



EXHIBITOR AND SPONSOR PROSPECTUS

November 14-18, 2017

Hyatt Regency Resort & Spa ✧ Huntington Beach, CA

For more information please go to www.packagedice.com

SUPPLIER MEMBER/EXHIBITOR INFORMATION

DEAR IPIA SUPPLIER MEMBER/EXHIBITOR

We are excited that you are considering joining us in Huntington Beach, California at the Hyatt Regency Huntington Beach Resort & Spa for our 100th Annual Convention & Trade Show.

This packet will give you the key information that you need in order to be an Exhibitor with us at this special Centennial convention.

1. IPIA MEMBERSHIP – It is required that your company be an IPIA Associate Member in order to exhibit at the Convention & Trade Show. **All member suppliers must have a booth and at least (1) full registration at the convention in order to attend.** For more information on membership please contact jane@packagedice.com or sandy@packagedice.com.

2. KEY DATES – Listed below are some key dates to mark on your calendar.

- ✧ **Wednesday, May 3rd** – We will host an Exhibitor conference call on Wednesday, May 3rd at 12:00pm EST/11:00am CT/9:00am PT to address any questions you may have before registration opens. We will discuss specifics about the hotel, exhibit hall and layout. Please keep in mind that this is optional- you are not required to participate. A conference call number and password will be emailed out for the call at least (2) days prior.
- ✧ **Monday, May 15th** – Booth registration for the IPIA convention will open at 12:00pm EST/11am CT/9:00am PT. Forms will be accepted on a first come first serve basis. Forms should be emailed to ipia@suncoastmeetings.com or faxed to (813) 354-3691.



IMPORTANT – Please do not email or fax forms early as we cannot accept them until 12:00pm EST.

- ✧ **Wednesday, July 5th** – IPIA Convention registration opens at www.packagedice.com/Centennial. You will receive an email with the registration link when it is live. It is important to remember that your booth registration is SEPARATE than the attendee registration (and is a separate fee).
- ✧ **Monday, July 10th** – All booth & sponsor invoices will be emailed out on this date.
- ✧ **Thursday, August 10th** – All invoices need to be paid in full for Exhibit booths and Sponsorships.

3. REGISTRATION – Please remember that the IPIA Booth registration is separate than the attendee convention registration.

Please complete the IPIA Booth and Sponsorship registration on May 15th to secure your booth location and you will complete the IPIA attendee online registration after July 5th in order to secure your convention registration.

4. SPONSORSHIP – Sponsorship opportunities create a unique way to highlight your company by participating in what is a proven marketing tool. **This year the benefits have been expanded even more (please see the sponsorship page for more details).** The IPIA greatly appreciates the support of our sponsors.

Please review the sponsorship options and indicate if you would like to be a sponsor on your Booth Registration form. Please contact Karen at Suncoast Meetings for any questions on Exhibits or sponsorships at ipia@suncoastmeetings.com or (813) 852-1977.

5. NEW THIS YEAR – To celebrate our Centennial, a Centennial Keepsake Program will be in each attendee's registration packet. This multi-page program will feature Exhibitor information, Historical information, Agenda, Sponsors, Past Chairman/HOF and other items and pictures. Sponsors receive complimentary Ads with the size based on sponsorship level. Non-sponsors may advertise and that information and cost will be announced separately.

SUPPLIER MEMBER/EXHIBITOR INFORMATION

6. BILLING OF CONVENTION BOOTH & SPONSORSHIP CHARGES – We will invoice all companies by Monday, July 10th, 2017. You have the option to pay by credit card or check for the Booth registration and sponsorships. Invoices will have a due date of Thursday, August 10th, 2017 (net 30 days). Please note that there is a 4% handling fee added to your invoice for those choosing to pay by credit card.

7. AGENDA/SCHEDULE – Attached is a preliminary Convention agenda. Please remember that this is subject to change.

✦ Exhibitor Setup	Monday, November 13th	12:00pm – 10:00pm
	Tuesday, November 14th	7:00am – 4:30pm
✦ Exhibitor Breakdown	Friday, November 17th	7:00am – 1:00pm

8. CONVENTION PATTERN – This year is an extended schedule to accommodate the Centennial celebration and activities.

The main days of the convention will be:

- ✦ **Tuesday, November 14th** – Annual Business Meeting, Keynote, Exhibit Hall Opens
- ✦ **Wednesday, November 15th** – Exhibit Hall and Plant Tour
- ✦ **Thursday, November 16th** – Exhibit Hall, Sessions and Centennial Gala
- ✦ **Friday, November 17th** – Exhibit Hall breakdown, Sessions, Golf Tournament, Optional Tour and Chairman's Party.



