

Fall Convention & Tradeshow

SAN ANTONIO

October 4-6, 2010

Marriott Rivercenter, San Antonio, TX

Exhibitor / Sponsor Information

BOOTH OPTIONS

Your membership level pre-determines the Booth Options you can choose from below. Option 1 is a full Exhibit Booth; Option 2 is a Tabletop. The difference in price for a Table versus a Booth will be applied to sponsorships, and a number of attendees will have their off-site event paid. Option 3 does not include an Exhibit Booth, but instead applies the booth fee to a pre-selected event sponsorship, and a number of attendees will have their off-site event paid.

Full Exhibit Booth includes: Space with 8' high back wall and 3' high side drape, one 6' draped table, two banquet chairs, one wastebasket, one 7"x44" sign, general area security, and common area cleaning service.

Tabletop includes: one skirted table, two banquet chairs, one wastebasket, general area security and common area cleaning service.

PLATINUM Members

(Booth and \$5,000 Sponsorship of your choice are included and pre-paid with Annual Dues. See Sponsorships on p. 2)

- Option 1 - Full Exhibit Booth set up as usual + Sponsorship
- Option 2 - Tabletop + Sponsorship + 4 attendees off-site event
- Option 3 - No booth; Sponsorship + 5 attendees off-site event

GOLD Members

(Booth and \$5,000 Sponsorship of your choice are included and pre-paid with Annual Dues. See Sponsorships on p. 2)

- Option 1 - Full Exhibit Booth set up as usual + Sponsorship
- Option 2 - Tabletop + Sponsorship + 3 attendees off-site event
- Option 3 - No booth; Sponsorship + 4 attendees off-site event

SILVER Members

(Booth included and pre-paid with Annual Dues)

- Option 1 - Full Exhibit Booth set up as usual
- Option 2 - Tabletop + Sponsorship + 2 attendees off-site event
- Option 3 - No booth; Sponsorship + 3 attendees off-site event

BRONZE ENHANCED Members

(Booth included and pre-paid with Annual Dues)

- Option 1 - Full Exhibit Booth set up as usual
- Option 2 - Tabletop + Sponsorship + 1 attendee off-site event
- Option 3 - No booth; Sponsorship + 2 attendees off-site event

BRONZE Members

Booth Fee - \$1,750

- Option 1 - Full Exhibit Booth set up as usual
- Option 2 - Tabletop + Sponsorship + 1 attendee off-site event
- Option 3 - No booth; Sponsorship + 1 attendee off-site event

Subtotal ①: \$ _____

MEETING / EXHIBIT PARTICIPANTS

Your membership level also pre-determines the number of participants from your company who can attend the IHFA 2010 Convention and Trade Show at no additional cost.

PLATINUM Members - Six (6) Attendees

GOLD Members - Four (4) Attendees

SILVER Members - Three (3) Attendees

BRONZE ENHANCED Members - Two (2) Attendees

BRONZE Members - Two (2) Attendees

Additional attendees can be added for a fee of **\$375 per person**.

Subtotal ②: \$ _____

(Exhibitor / Sponsor Registration, p. 1)

SPONSORSHIP OPPORTUNITIES

All sponsorships include recognition in event materials, on signage at the event, and in the post-convention edition of the IHFA *INSIGHT* magazine. First-come, first-serve. Other opportunities may become available; please call for additional information.

- | | |
|--|---|
| <p>SOLD <input type="checkbox"/> Rodeo Sponsor - limit 1 (\$10,000)</p> <p><input type="checkbox"/> Speaker Sponsor - limit 1 (\$7,500)</p> <p>SOLD <input type="checkbox"/> Ranch Entertainment Sponsor - limit 1 (\$4,000)</p> <p>SOLD <input type="checkbox"/> Fireworks Sponsor - limit 1 (\$5,000)</p> <p>SOLD <input type="checkbox"/> Rodeo Photo Sponsor - limit 1 (\$5,000)</p> <p><input type="checkbox"/> A/V Sponsor - limit 1 (\$5,000)</p> <p><input type="checkbox"/> Dinner Event Sponsor - limit 5 (\$5,000)</p> <p><input type="checkbox"/> Golf Sponsor - limit 18 (\$250 a hole)</p> | <p><input type="checkbox"/> Tour Sponsor - limit 2 (\$5,000) (2 boats)</p> <p>SOLD <input type="checkbox"/> Tote Bag & Name Badge Sponsor - limit 1 (\$6,500)</p> <p>SOLD <input type="checkbox"/> Tradeshow Reception Sponsor - limit 1 (\$5,000)</p> <p><input type="checkbox"/> Beverage Sponsors - limit 5 (\$1,250)</p> <p><input type="checkbox"/> General Sponsor - unlimited (\$1,000)</p> <p><input type="checkbox"/> Food Station Sponsor - limit 4 (\$1,000)</p> <p>SOLD <input type="checkbox"/> Breakfast Sponsors - limit 2 (\$1,000)</p> |
|--|---|

