



Iowa Hearing Association

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www.iowahearingassociation.org

Dear Friend of the Iowa Hearing Association:

Please note that our Spring Conference Trade Show will be held from 12:00 Noon – 2:00 p.m. on Friday, April 26, 2024. 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. There will not be a concurrent seminar at this time, so meeting attendees will need this one hour of continuing education.

At the Spring Conference we will hold a silent auction fundraiser for the association. Your contribution would be greatly appreciated.

The Iowa Hearing Association will hold its Spring Conference, trade show and round robin at the Marriott Hotel in West Des Moines, Iowa, on April 26, 2024. 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 lunch in the exhibit area from 12:00 Noon 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 \$390 and the catalog display fee is \$195 (one-half table top without company representation). The \$390 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 April 15, 2024.**

You may wish to help sponsor our lunch on Friday or a coffee break. Please make your room reservations directly with the hotel, (515-267-1500). 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 \$129.00 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 **April 4, 2024...our room block will be released on that day.**

Questions will be answered by calling the IHA office at 515-778-1288 or emailing us at apmsthomas@aol.com. 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 2024 Spring Conference to be held April 26, 2024 at the Marriott Hotel, West Des Moines.

Sincerely,

Bev Thomas, IHA Executive Director