



The IBECA SHOW was a great success last year, so let's do it again!

As many of you know, IBECA and its members have a great business relationship with Gordon Food Service, the largest privately-owned food service company in the world. The Gordon Food Show, held in Grand Rapids each October, attracts thousands of businesses, including many of our members! Last year, we decided to move our annual summer convention to October in order to coincide with the GFS show. We had a great response by members and industry partners who attended, so we've decided to do it again this year.

The IBECA Show will take place on Monday, October 2nd with the Gordon Food Show the next day on the 3rd. All of the events will take place at the award-winning AMWAY GRAND and the DeVos Place Convention Center in Grand Rapids, Michigan. Known these days as "beer city", Grand Rapids is an excellent host city and top notch venue for attracting more attendance to our show.

Through the generosity of our major sponsor, Gordon Food Service, we are once again going to provide a limited number of complimentary rooms at the AMWAY GRAND for our members to attend the IBECA SHOW! Attendance was up last year, and we're hoping that since word got out, it will be an even bigger event this year!

Attendees will arrive either Sunday night, October 1st, at the Amway or Monday morning, October 2nd. Seminars will be held during the morning, followed by lunch (to which you are also invited) and the trade show with open bar from 3:00 -5:00 PM. We will give everyone a chance to pack up and then join us at Founder's Brewery for samples, dinner and quality time with your customers while enjoying an evening of fun!

How can your business participate?

- We again would like to offer you sponsorship opportunities tailored to your business goals. Please see the enclosed sponsorship sheet for more information.
- Welcome baskets will also be provided for all guests attending the show. We encourage all vendors to provide items that will introduce their business. The gift baskets typically contain food and non-food items from our partners.
- Prize drawings during the trade show are always a big hit! We are asking that each vendor bring a door prize to add to the excitement. We will move around the trade show floor and announce and give away prizes from each participating booth.

We look forward to discussing how we can help you meet your business goals. Please contact Tracy or Scott for all your IBECA Show information.

While we have the ability to expand into a second room, at the request of last year's exhibitors, we are going to try to stay in one room for the trade show. This means that space will be very limited. Please make your reservations today and join us at the 9th annual IBECA Show!

Scott Bennett
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Executive Director

Tracy Long
866-861-5163
Tracy@bowling-101.com Youth Bowler
Development & Assistant Director



Monday, October 2, 2017
Amway Grand Hotel, Grand Rapids, MI

2017 EXHIBITOR CONTRACT

EXHIBIT BOOTH RENTAL

8' X 10' Booth: 8' booth drape, One skirted table, chairs, 1 wastebasket, company name, lunch, dinner & drinks at Founders

Additional Booth:

BOOTH RESERVATION

Please reserve the following booths:

- _____ 8' x 10' booth
\$550.00 (includes 1 full registration)
- _____ **\$400.00**(includes 1 additional registration)

To reserve your selections, a deposit of $\frac{1}{2}$ the total amount due is required. The remaining balance must be paid in full no later than **Sept. 21, 2017**. **If paid by check**, you will be invoiced on **August. 2, 2017** for the balance due. **If paid by credit card**, your credit card will be charged on **September 1, 2017** by IBECA.

EXHIBITOR REGISTRATION

Each booth includes **one (1) full registration**, Nametags, lunch, open bar, seminars.

ADDITIONAL REGISTRATION FEES APPLY:

Each additional Company attendee in the booth is required to register! **\$25.00 includes all items above!**

BOOTH ASSIGNMENT

Booth assignment is on a first come, first serve basis. Management reserve the right to make final booth assignment.

1st choice _____

2nd choice _____

3rd choice _____

Exhibitor competition you prefer not to be located next to: _____

INSTALL AND DISMANTLING: Exhibitors may begin set up after **8:00AM** on Sunday, **Oct. 1, 2017**. Set up must be completed by **2:00PM Monday, Oct. 2**. Break down will begin **Monday, Oct. 2** at **5:30PM**.

SHIPPING/STORAGE: Ship materials to **Amway Grand Plaza Hotel, 187 Monroe St., Grand Rapids, MI 49503**. **on all Materials : HOLD FOR IBECA SHOW," Company Name** and the **name of person picking up the shipment**.

If shipping, please plan that your items arrive no earlier than 3 days prior to the event.

POWER REQUIREMENTS: Power needed in booth \$15 per day: **YES NO** (please circle)

DRAYAGE: \$15.00/cart and \$25.00/pallet

Please print clearly

Company Name: _____ Primary Contact: _____

Address: _____

Telephone: _____ E-mail: _____

Payment Method: Check # _____ Amount \$ _____

Credit Card: Name on Card: _____ Credit Card Number: _____

Exp. Date: ____ CVV Code: _____ Primary Person attending the show: _____

Additional Attendee Registration (\$25.00 each): _____

Enclosed is our deposit of \$ _____ for _____ booths and/or _____ additional attendees (**\$25.00 each**)

Signature: _____

Items Provided	Gold	Silver	Bronze
Sponsor logo on all convention printed materials.	X	X	X
One trade show exhibit booth	X	X	X
Priority exhibit booth selection	X	X	X
Full registrations	3	2	1
Exclusive Major Sponsor logo on banners and signage at the event	X	X	X
Sponsor presentation to attendees (10 – 15 minutes)	X	X	X
Logo printed on trade show/ convention handouts, programs, printed material.	X	X	X
Welcome Basket- Name inserted as sponsor	X	X	X
Registration Packet Allowed to Provide Inserts	X	X	X
Meal Sponsorship - signage will indicate that you are a sponsor of the meal	X		
Logo on all advertising for show	X	X	Limited
SPONSOR FEE:	\$5000	\$3500	\$2500

IBECA

Amway Grand Plaza Hotel October 2nd, 2017

VANDENBERG ROOMS A & B