Subtotal ③: \$ _____

PAYMENT INFORMATION

Add Subtotals ①, ② & ③ = GRAND TOTAL: \$ _____

- Enclosed check made payable to IHFA; *or*
- Charge my: VISA MC AMEX

Name on Card: _____ Card Number: _____

Expiration Date: ____/____/____ Signature: _____

I authorize IHFA to charge my credit card.

CANCELLATIONS

Cancellations must be received in writing. If cancellation notice is received by Friday, September 3rd, there is a full refund less a \$50 processing fee. There is NO REFUND if cancellation is received after Friday, September 3rd.



Please return this form to:

Independent Hardee's® Franchisee Association | 638 Independence Parkway, Suite 100, Chesapeake, VA 23320
Phone: 757.497.7297 | Fax: 757.473.9897 | IHFA@IHFA.com

Registration Form for Exhibitor/Sponsor Attendees

Please complete a registration form including each individual that is attending the IHFA Convention. (*Space for four attendees is provided; please duplicate as many copies as needed.*)

Attendee Name(s) for Badge(s):

- ① Full Name _____
- ② Full Name _____
- ③ Full Name _____
- ④ Full Name _____

Address where we may send your confirmation information:
(*Final confirmation will be sent two weeks prior to program.*)

Address: _____
 City: _____ State: _____ Zip: _____
 Phone Number: _____
 Fax Number: _____
 E-mail: _____

EXHIBIT INFORMATION

Company: _____

Product / Service to Hardee's Brand: _____

Contact Person Title: _____

List all products you will exhibit. New and innovative ideas and product/service opportunities are encouraged: _____

Please list any giveaways you will offer at your booth:

Please list the item(s) you wish to offer as a door prize:

FUNCTION ATTENDANCE

Please indicate your attendance at the following events:

Oct. 4	Tradeshow & Opening Reception	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 5	Breakfast 1	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 5	General Session (<i>for Franchisees & Associate Members</i>)	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 5	Golf & Lunch (<i>the Quarry - Register on page 5</i>)	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 5	Tour & Lunch (<i>the Guenther House - Register on page 5</i>)	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 5	Dinner Event (<i>the Knibbe Ranch</i>)	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 6	Breakfast 2	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 6	Member Meeting (<i>for Franchisees Only</i>)	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④

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Exhibitor / Sponsor Information

INFORMATION FOR EXHIBITORS

Trade Show Date: Monday, October 4th
5–8 pm
Opening Reception will be held
on the show floor during show hours.

Location: Grand Ballroom (E–I)
at Marriott Rivercenter
101 Bowie Street
San Antonio, TX 78205
www.marriott.com/satrc

Show Decorator: Paramount Convention Services, Inc.
Contact: Andy Victor or Sean Hoffert
E-mail: avictor@paramountcs.com
Phone: 314.621.6677
Fax: 314.621.6416

Upon receipt of your exhibit application, vendor kits will be e-mailed or sent directly to you from Paramount Convention Services. Additional service needs, shipping and handling will be managed by Paramount Convention Services.

Decorator Set-up: Sunday, October 3rd
8 am–10 pm

Registration: Monday, October 4th
8:30 am–7 pm

Exhibitor Move-in: Monday, October 4th
9 am–3 pm
**All booths must be completely set by
3 pm Monday, October 4th**

Exhibitor Tear-down: Monday, October 4th
8–11 pm

SPECIAL REQUESTS / KITCHEN NEEDS

Arrangements for kitchen or culinary staff assistance with food preparation are based on availability and must be made by 10 am, Monday, September 20th. Ice, utensils and other supplies must also be ordered in advance. E-mail your detailed kitchen requests to Susan Gibbs at susan.gibbs@marriott.com. Be sure to include a copy of your request to IHFA@IHFA.com.

