Excellence in design is not limited to the coasts; nor is it limited to large metropolitan areas. In fact, one need not travel far to experience design excellence. Good design is happening right HERE....in the Central United States. It is the basis of this idea that frames the 2015 AIA Iowa/Central States Region (CSR) Convention....Design Central.

Including the CSR states of Missouri, Kansas, Nebraska, Oklahoma, and Iowa, design excellence continues in the adjacent states that effectively make up the Mississippi River Basin. They all share similar environmental challenges required of changing seasons. They additionally represent a host of varying vernaculars and project types. Yet, this collection of geography continues to be recognized for Excellence in Design, all while existing away from those locations most notably known for design recognition. In short, good design can happen anywhere.
Make an impression. Build great relationships. Become a part of the good design that happens here.

On behalf of the 2015 AIA Iowa/Central States Region Convention Exhibit Committee, we would like to invite you to join us for an opportunity to meet and network with the many members within the AIA community.

As an exhibitor at the 2015 AIA Iowa/Central States Region Convention, you will have the opportunity to learn from and educate the participants about your individual products and services within a convention area laid out to provide a relaxed setting for the exhibitors and registrants to mix, renew professional relationships and build future contacts. The 2015 Convention highlights will include opportunities for networking at the Thursday luncheon, the Thursday night exhibitors’ cocktail party and a Friday schedule designed to allow you to make the most of this special setting for professional connections.

Additional advantages you and your business will receive when exhibiting and sponsoring at the convention include:

- An opportunity to discuss your products or services with AIA Iowa members from across the state and Central States Region members from Nebraska, Kansas, Missouri and Oklahoma
- Listing in all convention materials
- Recognition in the AIA Iowa Addenda e-newsletter
- Recognition on the AIA Iowa website, www.AIAIowa.org
- The benefit of the exclusive use of the 2015 convention registrant list for follow-ups to prospective customers, made available in print only to exhibiting companies.

We look forward to your participation and are grateful for your involvement. Your support is vital to the success of this convention each year. Please join us at Design Central, the 2015 AIA Iowa/Central States Region Convention!

Thank you for your consideration and we value your support in the months that follow.

Tim Hickman, AIA
AIA IOWA CONVENTION COMMITTEE COCHAIR

Matt Rodekamp, AIA
AIA IOWA CONVENTION COMMITTEE COCHAIR

Justin Burnham, Assoc. AIA
AIA IOWA CONVENTION EXHIBITIONS COMMITTEE
Reservations
Indicate your booth preference on the Exhibitor Application and Contract giving your first through third choices. Every effort is made to accommodate exhibitor preferences as availability of exhibit space permits. Booths are assigned on a first-come, first-served paid deposit or paid in-full basis. A non-refundable $100 deposit is required to reserve a booth. Booths will be assigned by the AIA Iowa staff according to the date of receipt of your application and contract, deposit, and the availability of unreserved booths. AIA Iowa reserves the right to modify the floor plan and reassign booth space in the best interest of the convention.

Description
Regular Booths are 8’ deep x 10’ wide (numbered 1-144). Each booth has an 8’ high black back drapery and 3’ high black side draperies. Booth cost includes a standard identification sign provided by Freeman, this sign will read the company name provided to AIA Iowa on your Exhibitor Application and Contract. The entire exhibit hall is carpeted. To view a floorplan visit AIAiowa.org.

New for 2015: The exhibiting space has been extended into the lobby of the ballroom. Premium Booth Spaces will be available for reservation. Premium spaces are 10’ x 10’ (numbered 145-160). Booths against walls will have an 8’ high black back drapery and 3’ high black side draperies. Booths (153-160) will have only 3’ high black side draperies with open front and back entrances. The lobby is carpeted.

Furnishings
Booth furnishings and equipment are the responsibility of the exhibitor. Exhibitors may bring in their own tables, chairs, etc. as long as they are in compliance with Community Choice Credit Union Convention Center regulations.

Six foot black skirted tables and standard white chairs will be available to rent at a group rate with AIA Iowa this year. Orders will be taken with the second step of exhibitor registration in August.

Other special requests and needs for furniture are available for rent from Freeman. You will receive an exhibitor service kit from them in early August. For more information visit MyFreemanOnline.com. For questions please contact Susan at Freeman Exhibitor Services at 515-265-5601.

Electricity
Electrical services are provided by the Community Choice Credit Union Convention Center and can be purchased through the second step of registration sent to you by AIA Iowa in August.

Connections cover only the connecting of electrical services to the booth in the most convenient manner and do not include connecting equipment or special wiring. Building wall and post outlets are not part of booth space and are not to be used by the exhibitors. All electrical connections must be made by the house electrician. Electricity ordered on-site may be subject to a surcharge.

