**Exhibit Booth**
10’ wide by 8’ deep, exhibitor sign, covered table, side rails and backdrop. Exhibitors are welcome to bring signage, backdrops, etc. as long as all items fit within the confines of the booth.

**Electrical Hookup**
If an electrical outlet is required, the cost is $70 extra. Outlets must be requested on the exhibitor’s registration form.

**WiFi**
Wireless internet is available to exhibitors through the Aqua Turf’s website. There is no additional fee for this service.

**Exhibit Setup**
Exhibitors may setup AFTER 7:00am on November 7th. No exhibit will be allowed to assemble prior to this time. All exhibits must be ready by 8:00am when registration begins.

**Shipping Booth Contents**
If booth contents need to be shipped to Aqua Turf, they must be shipped for receipt by Aqua Turf no earlier than 3 days prior to the convention date. The outside of boxes must be clearly marked with the exhibitor’s name, IIAC convention, and the convention date.

**Booth Assignment**
A convention hall floor plan with all booth assignments will be at the registration area the morning of the convention. No assignments are provided prior to the convention date.

**Name Badges & Instructions**
Exhibitor name badges are placed in each individual booth prior to exhibitors arriving. Additional instructions for the day are also left at the booth.

**Convention Hours**
8:00am - Registration & Coffee/Danish Bar
8:00am - 9:15am - Exhibit Hall Open
9:15am - 11:55am - Program
11:55am - 1:00pm - Exhibit Hall Open
1:00pm - 2:00pm - Lunch

**Agent/Broker Attendance**
To encourage our agents to arrive early, we offer a total of (5) $100 cash door prizes. Drawings begin at 8:00am and are held every 15 minutes. To promote our agents visiting every booth, we offer a $500 cash door prize that is drawn at the end of the lunch (2:00pm). To be eligible, agents must have their ticket hole-punched at each booth. Hole-punches will be provided for each exhibitor. We encourage you to ask for agents’ business cards or to offer your own door prize.

**Lunch**
All exhibitors are invited to stay for lunch and mingle with the attendees.

**Overnight Accommodations**
The Aqua Turf does not have overnight accommodations.

**Directions & Hotels**
For your convenience, directions & area hotels are on the back of this page.

**Attendee List**
A list of registered attendees will be emailed to exhibitors on October 24th. Exhibitors are encouraged to send postcards to attendees asking them to visit their booth. A final list of attendees will be emailed the week after the convention.

**If you have any questions, please contact:**
Allison Just
Phone: 1-800-962-7950 EXT. 249
Email: ajust@iiac.org
30 Jordan Lane
Wethersfield, CT 06109
DIRECTIONS

I-84 East From Waterbury
Take Exit 28. Take right onto Route 322. Go straight, under second underpass take left (at car wash) onto Old Turnpike Road. At the first stop sign, take a right onto Mulberry Street. Aqua Turf Club is located 1/2 mile on the right.

I-84 West From Hartford
Take Exit 29 (left exit). At the end of the exit, there will be a light. Go straight through the light onto Mulberry Street. Go approximately one mile down the road. Aqua Turf Club will be on your right.

From I-91 or the Merritt Parkway
Take Route 691 West toward Waterbury. Take Exit 4 (Southington), then take a right. At the bottom of the hill (McDonald's is on the corner), take a right onto South End Road. Follow until you come to Mulberry Street on the left. The Aqua Turf Club is on Mulberry Street approximately 1/4 mile on the left.

AREA HOTELS

South & West of Plantsville
Sheraton Four Points
275 Research Pkwy
Meriden, CT 06450
203-238-2380

East & North of Plantsville
Marriott Residence Inn
778 West St.
Southington, CT 06489
860-621-4440