 p.m. All exhibit materials and equipment must be removed from the exhibit area by 9:00 p.m. on Thursday, September 28. After that time, any remaining exhibit materials will be removed at the exhibitor's expense. All exhibit materials must conform to the fire regulations and electrical codes of the exhibit area. All packing materials and containers must be removed from the floor and aisles. No exhibit may protrude into the aisle or block the view of neighboring exhibits. Exhibitors are prohibited from attaching anything on the surface of the Iowa Events Center property. Exhibitor's printed materials may be distributed within the assigned booth area only. Any materials the HBA of Greater Des Moines considers objectionable will not be allowed to be distributed.

EXHIBITOR BADGES AND REGISTRATION

The HBA of Greater Des Moines will issue a badge with proper identification for each exhibitor. Please use the application form on page 2 to identify the names of your organization's **two** representatives who will be in your exhibit space. We will have badges available at check-in.

The HBA of Greater Des Moines will make a good faith effort to accommodate the location requests of exhibitors, however, final location decisions are left to the discretion of the HBA. The HBA further reserves the right to refuse an application for space for whatever reason it deems appropriate. Where an application is refused, a full refund will be made of monies paid.



SPONSORSHIP/EXHIBITOR

APPLICATION AND AGREEMENT

In order to process your application all sections of this form must be completed.

SPONSOR/COMPANY CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ Company Website: _____

Exhibitor Badges and Registration (**two badges provided per sponsorship**, excluding full sponsor).

CONTRACT ACCEPTANCE

The undersigned hereby represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Sponsor/Company named above. The undersigned has read and initialed the Terms and Conditions on page 3, and accepts the same.

Name/Title: _____

Signature: _____ Date: _____

PAYMENT METHOD

Total Investment Amount:

CHECK: My check is enclosed. Please return this form and check to the HBAI Educational Corporation

\$ _____

Mail to HBA of Greater Des Moines, 6751 Corporate Drive, Johnston, IA 50131

CREDIT CARD: Yes, I would like to pay by: AMEX DISCOVER VISA MASTERCARD

If paying by credit card, please return completed form to address above or call (515) 270-8500 to pay over the phone.

Card Number: _____ Exp. Date: _____ CRV#: _____

Billing Address: _____

Signature: _____

For more information or to register for sponsorship of the Mike Rowe Event, please contact Melisa Cox at melisac@dsmhba.com or Dan Knoup at dank@dsmhba.com.



SPONSORSHIP/EXHIBITOR APPLICATION AND AGREEMENT

The HBA of Greater Des Moines and its affiliates, subsidiaries, officers, directors, employees and representatives are referred to herein collectively as "The HBA" refers to the Sponsor or Exhibitor identified on the cover page of this Contract.

1. Payment and Terms

All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. All payments are non-refundable. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by the HBA.

2. Cancellation

(a) By Company. Company will remain solely responsible for the total exhibit fee, along with all fees paid or payable by the HBA with respect to Company, including without limitation costs associated with the booth, branding, advertising and similar expenses relating to Company. These amounts shall be considered to be liquidated and agreed upon damages for the injuries the HBA will suffer as a result of Company's cancellation. If Company reduces its space, the HBA reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location.

(b) By the HBA. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, the HBA may terminate this Contract and Company's participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company's booth location to another party. No payments made by Company will be refunded under these circumstances.

(c) Of the Event. The HBA shall not be liable for delay or failure of performance with respect to this Contract caused by a weather event, an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the HBA ("Force Majeure Events"). In such event, Company shall not be entitled to a refund of any fee under any circumstances, and Peoples shall be entitled to retain the fees paid by Company to the HBA in order for the HBA to pay for event related expenses incurred up to the time of the Force Majeure Event and any event related expenses the HBA is obligated to thereafter.

3. Use and Assignment of Space

The space contracted for is to be used solely by Company and Company shall not sublet or assign any portion of the space without the HBA's approval. The HBA will assign space to Company prior to the Event and will endeavor to take into account any requests by Company about its proximity to other exhibitors, however, the HBA cannot guarantee that all such requests will be honored. The HBA RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. THE HBA SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH COMPANY'S REQUESTS, AND COMPANY SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF THE HBA'S FAILURE TO COMPLY WITH COMPANY'S REQUESTS.

4. Exhibit Content

The Event is designed to provide a showcase for goods and services either specifically designed for or customarily used by the industry the exposition serves. Company may not, under any circumstances, display or promote any goods or services other than its own goods and services of the kind described on the front of this contract. Company shall at all times conduct itself with decorum and good taste and in a manner compatible with the general character and objectives of the Event and the HBA reserves the right to close Company's exhibit, withdraw acceptance of the Contract, or require Company to change its personnel, exhibits, or promotional materials in the event Company violates this paragraph.

5. Distribution of Materials

Company may only distribute samples and promotional materials at its exhibit booth. Company shall not display any advertisements or promotional materials in areas outside of its booth space without the express written consent of the HBA.

6. Company's Authorized Representative

Company must designate one person as its representative in connection with installation, operation and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts for which Company shall be responsible. The designated representative must be in attendance throughout the Event and shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

7. Compliance with Laws and Rules

Company assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health and for all applicable federal and state laws. Company shall also comply with all rules and requirements of the Event facility including without limitation any union labor work rules or agreements applicable to the Event.