Set-Up/Tear-down
Booths must be set up from 12:00 Noon-8:00 p.m., Wednesday, October 14, in the Community Choice Credit Union Convention Center, Des Moines, Iowa. All exhibits must be set up by 7:00 a.m., Thursday, October 15. Exhibits may be taken down beginning at 11:15 a.m., Friday, October 16; the loading dock doors will open at 11:15 a.m. Exhibits must not be dismantled before tear-down, Friday, October 16. All displays must be removed from the Exhibit Hall by no later than 5:00 p.m. the final day of the convention.
**Exhibitor Information**

### Payment

**AIA Iowa Members**
- **Standard Booth**
  - Early Reservation: $775 Through July 2, 2015
  - Regular Reservation: $875 Paid by July 21, 2015

**AIA Iowa Members**
- **Premium Booth**
  - Regular Reservation: $1,025 Paid by July 21, 2015

**Non AIA Iowa Members**
- **Standard Booth**
  - Early Reservation Discount: $875 Through July 2, 2015
  - Regular Reservation: $975 Paid by July 21, 2015

**Non AIA Iowa Members**
- **Premium Booth**
  - Regular Reservation: $1,275 Paid by July 21, 2015

Tickets for two exhibitor staff to attend the convention and tickets for two lunches come with each booth purchased. Additional tickets will be available for purchase in step two of the Exhibitor Registration emailed in early August.

The request for all exhibit spaces must be accompanied by a non-refundable deposit of $100 per booth space. The remaining balance is due upon receipt of invoice. Failure to remit full payment by July 21 will result in the cancellation of the contract. No booth refunds will be made after July 21, 2015. Booths will not be allowed to open unless full payment has been made.

### Meal

Lunch on Thursday, October 15, from 11:45 a.m.-1:15 p.m. will be a sit-down event for both exhibitors and convention registrants. Two complimentary tickets are included per booth and may be requested in Step 2 of the registration process. You must indicate in Step 2 that you would like the two complimentary tickets to receive them. Extra exhibitor passes, lunch tickets as well as tickets for the Awards Celebration can be purchased during Step 2 in August.

### Music

Because of aggressive enforcement laws related to copyrighted music, we must ask our exhibitors either: 1) not to play live or recorded music that is subject to licensing by BMI, ASCAP or any other organization authorized to license copyrighted music; or 2) to obtain for themselves, at their sole expense, the proper license from the copyright holder. If an exhibitor plays music that is subject to licensing and AIA Iowa is obligated to pay any copyright holder, all costs of the copyright license, and the incidental costs in conjunction with the license, shall be paid by the exhibitor as an additional booth charge.

### Best Booth Award

To encourage quality and excellence in exhibit displays, AIA Iowa will host a contest to win a free booth for the 2016 AIA Iowa Convention. The exhibitor judged to have the most interesting, attractive and effective use of booth space and the clearest product communication will be deemed the winner. The winner of the competition will be announced Friday, October 16 during the door prize drawing. Booth judging criteria will be available in step two of the registration process emailed to exhibitors in August.
Exhibitor Information

Cancellation/Refunds
Requests for cancellation, either full or partial, must be made in writing and sent either by registered or certified mail. No refunds will be made to requests postmarked on or after July 21. No refund may be made for space that is unused during all or part of the exhibition. Should space remain unoccupied at the opening of the exhibit, AIA Iowa may rent or use it without obligation of a refund.

Liability
It is expressly understood and agreed by the signing of the contract that the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the injury or damage to an exhibitor’s display, equipment and other property brought onto the premises of the Community Choice Credit Union Convention Center, and shall hold harmless AIA Iowa, and the Community Choice Credit Union Convention Center, as well as their agents, servants and employees from any and all such losses, damages and claims.

Hotel
A group of rooms have been reserved at several downtown hotel locations to serve your overnight needs. See below to find one that fits your needs and budget. For more information please call or visit their respective websites.

- **Embassy Suites**
  - Rate: $169
  - Before 9/14
  - embassysuites.com | 1-800-EMBASSY

- **Quality Inn**
  - Rate: $99-139.95
  - Before 9/22
  - 1-515-282-5251

- **Des Lux**
  - Rate: $189
  - Before 9/14
  - 1-515-288-5800

- **Hampton Inn**
  - Rate: $149
  - Before 9/21
  - hamtoninn.hilton.com | 1-515-244-1650

Notices to Confirmed Exhibitors:

1. **Confirmation Email:** This will include your booth number and receipt of payment, including an invoice for any balance due. This will be emailed from AIA Iowa to the contact person listed on the Exhibitor Application and Contract within one week from the date of receipt of your Application and Contract.
2. **Exhibitor Service Kit:** This kit includes forms for additional furniture rental not offered by AIA Iowa. This will be emailed to you from Freeman Exhibitor Services to the contact person listed on the Exhibitor Application and Contract in early August.
3. **Step 2 of Exhibitor Registration:** Exhibitor Information Form: The exhibitor contact listed on the application will be contacted to complete Step 2 of the registration process. This step will request the names of booth staff, have the opportunity to purchase tickets for the awards celebration, extra exhibitor passes, extra Thursday lunch tickets, and exhibitors’ cocktail party drink tickets. This online form will ask about door prize drawing information, will have the opportunity to rent tables, chairs, and purchase parking passes and electricity. The confirmed convention schedule will also be outlined here. Step 2 will be released in early August and must be completed by September in order to attend convention.

Exhibitor Packets
Exhibitors’ packets may be picked up at the registration desk Wednesday, October 14 during booth set-up. Many items are in this packet including: Exhibitor Nametags and lunch tickets, any additional tickets purchased, a complete list of convention registrants and a map of the exhibit hall. Exhibitors are required to submit in advance the names of staff members who will be working in the booths. Exhibitors are asked to wear their name badges during all Convention functions.

Reserve your space today! Apply online at aiaiowa.org.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday October 14</strong></td>
<td></td>
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<tr>
<td>12-8 p</td>
<td>*Exhibit Hall Set-up</td>
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<tr>
<td><strong>Thursday October 15</strong></td>
<td></td>
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<tr>
<td>7:00 a</td>
<td>Registration Opens</td>
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<tr>
<td></td>
<td>*Exhibit Hall Open / Continental Breakfast</td>
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<tr>
<td>8:00</td>
<td>Welcome</td>
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<tr>
<td>8:15</td>
<td>Keynote Speaker</td>
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<tr>
<td>9:30</td>
<td>*Exhibit Hall Open / Refreshments</td>
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<tr>
<td>10:45</td>
<td>Workshops</td>
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<tr>
<td>11:45</td>
<td><strong>Lunch (with Exhibitors)</strong></td>
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<tr>
<td>1:15 p</td>
<td>Workshops</td>
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<tr>
<td>2:15</td>
<td>*Exhibit Hall Open / Refreshments</td>
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<tr>
<td>3:45</td>
<td>Keynote Speaker</td>
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<tr>
<td>5:00</td>
<td>*Exhibitors’ Cocktail Party / Exhibit Hall Open</td>
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<tr>
<td>7:00</td>
<td>Awards Celebration</td>
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<tr>
<td><strong>Friday October 16</strong></td>
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<tr>
<td>7:45 a</td>
<td>Registration Opens</td>
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<td></td>
<td>Emerging Professionals Breakfast</td>
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<td></td>
<td>*Exhibit Hall Open / Continental Breakfast</td>
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<td>8:15</td>
<td>Masonry Institute Architectural Awards</td>
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<tr>
<td>8:30</td>
<td>Keynote Speaker</td>
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<tr>
<td>9:45</td>
<td>*Exhibit Hall Open / Refreshments</td>
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<tr>
<td>10:45</td>
<td>*Door Prize Drawing</td>
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<tr>
<td>11:15</td>
<td>Workshops</td>
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<td></td>
<td>Exhibitor Booth Teardown</td>
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<tr>
<td>12:15 p</td>
<td>Convention Attendee Lunch</td>
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<td>1:00</td>
<td>AIA Iowa Business Meeting and Legislative Forum</td>
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<td></td>
<td>Central States Region Guests Walking Tour</td>
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<tr>
<td>2:00</td>
<td>Break/Refreshments</td>
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<tr>
<td>2:15</td>
<td>Workshops</td>
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<tr>
<td>3:30</td>
<td>Keynote Speaker</td>
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ACH Foam Technologies
Action Reprographics
All Makes Office Interiors
Allen Consulting Group, Inc.
Amcon Block & Precast, Inc.
American Artstone Company
Architectural Wall Systems
ASI Signage Innovations
ASSA ABLOY Door Security Solutions
Atlas Roofing and Wall CI Board
Beeline and Blue
Bell Lumber & Pole Co. - DBA: Bell Structural Solutions
Borgert Products, Inc.
Building Products Inc. of Iowa
CAD Technology Center
Carroll Distributing & Construction Supply
CEC (Communications Engineering Company)
Central States Terrazzo Association
CI3/ADG
Coldspring
Coreslab Structures (Omaha) Inc.
CPMI, Inc.
Creative Edge Master Shop
Daltile
Edwards Cast Stone Co.
EFCO, a Pella Company
Energy Panel Structures, Inc.
Enloe Enterprise LLC
Enterprise Precast Concrete, Inc.
EPIC Metals
Extreme Panel Tech., Inc.
Fabcon
Farris Engineering
GAF Materials Corporation
Glen-Gery Brick Center
Graham Construction
Hart Associates
Henderson Engineers, Inc.
Henkel Construction Company
HiLine, Inc. - Unique Flooring
Hillesheim Architectural Products, Inc.
Indiana Limestone Company
Industrial Louvers, Inc.
Inpro
Integrated Sales, Inc.
Interface
Interior Contract Group
Iowa Direct/Anderson Ladd
Iowa Ready Mix Concrete Association
J Moffitt Group
James Hardie
JE Dunn Construction
Johnsonite
Ketel Tile and Stone
KDent Inc.
Keller & Associates
King’s Material, Inc.
Knutson Construction
Koroseal Interior Products Group
Lighting Solutions
Logan Contractors Supply
M & M Lighting Sales
Major Industries, Inc.
Managed Design
Mannington Commercial
Masonry Institute of Iowa
Master Builders of Iowa
McGough Construction
Metal Design Systems, Inc.
Mid-Continental Restoration Co., Inc.
Mid-States Concrete Industries
Midwest Tile Marble + Granite
Millennium Tiles, LLC
Molin Concrete Products
Multivista
Nagle Signs Inc./Eagle Sign Co.
Neumann Brothers, Inc.
North Star Surfaces, LLC
NRG Sales
Olson-Larsen Galleries
Olsson Associates
Petersen Aluminum Corp.
Pigott, Inc.
Porter Athletic
Prairie Pella, Inc.
Premier Brick and Stone
Rapids Reproductions Inc
RCS Millwork, L.C.
Roof Top Sedums, LLC
Royale Concrete
SAGE Electrochromics
Saxton Inc
Schuler Shook
Schumacher Elevator Company
Seedorff Masonry, Inc.
SGH, Inc.
Skold Companies
SNB Building Solutions
Sport Construction Midwest
Stetson Building Products, Inc.
Storey Kenworthy
Strauss Architectural Systems LLC
STUDIO192 and CO
Sunderland Brothers Co.
System Works LLC
TCC Materials
Terracon Consultants, Inc.
TFC Canopy & Fabrication
The Garland Company, Inc.
The Hansen Company, Inc.
The Stone Shop
The Weidt Group
The Weitz Company
United Brick, A Div. of Sioux City Brick
Wausau Window and Wall Systems
Wells Concrete
Western Specialties
WindSmart
Workspace
Zephyr Aluminum Products
Even more ways to get involved here.

