

EXHIBITOR PROSPECTUS

for the



22nd Annual

Tire Dealers Convention & Trade Show

April 24-25, 2009

Hulman Center

Terre Haute, Indiana

WHO WE ARE. The 2009 convention marks the 60th anniversary of the Illinois State Tire Dealers & Retreaders Association and the 40th anniversary of the founding of the Indiana Tire Dealer and Retreaders Association. The merger between the Illinois State Tire Dealers & Retreaders Association and the Indiana Tire Dealers & Retreaders Association took place effective March 4, 2004, at the joint Board of Directors meeting held during the 18th annual joint convention and trade show in Merrillville, Indiana. Visit our website at www.iitda.org.

EVENT PROFILE & HIGHLIGHTS. The annual convention is the IITDA's main event for the bi-state members. This year's convention is being held at the **Hulman Center in Terre Haute, Indiana**. This 32 year old multi-purpose facility has been home to events such as concerts like The Eagles, Broadway shows, and exhibition games featuring the Larry Bird-led Boston Celtics. The IITDA chose Terre Haute this year because it is centrally located to the majority of members in the bi-state region. We have planned a great event, highlighted by the keynote address on Saturday morning at the breakfast from **Titan Tire's President, Maurice (Morry) M. Taylor, Jr.**

This year's theme is the "**Unfair Advantage.**" Whether you are a supplier or a dealer, this theme has something to offer you. And over 2,000 independent tire dealers in Illinois and Indiana are invited to attend.

For both our attendees' and exhibitors', we hope you agree the focal point of the annual convention is the exhibition space on the entire ground floor of the newly renovated Hulman Center, that lends itself to meet all the needs of our exhibitors -- with the huge exhibition floor and easy access for loading and unloading. The facility is named after Tony Hulman, whose generosity shaped the city. Hulman Center is a 10,200-seat multi-purpose arena. The facility opened on December 13, 1973. It is home to the Indiana State University Sycamores basketball team.

We are planning a new and improved agenda, revised to make the most of your precious time. The agenda includes a 1-day trade show, the annual golf outing, a welcome respite for the spouses at the historic, renowned Clabber Girl Museum, and a reception on the trade show floor. So, whether you have been away for a few years or have never exhibited before, we hope that you will join us for what we expect will be the biggest and best event we have ever held.

THE UNFAIR ADVANTAGE.

Suppliers: What is an unfair advantage? It's something that you have to help you build your business that your competitors don't have access to. The IITDA Annual Convention and Trade Show is an unfair advantage for you. It allows you to showcase your products and services directly to a network of independent tire dealers throughout the states of Indiana and Illinois. These are the people most likely to buy your products and services. Come exhibit with us and let us give you that unfair advantage.

Dealers: What is an unfair advantage? It's something that you have to help you build your business that your competitors don't have access to. The IITDA Annual Convention and Trade Show is an unfair advantage for you. You have the opportunity to learn what it going on in the tire business from national industry leaders, like Morry Taylor of Titan International. You can take advantage of training seminars to sharpen your business skills. You can also visit with a large group of companies that have the products and services you need, all under one roof, in a relaxed atmosphere. The IITDA Annual Convention and Trade Show can give you the Unfair Advantage that you seek to stay ahead of your competitors.

22nd Annual Tire Dealers Convention & Trade Show

Program, Meetings, and Special Events

Thursday, April 23rd

11:30-12:15 p.m.	Board Lunch
12:30-5:00 p.m.	Board Meeting
6:00-9:00 p.m.	Board, Exhibitors & Early Arrivals Reception

Friday, April 24th

7:00-7:45 a.m.	Buffet Breakfast (ticket cost \$20)
8:00-11:30 a.m.	Morning Seminars <ul style="list-style-type: none">○ Federated Insurance (Health)○ Zurich Insurance (Property)
11:30-12:30 p.m.	Lunch
12:30-3:00 p.m.	Afternoon Education (Seminars) <ul style="list-style-type: none">○ Managing Cash Flow in Turbulent Times○ Norm Gaither-Dealer Strategic Planning
3:00-10:00 p.m.	Trade Show Hours
7:00-10:00 p.m.	Reception on Trade Show Floor

Saturday, April 25th

7:00-8:00 a.m.	Buffet Breakfast (ticket cost \$20)
7:45-9:00 a.m.	Industry Address & Keynote Speaker (Morry Taylor, Titan Tire)
9:00-12:00 Noon	Industry Panel Discussion* “Future Industry Challenges”
1:00 p.m.	Golf w/sack lunch (ticket cost \$60)
1:00 p.m.	Ladies Program
7:00 p.m.	Cocktail Reception & Banquet (ticket cost \$40)
7:30 p.m.	Banquet, Awards, Drawing & Entertainment

* “Future Industry Challenges” Panel Discussions: 9:00 a.m.—12:00 p.m.