9. HISTORICAL – We are requesting that Exhibitors incorporate historical aspects into their booth with this being our Centennial year. This can range from displays to pictures – you can be as creative as you would like to be. If you have any items that you would like to be considered as part of the larger historical display in the foyer please contact Karen at karen@suncoastmeetings.com.

10. EXHIBIT HALL PRIZE CONTRIBUTION – We are requesting a \$125 contribution per exhibiting company for the popular and successful door prizes. We give these prizes away during all official hours to encourage traffic and attendance in the hall.

11. NUMBER OF BOOTHS PER COMPANY – NEW - Please see below as this year's sponsorship packages dictate the number of 8' x 10' booths that IPIA member companies can request. Remember that this is always pending availability.

- ✦ **Diamond (\$5,000)** – Up to (8) booths per company
- ✦ **Ruby (\$3,200)** – Up to (6) booths per company
- ✦ **Sapphire (\$1600)** – Up to (4) booths per company

The maximum number of booths per company (without a sponsorship) is (2) booths.

12. SLEEPING ROOM RESERVATIONS – There will be a link on the IPIA website for sleeping room reservations by Monday, May 1st. We encourage you to book early as the room block will sell quickly.

13. QUESTIONS – Any questions should be directed to our event management company – Suncoast Meetings & Events. You can reach us at ipia@suncoastmeetings.com or (813) 852-1977. We will respond to you as quickly as possible.

We look forward to seeing you at the Centennial celebration in Huntington Beach, California in November!!!!!!

CENTENNIAL AGENDA

Monday, November 13, 2017

- 8:00 am – 4:00 pm Registration
- 8:30 am – 11:30 am Executive Committee Meeting
- 12:00 pm – 10:00 pm Exhibitor Setup *(optional)*
- 12:00 pm – 3:30 pm IPIA Board and Committee Meeting/Lunch
- 6:30 pm – 10:00 pm IPIA Board of Directors/Committee Dinner

Tuesday, November 14, 2017

- 6:00 am – 4:30 pm Exhibitor Setup
- 8:00 am – 5:00 pm Registration
- 9:30 am – 12:00 pm PIQCS/FSMA Training Session
Chris Dunn, Dunnworks
- 12:00 pm – 1:00 pm CAII Lunch
- 1:00 pm – 1:30 pm Associate Conference/Exhibitor Meeting
- 2:00 pm – 3:30 pm Annual Business Meeting/ Public Affairs presentation
Chris Lamond, Thorn Run Partners
- 3:30 pm – 3:45 pm Coffee Break
- 3:45 pm – 5:15 pm Centennial Opening Session Welcome
Diamond Sponsor Presentations
Keynote, Jim Knight
“Culture That Rocks”
- 5:30 pm – 8:00 pm Exhibit Hall Grand Opening
Cocktails & Heavy Hors d’oeuvres
(Exhibitor raffle drawings)

Wednesday, November 15, 2017

- 6:45 am – 7:30 am Roger Breisch Memorial
“Beach/Board Walk”
- 8:00 am – 9:30 am Breakfast in the Exhibit Hall
- 8:30 am – 10:00 am Ladies coffee & Light Breakfast in Chairman’s Suite
- 8:00 am – 11:30 am Exhibit Hall Open
(Exhibitor raffle drawings)
- 10:00 am – 10:30 am Coffee Break in Exhibit Hall
- 12:00 pm – 4:30 pm Depart for Cold Star Ice Plant tour with lunch, Ice Bag Throwing Contest
- 5:30 pm – 7:00 pm Cocktails with Suppliers
(Exhibitor raffle drawings)
- 6:30 pm – 8:00 pm Richard Hendler Celebration Reception for IPIA Past Chairman
- 7:00 pm Dinner on your own