**Sponsorship Opportunities**
Enhance your company’s exposure at the 2015 AIA Iowa Convention as a Sponsor. From the Wi-Fi Connection to Breakfasts, Special Exhibits, and Keynote Speakers we have a sponsorship level to fit into everyone’s budget. All sponsors are listed separately in the convention program, are recognized with signage at the convention, are listed in the Addenda, the official newsletter of AIA Iowa, and are listed on the AIA Iowa website www.AIAIowa.org. As a sponsor you will receive an invitation to the AIA Iowa Design Awards Celebration. If you would like more information about becoming a sponsor, visit AIAIowa.org.

**AIA Iowa Allied Membership** is a great way to promote your products and services year-round. This membership is offered to individuals employed outside of the architectural practice, but who are involved in a position allied to the field of architecture. Allied Membership is designed to build and strengthen communication among all members of the design/construction team.

**What You Will Receive**
- An early sign-up opportunity for an exhibit booth at the AIA Iowa Annual Convention.
- A listing in the AIAIowa.org Online Directory.
- Opportunities to provide continuing education at the convention and at Dine and Discover lunch and learns.
- A subscription to AIA Iowa’s newsletter, the Addenda, with advertisement of your membership.
- Opportunity to participate in AIA Iowa committees, working with architects on events and issues that impact the state.
- Quarterly firm lunch presentations from AIA Iowa architecture firms about their work and offices.
- In addition, you’ll receive all AIA Iowa announcements, invitations and a subscription to Iowa Architect magazine. As a bonus, you’ll receive member discounts on AIA Contract Documents, AIA Iowa mailing labels, and AIA Iowa seminars and social events.

**How You Will Benefit**
- Access to the AIA Iowa membership through a variety of networking opportunities.
- Foster improved communication and cooperation among all members of the design/construction team.
- Become involved more significantly with AIA Iowa on a long-term basis, while enhancing your awareness of the industry and your use of AIA resources.
- Enable joint education opportunities and cooperative public programs on subjects of mutual interest.

For more information visit AIAIowa.org.