- Greg Smith/Modern Tire Dealer- Industry media’s forecasts and statistics
- Gary Cecil/Zurich Direct Insurance- Proactive insurance protection and risk
- Dan Beach/Tire Industry Association- Tire industry political future and training
- John Medo/Federated Insurance
- Barry Soltz/Automotive Maintenance & Repair Association- How to professionalize your facility and personnel to build consumer confidence
- Norm Gaither/Dealer Strategic Planning- Financial survival in a turbulent economy

EXHIBITOR INFORMATION. Exhibitors must reserve booth space and complete the Exhibit Space Application enclosed. A \$50 discounted fee is offered to exhibitors whose application is received by **January 31**. All exhibitors are required to pay for additional items for their booth beyond the listed amenities included in the stand booth package. Additional available items to order are included in the exhibitor kit you will receive from the decorating contractor, Excel.

Your exhibit space purchase includes:

- **8' high back wall drape with 3' high side drape**
- **Four (4) exhibit hall passes**
- **6' skirted table, two chairs plus one wastebasket**
- **Booth identification sign**
- **Convention program listing**

VIDEO BOARD. The Hulman Center is used as an indoor sports complex when it is not being used for conventions such as the IITDA. It is offering the IITDA convention exhibitors the opportunity to display their graphics above the exhibition floor on their VIDEO BOARD. Logos, text, and motion graphics are able to be displayed. We will also be displaying live video feed from the exhibitor floor. All video board information must be received at least two weeks prior to the event, including set up location, information to display, logos, etc. Additional charges may apply if video boards need to be moved from current location. **IITDA and the Hulman Center cannot guarantee your graphics will be listed if received after April 8, 2009.**

Send all video board information **prior to April 8, 2009** to:

Judy Price jprice3@isugw.indstate.edu **AND** Donald Knott dknott@isugw.indstate.edu

SPONSORSHIP OPPORTUNITIES. Exhibitors and/or individual sponsors may wish to take advantage of the opportunity to extend your marketing reach with our attendees by choosing a sponsorship program offered at different levels. Based on level of sponsorship, sponsors may receive:

- **free graphics on the VIDEO BOARD at the Hulman Center**
- **signs on the trade show floor**
- **signs at each of the events**
- **advertisement in the convention program**
- **flyers inserted in the official convention cloth bags**

SPONSORSHIP / MARKETING OPPORTUNITIES <i>Please check the box of the appropriate program you wish to sponsor. A representative from IITDA will follow-up with you regarding your chosen sponsorship package. Thank you for your sponsorship.</i>	
Diamond Level - Trade Show/Reception Friday, or Golf Outing	\$2,500.00
Platinum Level - Friday Breakfast or Saturday Breakfast or Saturday Banquet	\$1,000.00
Gold Level- Thursday Early Arrival Reception, Speakers on Saturday	\$500.00
Silver Level - Saturday Cocktail Reception	\$250.00
Bronze Level - Saturday Seminars, Golf Outing Hole Sponsors	\$100.00



EXHIBIT SPACE APPLICATION

22nd Annual Tire Dealers Convention & Trade Show

April 24-25, 2009

Hulman Center • Terre Haute, Indiana

Exhibiting Organization's Information. Please read carefully. Print all information EXACTLY as it should appear on all promotional listings.

Name you wish to exhibit under _____

Address _____

Phone _____ Fax _____

Website Address _____

E-mail Address _____

Exhibit Contact Person _____

Contact Person's Mobile # _____

Up to 4 exhibitor badges are included. Names of attendees you require badges for:

1. _____ 2. _____

3. _____ 4. _____

Booth Rates (USD)	Cost per 10' x 10' Booth Space	Multiply x No. of Booth Spaces	Total
Retail Exhibitors	\$500.00	X _____	\$ _____
Not-for-Profit/Charitable Organizations	\$400.00	X _____	\$ _____
Space Configuration Surcharges:			
Video Board Fee	\$100.00	-	\$ _____
Sponsorship Fee (varies-see above)	\$ _____		
Special Exhibitor Discounts:			
Early registration discount per booth (must receive application before January 31)	(\$50.00)	X _____	-
New Exhibitor Referral Credit (subject to verification by IITDA) Referred Exhibiting Company Name: _____	(\$50.00)	-	-
Total Amount Due Please add all charges and any credits in the right hand column		-	\$ _____