Thursday, November 16, 2017

- 6:45 am – 7:30 am Roger Breisch Memorial
“Beach/Board Walk”
- 8:00 am – 9:30 am Breakfast with Suppliers in Exhibit Hall
- 8:00 am – 9:30 am *Past Chairmen’s Breakfast*
- 8:00 am – 10:30 am Exhibit Hall Open
(Exhibitor raffle drawings)
- 10:30 am – 12:30 pm Concurrent Rotating 1 hour Sessions
Mark Koehler
“Lead with Purpose”
Jack Quarles
“Buying Excellence”
- 10:15 am – 3:30 pm *Ladies optional shopping and lunch trip – Laguna Beach
(Meet in lobby at 10:00am for bus)
- 12:30 pm – 2:00 pm Lunch on Own
- 2:00 pm – 4:15 pm Closing hours in Exhibit Hall
Raffle winner announced for Artist Original 100th Centennial Painting, must be present to win. Live auction with (2) additional items.
- 6:30 pm – 10:00 pm IPIA Centennial Black and White Dinner Gala “Night of the Stars”
Awards, Recognitions
Semi-Formal Attire

Friday, November 17, 2017

- 7:00 am – 1:00 pm Exhibit Hall Tear Down
- 8:00 am – 8:45 am Continental Breakfast
- 8:45 am – 10:00 am Focus Session, John Sullivan
- 10:00 am – 11:00 am Industry Roundtable, Driver recruiting/retain, PIQCS/FSMA
- 11:00 am Free Afternoon, or Golf Tournament or Aquarium Tour
- 11:15 am – 5:30 pm Mel Eads Memorial Golf Tournament
*Tustin Ranch Golf Club
(Bus will depart from hotel at 11:15am – Shotgun is at 12:15pm)
- 12:30 pm – 4:30 pm *Optional Tour ‘Aquarium of the Pacific’ – Long Beach, CA
(Includes special “Behind the Scenes” Tour for IPIA members)
- 6:30 pm – 10:00 pm Chairman’s Party, ‘Surfs Up’

Saturday, November 18, 2017 - DEPARTURES

**Activities with additional cost:*

Ladies Laguna Beach Lunch/Shopping (includes transportation and lunch) \$55.00

Mel Eads Memorial Golf Tournament \$160.00

‘Aquarium of the Pacific and Behind the Scenes’ tour (includes transportation) \$65.00

BOOTH & EXHIBIT HALL INFORMATION

BOOTHS

- ✨ All Booths are 8' x 10'.
- ✨ Aisle size varies – see diagram.
- ✨ Booth cost includes 8' high back drape and 3' high side drape and Company sign.
- ✨ All other furniture and electrical needs (tables, chairs, plants, wastebasket, etc.) must be ordered through Event Productions, Inc./Eddy Exhibition Services, Inc. when service kits are sent out.
- ✨ Service kits will be sent out by July 15, 2017.
- ✨ The Exhibit Hall is in an existing ballroom that is already carpeted. **You do not need to order carpet unless you need something custom for your booth.**

SPECIAL NOTES

- ✨ Booth requests will be done on a first come/first serve basis beginning on Monday, May 15th, 2017 at 12 noon EST.
- ✨ We will make every effort to accommodate your first or second request – please note: Diamond, Ruby and Silver Sponsors do receive first consideration with booth location requests.
- ✨ **Booth Limit** – Each participating Supplier company is required to have a minimum of 1 booth. Maximum number of booths per IPIA member company is determined by sponsorship levels.

SUNCOAST MEETINGS & EVENTS, INC.

is handling all Exhibit Requests and Assignments
 Karen Farrington, CMP/Michelle Norton
 Phone: (813) 852-1977
ipia@suncoastmeetings.com

EVENT PRODUCTIONS, INC./EDDY EXHIBITION SERVICES, INC.