HOTEL & TRAVEL INFORMATION

MARRIOTT SAN ANTONIO RIVERCENTER

The hotel accommodations group rate deadline is **FRIDAY, SEPTEMBER 10th**. At the time of reservation, there will be a one (1) night's deposit of room and tax. Cancellation of guaranteed hotel reservation must occur before 3 pm on the day prior to your arrival date. Otherwise, deposit is not refundable if canceled after 3 pm the day prior to your arrival date. What are you waiting for? Call 1.800.266.9432 now to make your hotel reservation, and be sure to mention "IHFA" to receive the group rate.

RENTAL CAR DISCOUNT

IHFA has secured a discount agreement with Avis Rent-A-Car which is valid September 30–October 13, 2010 for travel to the 2010 Fall Convention & Tradeshow in San Antonio. Call 1.888.754.8878 and mention this code J906915 to receive the best possible car rental rates available.

AIRPORT SHUTTLE DISCOUNT

IHFA has secured a discount agreement with Airport Express valid October 3–7, 2010 for travel to the 2010 Fall Convention in San Antonio. Discounted group rates are \$28 Round Trip and \$16 one-way. Go to www.IHFA.com/events/fall to book your transportation.

DISCOUNT AIR FARE

IHFA has secured a discount agreement with American Airlines which is valid September 30–October 13, 2010 for travel to the 2010 Fall Convention & Tradeshow in San Antonio. You will receive a 5% discount off the lowest applicable published air fare. The promotion code you will need to receive the discount is 8390AL. Go to www.AA.com now to book your flight!

SHIPPING INSTRUCTIONS FOR PERISHABLE FOODS (non-perishable items will NOT be accepted)

For shipping information and pricing on storage of perishable items, please contact Susan Gibbs at susan.gibbs@marriott.com. Please keep in mind that refrigeration and freezer space is based on availability. Items need to be clearly marked as perishable.

Off-Site Activity Form

Please complete this form for each individual attending no later than Monday, September 27, 2010.

Company Name: _____

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone#: _____ Fax#: _____

E-mail Address: _____



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EVENT INFORMATION & REGISTRATION

GOLF - \$171, includes lunch

The Quarry is recognized around the country for its unique setting and design. After a day at the Quarry, you will certainly feel like you just played one the most unique and enjoyable rounds of golf in your life.

Registration includes deluxe round-trip transportation including driver gratuities, a boxed lunch at the golf course (includes your choice of sandwich, pasta salad, fruit, brownie & bottled water), greens fee, cart fee, and range balls. Calloway rental clubs are available for an additional charge. Please complete this form to specify your clubs (left/right; men's/women's clubs) no later than Monday, September 27, 2010. *Proper golf attire is required. Collared shirts are required. No denim. Soft spikes only, please.*

Pairing Partner: _____

Other pair with whom you'd like to be teamed:

① Name _____

② Name _____

Lunch: Ham *or* Turkey

Club Rental - \$53: Male *or* Female
 Right-handed *or* Left-handed

TOTAL: \$ _____

SAN ANTONIO TOUR - \$85, includes lunch, 64 person limit

The destinations include the Guenther House for lunch in the Roof Garden Room, the Alamo, and the famous Paseo Del Rio. Come and see what the beautiful Alamo city has to offer!

DASA SPA - Optional

Take time to schedule a personal treatment at DASA Spa. Located in the Marriott Rivercenter Hotel, DASA Spa offers a variety of treatments. Please call 210.554.6050 to make your appointment, and be sure to mention you are with IHFA to receive a 10% discount for our group!

TOTAL: \$ _____

PAYMENT INFORMATION

Enclosed check made payable to IHFA; *or*

Charge my: VISA MC AMEX

Name on Card: _____

Card Number: _____

Expiration Date: _____ / _____

Signature: _____

I authorize IHFA to charge my credit card.

(Exhibitor / Sponsor Registration, p. 5)