Product/Service Listing in the Official Convention Program: Please provide in 25 words or less a description of your organization and any products or services you will be highlighting in the exhibit hall. Forms submitted with more than 25 words will be subject to editing. **IITDA does not guarantee description will be listed if received after March 31, 2009.**

Cancellation / Booth Size Reduction Policy: Liquidated damages will be charged per exhibit space to any exhibitor that cancels or reduces their booth size within the following time periods:

<u>Time Period</u>	<u>Refund</u>
Before March 1, 2009	100% refund of exhibit space fee
March 2, 2009 – April 15, 2009	75% refund of exhibit space fee
After April 16, 2009	No refund

Payment Information: *Payment in full is due upon receipt of exhibitor contract.*

MasterCard Visa Check - Payable to Indiana-Illinois Tire Dealers Association

Expiration Date _____ Account Number _____

Authorized Signature _____

Print Name on Card _____ Authorized Amount _____

AGREEMENT: I agree to abide by the provisions of the rules and regulations governing the 22nd Annual Tire Dealers Convention & Trade Show, as well as the conditions which the exhibit space in the Hulman Center leased to IITDA. For complete disclosure of the Hulman Center's Rules and Regulations, please call Ken McCune at (317) 431-7070.

Date: _____ Signature: _____

Please Return the Completed Application to:
Ken McCune, Executor Director
Indiana-Illinois Tire Dealers Association Convention
P.O. Box 80513
1227 Southbrook Drive
Indianapolis, IN 46240
Fax: 1-(317) 253-8446
E-Mail: kpmccune@comcast.net

PLEASE KEEP A COPY OF THIS APPLICATION FOR YOUR FILES



EXHIBITOR TERMS & CONDITIONS

22nd Annual Tire Dealers Convention & Trade Show

April 24-25, 2009

Hulman Center • Terre Haute, Indiana

EXHIBITION LOCATION

Hulman Center (Indiana State University)
200 North 8th Street
Terre Haute, IN 47809
812. 237.3770

CONTACT: Ken McCune, Executor Director, P.O. Box 80513, 1227 Southbrook Drive, Indianapolis, IN 46240. Fax: 1-(317) 253-8446. E-Mail: kpmccune@comcast.net

EXHIBITION SHOW SCHEDULE (times subject to change):

Friday, April 24, 2009	8:00 a.m. – 2:00 p.m.	Exhibitor Set Up
	3:00 p.m. – 10:00 p.m.	Trade Show Open
	7:00 p.m. – 10:00 p.m.	Reception on Trade Show Floor

WHAT YOUR EXHIBIT SPACE COST INCLUDES: Payment for your standard exhibit booth (10' x 10') includes:

- Four (4) Exhibit Hall Passes
- ID Signage
- 8' high back drape wall with 3' high side drape walls
- 1 Standard 6' Table
- 2 Standard Chairs
- Wastebasket
- Listing in the Official Convention Program, which is distributed to all convention attendees. Your organization listing will include a 25-word description. This must be submitted before March 31, 2009 to ensure its entry into the program.
- Each exhibiting organization will receive an Exhibitor Kit with forms to arrange for shipping, furnishings, electrical, telecom, etc. through Excel.

EXHIBIT SPACE RESERVATIONS AND FEES: Full payment is required with each application. Requests for exhibit space must be received by April 15, 2009. Applications received after March 31, 2009 will not be listed in the Convention Program. Please be sure you have read the information provided in its entirety. This is a contract.

BOOTH ASSIGNMENTS: Booth assignments are made on a first-come, first-served basis upon receipt of full payment. IITDA reserves the right to relocate space, if necessary, and relocations will be made only if deemed necessary and upon notification to the exhibitor. All exhibitors must wear an IITDA exhibitor badges registered under the name of the exhibiting company. Exhibitor agrees to observe and comply with all local and state laws, statutes, ordinances, rules and regulations, and the Exhibitor's Rules and Regulations as stated herein.

EXHIBITION MOVE-IN and SET-UP TIME:

Friday, April 24, 2009 8:00 a.m. – 2:00 p.m. Exhibitor Set Up

- Exhibitors will have access to the Exhibit Hall for set-up of their booths ONLY on the date and time shown above.
- Access to the Exhibit Hall will be granted only to those persons who have been registered and are wearing the approved identification badge.
- All assigned exhibition space must be staffed at all times during the Show schedule.

EXHIBITION BREAKDOWN TIME:

Friday, April 24, 2009 10:00 p.m.
Saturday, April 25, 2009 8:00 a.m. – 11:00 a.m.