Official Show Decorator
 Phone: (800) 234-8064
 For specific questions on the Exhibit Hall/Facility please contact Joe Eddy at jeddy@eddyexhibitionservices.com

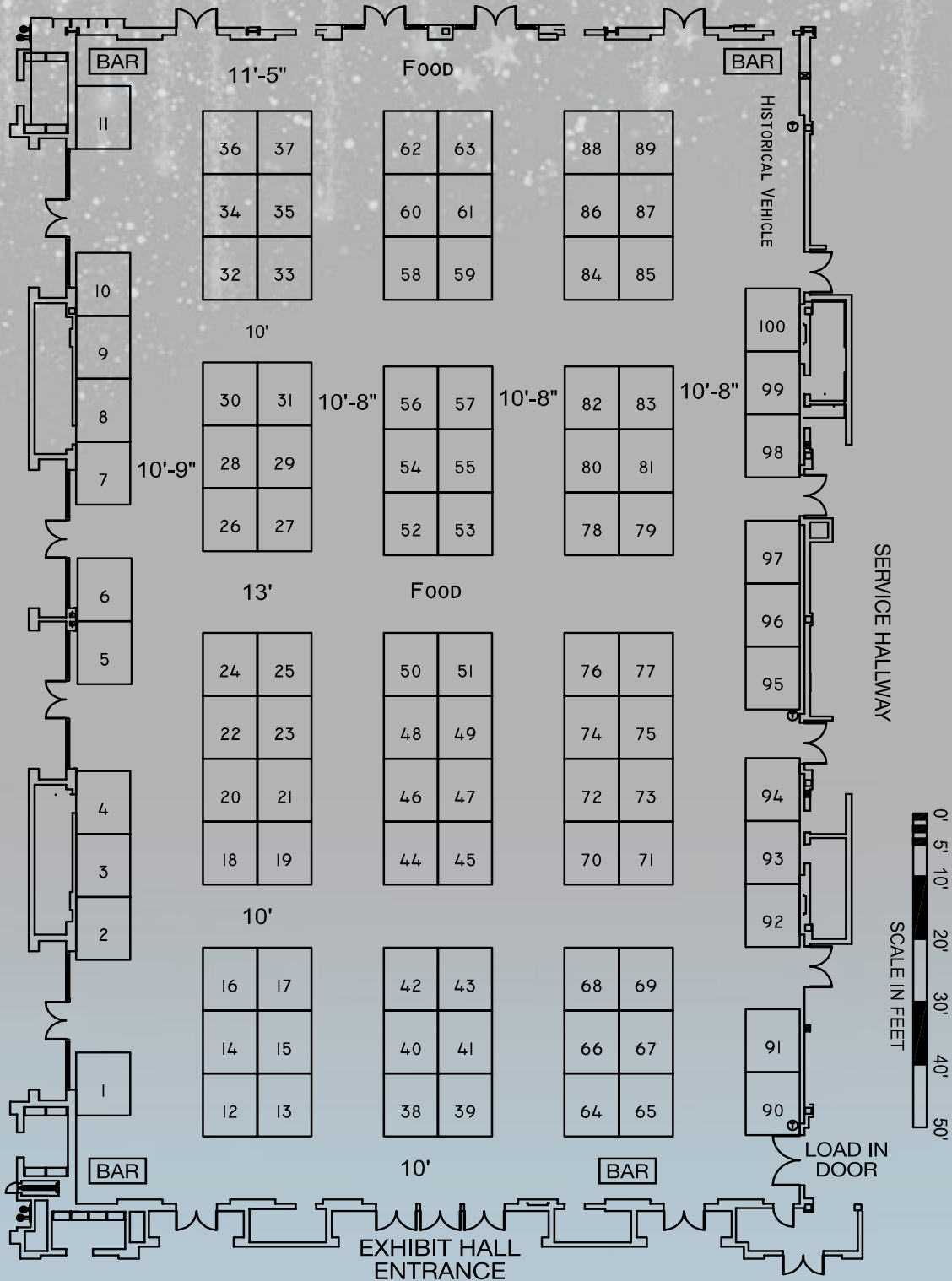


EXHIBIT HALL INFORMATION

Hyatt Regency Huntington Beach Resort & Spa Huntington Beach, CA

- ✨ Ceiling Height in Grand Ballroom is 23' high throughout room
- ✨ The loading dock is dock high.
- ✨ There is a freight elevator – the Exhibit Hall is on the 2nd floor. The measurements of the Freight elevator are 9'10" wide x 12' high and 24' deep.
- ✨ Defining measurements for access to the Exhibit Hall (*including restrictions on height in the loading dock area*) are 91 ½" wide x 95" high.
- ✨ Please contact the Suncoast Meetings office if your equipment cannot fit in the ballroom based on these measurements and we will discuss some alternative options.