8. Licenses/Permits

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event. COMPANY IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW. Company shall not permit the delivery of merchandise to the Event without the HBA's written permission.

9. Use of Names and Logos

Company grants to the HBA a perpetual, non-exclusive license to use, display and reproduce the name, trade names, and logos of Company in any directory, advertisements, websites, or promotional materials relating to the Event. The HBA shall not be liable for any errors in such materials or for omitting Company from the same. The HBA shall retain all ownership and copyrights to all materials it publishes for the Event. During the Term of this Contract, the HBA grants Company a limited, non-exclusive license to use the HBA's name, the name of the Event and their associated logos on Company's website and other promotional materials solely for purposes of publicizing the Event, however, the HBA's pre-approval of all such uses shall be required.

10. Music and Other Effects.

Company acknowledges that the use or performance of recorded or live music at the Event must be licensed from the copyright owner or its agent. Company takes full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless the HBA from any damages or expenses (including reasonable attorney's fees) incurred by the HBA due to Company's use or performance of music. The use of sound, lighting, laser devices and similar items must be controlled and limited to the area within the Company's exhibit. Should any of these items interfere with the Event or other exhibits, the HBA may require the Company to cease use of such items.

11. Functions During Exposition Hours

Company's booth will be open and fully staffed during all official Event hours. Company expressly agrees that it will not, nor will it employees or representatives, conduct any functions in private rooms during official Event hours.

12. Photography

The photographic rights for the Event are reserved to the HBA. Any photography required by Company can be carried out at moderate charges by the official Event photographers designated by the HBA. If Company wishes to make its own arrangements for the photography of its own exhibit, Company must obtain the HBA's prior consent, which shall not be unreasonably withheld. The HBA may take photographs of Company's exhibits, booth, and/or personnel at any time during the Event and the HBA may use such photographs for any marketing or promotional purposes.

13. Installation and Removal

Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event's close and in all cases prior to the established dismantlement cutoff time designated by the HBA. Anything not removed by the stated deadline will be discarded at Company's cost. Exhibits shall not be dismantled prior to the Event's close.

14. Assumption of All Risks; Releases

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to persons or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company's responsibilities under this paragraph include sole responsibility and liability for all of Company's property and persons while in transit to and from the Event facility and while located in the facility. Neither the HBA nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the Owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities relating to or arising from any loss, damage or injury to persons or property. Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors' property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

15. Insurance

Company shall secure and maintain, at its expense, at all times during the Event, the insurance listed in this section. All such insurance shall be primary and shall name the HBA and the Event facility owner and manager as additional insureds. All coverage shall be written on an occurrence basis. Copies of insurance certificates and additional insured endorsements shall be provided to the HBA at least ten (10) days prior to the Event. (a) Workers compensation and employer's liability insurance in accordance with the laws of the State where the Event is located; (b) Comprehensive general liability insurance with limits not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate, combined single limit for personal injury, contractual liability, and operation of mobile equipment, and products liability; (c) automobile liability insurance with limits not less than \$500,000 per occurrence combined single limit; and (d) sufficient insurance to protect the Company's personal property and the property of its employees, representatives, agents, servants, contractors, guests, licensees and invitees at the Event. THE HBA RESERVES THE RIGHT TO PROHIBIT COMPANY FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

16. Indemnification

Company agrees to defend, indemnify and hold harmless the HBA and the Event facility owner and manager (collectively, "Indemnitees") from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments recovered from or asserted against one or more of the Indemnitees on account of injury or damage to person or property to the extent that (a) any such damage or injury may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees, or of any other person entering in or about the Company's booth space with the express or implied permission of Company; (b) any such injury or damage is the result, proximate or remote, of the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind; (c) any such injury or damage arises from or relates to the Company's participation in, or presence at, the Event or the operation or use of Company's exhibit or booth space; or (d) any such damage or loss arises from or relates to any violation or infringement of any party's patent, copyright, trademark or other intellectual property rights. Company shall not be required to indemnify any Indemnitee for any proportionate share of the above damages that is the result of the gross negligence or willful misconduct of that Indemnitee. Company covenants and agrees that in the event an Indemnitee is made a party to any litigation commenced by or against Company or relating to this Contract or to Company's participation in the Event, then Company shall pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by that Indemnitee by virtue of such litigation.

17. Limitation on Liability

Under no circumstances shall the HBA or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall Peoples' liability for any reason exceed the amount actually paid by Company under this Contract. The HBA makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and the HBA expressly disclaims the same.

18. Other Contracts

The HBA may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Company shall observe the terms of all such contracts and, to the extent needed for the Event. Company shall use only those exclusive contractors to perform the type of services under contract.

19. Resolution of Disputes

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by the HBA intended to resolve the dispute or disagreement shall be final and binding on Company.

20. Integration

This contract contains the entire agreement between the HBA and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

21. Severability

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

22. Choice of Law and Forum

This contract shall be governed by the laws of the State of Iowa. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Polk County, Iowa or in the federal court in Polk County, Iowa, as appropriate, unless Peoples consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract, or arising out of or relating to the Event.

23. Other Rules and Regulations

THE HBA RESERVES THE RIGHT TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. THE HBA SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO PEOPLES IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, PEOPLES MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

Please Initial _____