- No exhibit or display is to be dismantled before the official closing time of Friday, April 24 at 10:00 p.m.
- Any materials left in the exhibit hall following the official move out time will be removed by the official contractor and held in storage and charged at prevailing rates at the Exhibitor's expense. IITDA also retains the right to discard any Exhibitor materials following the official move out time at its own discretion.

CANCELLATION POLICY: Cancellation of exhibit space must be made in writing to Ken McCune, Executor Director, P.O. Box 80513, 1227 Southbrook Drive, Indianapolis, IN 46240. Fax: 1-(317) 253-8446. E-Mail: kpmccune@comcast.net. Exhibit booth fees will be refunded according to the following schedule: Cancellations received in writing prior to March 1, 2009, 100% refund of exhibit space fee; March 2, 2009 – April 15, 2009, 75% refund of exhibit space fee; after April 16, 2009, no refund.

FIRE SAFETY: Exhibitors must comply with all federal, state and municipal fire codes that apply to a place of public assembly as well as any applicable OSHA regulations. Exhibitors are responsible for the proper and safe construction, materials and maintenance of their exhibit. Materials used in the construction of displays, i.e. draping, table coverings, banners, props, scenery, evergreen trees, shrubs, etc. must be fire resistant.

TERRE HAUTE. Terre Haute has a very rich fabric and a very colorful history. Here are just some of the unique features that define this town. The most known fact probably is that this is the town where Larry Bird “came from,” where he played basketball for and graduated in 1979 from Indiana State University. Sony has its largest North American plant here, 875,000 s.f. There’s the Clabber Girl Baking Powder distributed into 32 countries but is still family-owned, promoting family atmosphere for its 150 employees. Then there is the Terre Haute Brewing Co. at Ninth and Swan Streets where people imbibe on “Champagne Velvet.” Columbia Records got its start here. Chapman J. Root moved to Terre Haute in 1900, opening a glass company incorporated on May 27, 1901, as Root Glass Works. His company was bottling Coca-Cola by 1904. Root’s company would, however, change the worldwide image of Coke bottles in 1916. Mr. Root’s company continued to bottle Coca-Cola until 1987. The Action Track and Hulman Mini Speedway at 13th Street and Lockport Road are the two longtime, popular dirt-racing tracks of Terre Haute. Among their famous users are NASCAR star Jeff Gordon and Indy car racer Pancho Carter (quarter-midgets as children) and Foyt, Mario Andretti and Nextel Cup points leader Tony Stewart (Action Track).

Terre Haute has many nightclubs, bars and restaurants. Don't stay in; get out and enjoy the nightlife. There is sure to be a bar, club, or restaurant to suit you and give you a night to remember.