GRAND BALLROOM EXHIBIT HALL



HISTORICAL DISPLAY IN FOYER
 THERE IS SPACE FOR AN OUTSIDE EXHIBIT AREA FOR LARGER EQUIPMENT, IF NEEDED.
 PLEASE CONTACT SUNCOAST MEETINGS & EVENTS FOR MORE DETAILS.

SPONSORSHIP OPPORTUNITIES



In honor of our Centennial Celebration we have some updated sponsorship categories. Please be sure to review each carefully as they are different categories and benefits than previous years.

EVENT SPONSORED	DAYS/DATE	CONTRIBUTION
DIAMOND SPONSORSHIP		
Exhibit Hall Opening Reception	Tuesday 11/14	\$5,000
Centennial Gala “Night of the Stars” (Dual Sponsors)	Thursday 11/16	\$5,000
Chairman’s Party “Surfs Up”	Friday 11/17	\$5,000
RUBY SPONSORSHIP		
Keynote Speaker	Tuesday 11/14	\$3,200
Cold Star Ice Plant Tour Lunch	Wednesday 11/15	\$3,200
Breakfast in Exhibit Hall	Wednesday 11/15	\$3,200
Breakfast in Exhibit Hall	Thursday 11/16	\$3,200
Continental Breakfast	Friday 11/17	\$3,200
Live Band, Chairman’s Party	Friday 11/17	\$3,200
Cocktails with Suppliers	Wednesday 11/15	\$3,200
Wine, Night of the Stars	Thursday 11/16	\$3,200
Centerpieces, Night of the Stars	Thursday 11/16	\$3,200
Entertainment, Night of the Stars	Thursday 11/16	\$3,200
SAPPHIRE SPONSORSHIP		
Beach/Board Walk	2 Days	\$1,600
Refreshment Break (PM)	Tuesday 11/14	\$1,600
Refreshment Break (AM)	Wednesday 11/15	\$1,600
Refreshment Break (AM)	Thursday 11/16	\$1,600
Cold Star Ice Plant Tour Transportation	Wednesday 11/15	\$1,600
Golf Tournament Beverage Cart	Friday 11/17	\$1,600
Golf Tournament Box Lunch	Friday 11/17	\$1,600

The Hyatt Regency Resort & Spa will be serving Cold Star Ice products at all events.

The historical display, in honor of our Centennial Celebration, is being made possible by financial contribution dollars from IPIA, Regional Associations and Ice World Journal.

The following items are available for company personalization in addition to the 100th Logo at item cost and are available only to event sponsors:

- * Coffee Mugs
- * Hotel room key cards
- * Name badge holders for Industry members
- * Pads/Pens
- * Attendee Bags or Packets
- * Golf Towels
- * Golf Balls

SPONSORSHIP LEVEL INFORMATION



DIAMOND SPONSORSHIP – \$5,000 includes

Priority Booth choice up to 8 booths per company **NEW**

Diamond Sponsor Ribbon on Name Badge

Diamond balloons in booth

Sponsor List Displayed at the Registration Counter and priority placement on entrance unit

Ad in each IPIA Bi-weekly E-news starting August 18th **NEW**

Listing on Convention Mobile App as Diamond Sponsor with link to website

Reserved seating at Centennial Gala **NEW**

Signs at the Sponsored Event

Logo carved in Ice carving displayed at event **NEW**

5-7 Minute Video presentation before Keynote speaker on Tuesday, November 14th

Priority placement and complimentary full page Ad in Centennial Keepsake program **NEW**



RUBY SPONSORSHIP – \$3,200 includes

Priority Booth choice (after diamond sponsors) Up to 6 booths per company **NEW**

Special Recognition at the General Session

Listing on Convention Mobile App as Ruby sponsor with link to website

Sign at the Sponsored Event with your company logo

Ruby Sponsor Ribbon on Name Badge

Ruby balloon in booth

Ruby Sponsor Listing with logo on signage outside the Exhibit Hall and Registration desk

Exhibit Hall Door prizes announced and presented in Ruby sponsors' booths (rotated) **NEW**

Complimentary ½ page Ad in Centennial Keepsake Program **NEW**



SAPPHIRE SPONSORSHIP – \$1,600 includes

Priority Booth choice (after diamond and ruby sponsors) up to 4 booths per company **NEW**

