



Iowa Hearing Association

1001 Office Park Road, Suite 105
West Des Moines, Iowa 50265
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www.iowahearingassociation.org

Dear Friend of the Iowa Hearing Association:

The Iowa Hearing Association will hold its Fall Conference, trade show and round robin at the Sheraton Hotel in West Des Moines, Iowa, on September 24, 2021. 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.

Exhibit time at the Fall Conference will be from 12:15 – 2:00 p.m. Meeting attendees will eat lunch in the exhibit hall and then have time to stop by the booths before we begin a one hour round robin. Exhibitors will have 5-6 minutes to present their product to small groups of attendees and repeat the presentation as attendees move from booth to booth. Meeting attendees will get one hour of CEU credits to encourage participation in the round robin.

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 lunch in the exhibit area from 12:15 to 2:00 p.m. on Friday to encourage attendance.

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 \$350 and the catalog display fee is \$175 (one-half table top without company representation). The \$350 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 September 10, 2021.**

Please feel free to have a hospitality suite after the exhibit time. Or if you prefer, you may wish to help sponsor our lunch on Friday 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 on Friday morning by 10:00 a.m. A special conference room rate of \$131.00 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 **September 7, 2021...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 2022 Spring Conference to be held May 6, 2022 at the Marriott, West Des Moines.

Sincerely,

Bev Thomas, IHA Executive Director