Austin's Bar

925 North 3rd Street, Terre Haute, IN 47807
(812) 232-7226

Bohannon's East

1728 Wabash Avenue, Terre Haute, IN 47807
(812) 234-2638

Cabin

1350 Hulman Street, Terre Haute, IN 47802
(812) 232-7806

Charlie's

1608 Crawford Street, Terre Haute, IN 47807
(812) 232-1886

DAWG House Grille & Pub

830 Oak Street, Terre Haute, IN 47807
(812) 235-7400

Duggan's Conversation Bar

1801 Wabash Avenue, Terre Haute, IN 47807
(812) 232-7805

Elm Grove Tavern

5142 North Clinton Street, Terre Haute, IN 47805
(812) 466-4572

Excalibar

300 North 13th St, Terre Haute, IN 47807
(812) 234-8435

Fontanet Tavern

11150 Gallagher Road, Terre Haute, IN 47802
(812) 877-1633

Gatherin' Place

615 North 21st Street, Terre Haute, IN 47807
(812) 234-2063

Ginny's

2938 North 16th Street, Terre Haute, IN 47804
(812) 466-6266

Hudock's Tavern

831 Oak Street, Terre Haute, IN 47807

Malloy's Pub & Pool

684 Lafayette Ave, Terre Haute, IN 47807
(812) 235-5074

Mr Jiggs Tavern

5123 North Clinton Street, Terre Haute, IN 47805
(812) 466-6133

Neighborhood Tavern

1330 8th Avenue, Terre Haute, IN 47804
(812) 232-8873

Nina's

1305 Lafayette Avenue, Terre Haute, IN 47804
(812) 235-8811

Pastime Tavern

1200 Poplar Street, Terre Haute, IN 47807
(812) 234-4553

Rafters Inc

2918 Wabash Avenue, Terre Haute, IN 47803
(812) 235-6755

Rita's

573 North 13th Street, Terre Haute, IN 47807
(812) 235-8787

Sandcut Tavern

6100 East Rio Grande Avenue, Terre Haute, IN 47805
(812) 466-9737

Simrell's

804 South 7th Street, Terre Haute, IN 47807
(812) 232-4114

Sonka Irish Pub

1366 Wabash Avenue, Terre Haute, IN 47807
(812) 234-8802

SOX & CO Bar & Grill

3101 Schaal Avenue, Terre Haute, IN 47803
(812) 232-8184

Sparks Stop 5 Tavern

1915 Lee Avenue, Terre Haute, IN 47804
(812) 466-1883

Sports-Archies Bar

2640 Prairieion Road, Terre Haute, IN 47802
(812) 232-3530

Stephens Inn

2330 South 13th Street, Terre Haute, IN 47802
(812) 235-6856

Susie's Place

1501 North 25th Street, Terre Haute, IN 47803
(812) 232-4124

T'S Lounge

730 Wabash Avenue, Terre Haute, IN 47807
(812) 232-2886

Terre Haute Brewing Company

401 South 9th Street, Terre Haute, IN 47807
(812) 234-2800

Titus'

1145 Lafayette Avenue, Terre Haute, IN 47804
(812) 232-6171

Tom Cat Bar & Grill

2414 Prairieion Road, Terre Haute, IN 47802
(812) 234-2779

Whiskey Barrel Tavern

2452 1st Avenue, Terre Haute, IN 47807
(812) 232-0999

Wim's

665 Wabash Avenue, Terre Haute, IN 47807
(812) 235-9467

Zimmarss Restaurant & Bar

1500 Locust Street, Terre Haute, IN 47807
(812) 232-3026

HILTON GARDEN INN. The Hilton is located in historic downtown Terre Haute, immediately adjacent to Indiana State University and a two minute walk away from the Hulman Center, where the trade show is located. Hotel is within walking distance or short drive from many area restaurants. Shop at nearby Honey Creek Mall.

The six story building houses 109 guestrooms including 4 suites, each furnished with a convenience center housing a refrigerator, microwave, and coffeemaker. Spacious work desks with data port and voicemail, complimentary hi-speed internet access. Features remote printing from guestroom to business center. Irons, ironing boards, and hair dryers are standard in all rooms.

Hotel facilities include the Great American Grill® restaurant and pub which is open for breakfast, lunch, and dinner. Evening in-room dining. Complimentary 24 hour business center, indoor pool and whirlpool, and fitness center. Meeting rooms and catering are also available.

A special room rate of \$99.00 is being offered to those who book their reservation prior to **March 21, 2009.** Exhibitors must make their own, separate reservations.

**Hilton Garden Inn
750 Wabash Avenue
Terre Haute, IN 47807
P: (812) 234-8900
F: (812) 234-8903**

DIRECTIONS: From Indianapolis, take I-70 west, take IN 46 north. At US 40, go west (left). US 40 turns into Wabash. Hotel is at corner of Wabash and Seventh Ave. Turn right on 7th to hotel entrance

2nd ANNUAL GOLF OUTING. On Saturday, 1:00 p.m. local time, we invite you to join us for golf at the 18-hole "Hulman Links" course at the Hulman Links Golf Course facility in Terre Haute, Indiana features 7,225 yards of golf from the longest tees for a par of 72 . The course rating is 74.9 and it has a slope rating of 144. Designed by David Arthur Gill, ASGCA, the Hulman Links Golf Course opened in 1978.

**Hulman Links Golf Course
990 N Chamberlain St
Terre Haute, IN 47803-9645
P: (812) 877-2096
F: (812) 877-9086**

SPOUSES' PROGRAM/TOUR. On Saturday, from 12:00 p.m. – 5:00 p.m., we invite the spouses to a unique and historic tour at the Clabber Girl Museum, where the Hulman story is preserved on the first floor of the building that Herman and his sons built in 1892. In 1854 Herman Hulman came to America from Germany to seek his fortune. The wholesale grocery business that his brother Francis founded would eventually grow into a manufacturing facility, serving several states and eventually distributing products nationwide. Although the original wholesale business was discontinued in 1995, the building still holds the offices of Clabber Girl Corporation. Learn how the Clabber Girl got her name, about Leavener history, and the invention of baking powder. Let us welcome you in traditional Hulman style, and while you're here, make sure you visit Antonia's Country Store - a gift shop named after Antonia Hulman, our founder's wife. The Clabber Girl Bake Shop will serve you lunch, as you relax by the fireplace and drink Rex Coffee, an 1879 Hulman blend, brought to you as part of our renewed interest in the Hulman Heritage.