Special Recognition at the General Session

Listing on Convention Mobile App as Sapphire sponsor with link to website

Sign at the Sponsored Event with your company name (no logo)

Sapphire Sponsor Ribbon on Name Badge

Sapphire balloon in booth

Sapphire Sponsor Listing on signage (no logo) outside the Exhibit hall and Registration desk

Complimentary ¼ page Ad in Centennial Keepsake Program **NEW**

NON-Sponsors, maximum of 2 booths

REGISTRATION FORM

VERY IMPORTANT – All Suppliers must be an IPIA member in order to have a booth and be registered to attend. Please fill out this form and fax to Suncoast Meetings at (813) 354-3691 or scan completed form and email to ipia@suncoastmeetings.com. All Booth requests are on a first come first serve basis beginning on Monday, May 15, 2017 at 12:00pm EST.

A. COMPANY INFORMATION

Company Name _____
 Contact Name _____ Is this the onsite contact? Yes No
 Company Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Cell Phone _____
 Email (required) _____ Website address _____
 Listing (for Centennial Keepsake Program – If blank, will use last convention listing). Please attach additional sheet if necessary.

B. EXHIBITOR AGREEMENT AND SPACE CONTRACT

VERY IMPORTANT – All supplier companies must have at least one (1) attendee at full registration price (\$650.00). Convention registration will open July 5, 2017.

Sponsor Booth Selection First Choice _____ Second Choice _____ Third Choice _____
 Companies you wish to be near: _____ Companies you do not wish to be near: _____

- First booth is \$695.00 (Does not include conference registration.) Membership to IPIA is required.
- _____ Additional booths (if available) @ \$425.00 each. **IMPORTANT: See booth quantity guidelines under sponsorships.**
- Please indicate how many booths (total) your company would like _____ (If it is only 1 booth indicate 1)
- Exhibit Hall Prize Contribution - \$125.00 per company. All Supplier Companies are asked to contribute \$125.00 which will be used for door prizes for Industry members to drive traffic in the Exhibit Hall. These prizes will be given away during Exhibit Hall “official” hours.

Event Productions, Inc./Eddy Exhibition Services, Inc. is our Exhibit Hall vendor for the show. They will be emailing information packets to all registered suppliers for your show needs by July 14, 2017.

C. SPONSORSHIP AGREEMENT

Sponsorship Requested First Choice _____ Second Choice _____

Signature: _____ Amount: \$ _____

To sponsor more than one event, call Suncoast Meetings & Events, Inc. at (813) 852-1977. Sponsorships are done on a first come first serve basis.

D. TOTAL PAYMENT

Total US Dollars \$ _____ Check to be sent (Must receive by August 10th, 2017 (net 30) Visa/Mastercard American Express
 Credit Card Number _____ Expiration Date _____ CVW Code _____

Signature _____

Name on Credit Card _____ Billing Address _____

City _____ State _____ Zip _____

*There is a 4% convenience fee added to your invoice for those choosing to pay by credit cards.

Please make checks payable to IPIA and mail to: IPIA Headquarters 238 East Davis Blvd., Suite 213, Tampa, FL 33606

QUESTIONS? Contact Suncoast Meetings at ipia@suncoastmeetings.com or call 813-852-1977.

No Refunds after October 1, 2017. This form is for booth space & sponsorship only. All attendees must register with Suncoast Meetings via the online or fax registration form beginning July 5, 2017.

BOOTH GUIDELINES

Due to the nature of our large equipment exhibits, exceptions if necessary can be made with approval from the IPIA, exhibiting facility and Associate Member Conference Chair. If you have any questions regarding booth design, please contact Suncoast Meetings & Events, Inc.

- ✱ **Display Vision** – “All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience”
- ✱ **Exhibitor’s Responsibility** – “Be a good neighbor” IPIA Exhibit booths are 8’ x 10’ in size, unless multiple booths are purchased.
- ✱ **Linear Booth** – Has only one side exposed to an aisle and is generally arranged in a series along a straight line.
- ✱ **Perimeter Booth** – Is a linear booth that backs up to a wall of the exhibit facility rather than to another exhibit.
- ✱ **End Cap Booth** – Is a booth exposed to aisles on three sides and composed of a minimum of two booths which backs up to linear booths.
- ✱ **Split Island Booth** – Is a peninsula booth that backs up to another peninsula booth.
- ✱ **Island Booth** – Is a booth(s) exposed to aisles on all four sides.

