

January 4, 2010

Dear Friend of the Iowa Hearing Association:

The Iowa Hearing Association will hold its Spring Conference, trade show and silent auction at the Sheraton, in West Des Moines, Iowa, on March 26-27, 2010. The accompanying trade show will enable you, the exhibitor, to display your new lines of equipment to a large group at one show. Hearing aid dealers and audiologists look forward to this opportunity to view and compare new lines of equipment. The opportunity to visit with sales representatives away from the office setting in a relaxed atmosphere is a positive feature of the Trade Show.

We have made a concerted effort to arrange the exhibit hall and schedule events in order to maximize the traffic flow through the exhibit area. We have scheduled a reception in the exhibit area from 5:00 to 7:00 p.m. on Friday with complimentary hors d'oeuvres and a silent auction.

Exhibitors are invited to sell their products, as well as exhibit them. In addition to commercial exhibits, catalog display space without company representatives will be available at a reduced rate. Exhibitor fees also permit entrance into the convention seminars. The fee for an exhibit booth is \$325 and the catalog display fee is \$160 (one-half table top without company representation). The \$325 will include an eight foot draped table, company identification sign, and chair. Tables will be assigned on a first-come, first-serve basis. Space is limited, so please send the attached pre-registration form along with your check to the IHA office as soon as possible and **no later than March 17, 2010.**

Please feel free to have a hospitality suite after the exhibit time. Or if you prefer, you may wish to help sponsor our reception on Friday evening or a coffee break. Please make your hospitality suite and room reservations directly with the hotel, (515-223-1800). Please, no hospitality suite activities during our seminars and business meetings

Tables will be ready for you to set up your displays by Friday at 2:30 p.m. A special conference room rate of \$99.00 single or double has been arranged. Be sure to mention that you are with the IHA Conference to qualify for the special room rate. **Reservations** should be made directly to the hotel prior to **March 3, 2010...our room block will be released on that day.**

Questions will be answered by Bev Thomas at 515-440-6057. We look forward to having you join us for this exhibition. This is your opportunity to visit with hearing aid dealers and audiologists from all over the state and present your newest lines to Iowa! Mark your calendar now for the 2010 Spring Conference to be held March 26-27, 2010.

Sincerely,



Bev Thomas  
IHA Executive Director