ARRANGING DISPLAY MATERIAL REGULATIONS

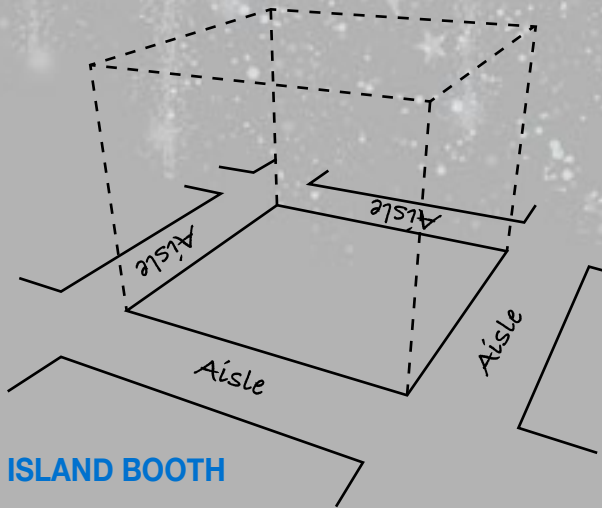
- ✱ Display Materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- ✱ Split-Island Booths and Island Booths may use the entire cubic content of the booth up to a maximum height of 18’.
- ✱ Perimeter Booths: All linear booth rules defined below apply except the back wall height restriction is 14’ including signage.
- ✱ Endcap Booths: The backwall is restricted to 4’ high within 4’ of the aisle. 8’ height restriction for the remainder (or center section not within 4’ of the aisle).
- ✱ Linear Booths: The rear half of the booth(s) is restricted to a maximum height allowance of eight feet (8’) with a four foot (4’) height limitation in the remaining space forward to the aisle. If more than one linear booth is used as a single exhibit space, the 4’ height limitation is applied only to that portion of exhibit space which is within 10’ of an adjoining booth.

OTHER BOOTH ISSUES

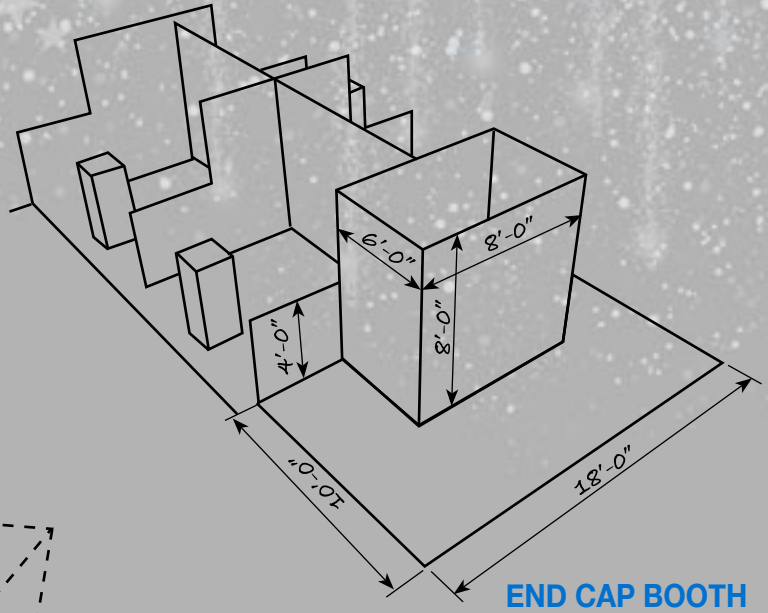
- ✱ All exhibit displays should be designed and erected in a manner that will withstand normal contact, vibration and moderate wind effects.
- ✱ All materials used in display construction or decorating should be made of fire retardant materials.
- ✱ No lighting is allowed or should be projected outside the boundaries of the exhibit space. Specialized lighting (i.e., spins, rotates) should be in good taste and not interfere with neighboring exhibits. Potentially harmful lighting such as lasers is prohibited.

Some of the attached layouts reflect a 10’ x 10’ booth. Adjust depth dimensions accordingly for 8’ x 10’ booth as shown in the Linear Booth drawing.

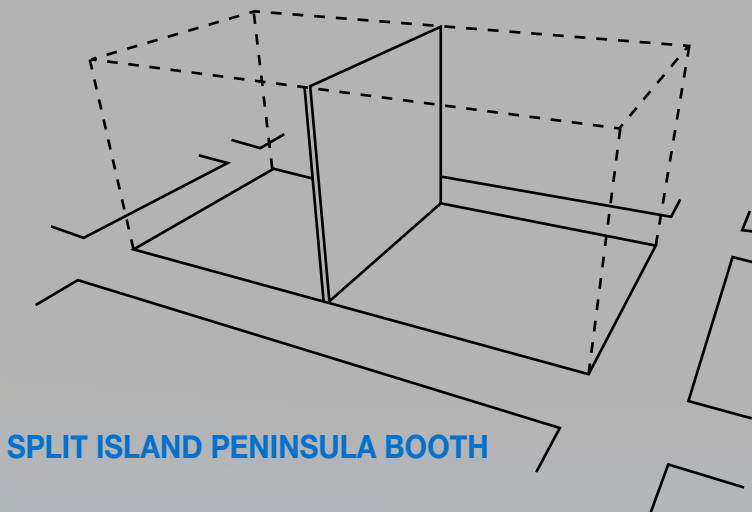
BOOTH LAYOUTS



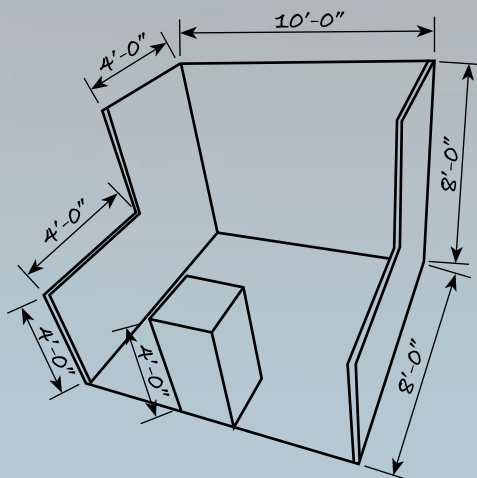
ISLAND BOOTH



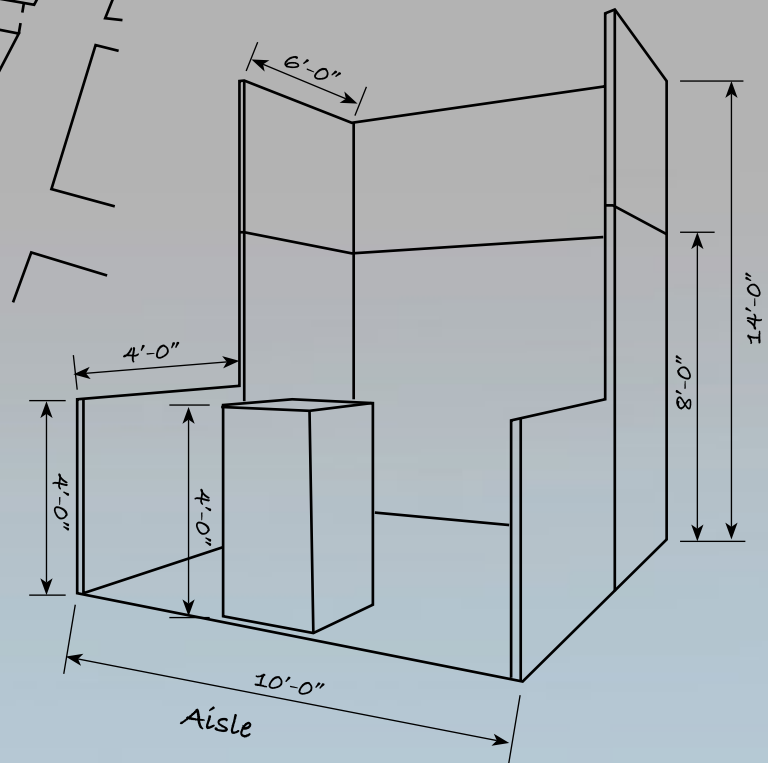
END CAP BOOTH



SPLIT ISLAND PENINSULA BOOTH



8' x 10' LINEAR BOOTH



PERIMETER BOOTH