

A photograph of a Marriott hotel at night, featuring a large glass facade and a prominent entrance canopy. The hotel is illuminated, and the 'Marriott' logo is visible on the upper right corner of the building.

Midwestern ROOTS

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES GUIDE

REGISTRATION OPENS NOVEMBER 1, 2021

WE DO *Family*
HISTORY.
INDIANA HISTORICAL SOCIETY

Exhibit during the 2022 Midwestern Roots conference

CONFERENCE VENUE

Indianapolis Marriott East
7202 E 21st St., Indianapolis, Indiana

CONFERENCE DATES

Friday, July 15 through Saturday, July 16, 2022

WHO IS IHS?

The Indiana Historical Society collects and preserves Indiana's unique stories; brings Hoosiers together in remembering and sharing the past; and inspires a future grounded in our state's unifying values and principles. IHS is a Smithsonian Affiliate and a member of the International Coalition of Sites of Conscience.

WHAT IS MIDWESTERN ROOTS?

Midwestern Roots is a research conference presented by the Indiana Historical Society, aiming to connect people to their story with a regional focus.

SPEAKER SPOTLIGHT



Katrina Mitten is a citizen of the Miami Tribe of Oklahoma, and is an award winning artist who has been beading for over 45 years. Katrina has practiced traditional Great Lakes embroidery style native beadwork through study of family heirlooms, museum collections and practice. The imagery she creates is inspired by the world around her. Her works have been acquired by the Miami Tribe, national museums and private collectors. Illustrating the value she places on education, Katrina has been a corporate lecturer, contributed to elementary, secondary and university level educational programs, and featured in documentary films.



Tim Pinnick is an independent scholar, lecturer, author and entrepreneur highlighting the value of researching migrations, newspapers, church histories, and different industries and social organizations as a valuable tool in storytelling.

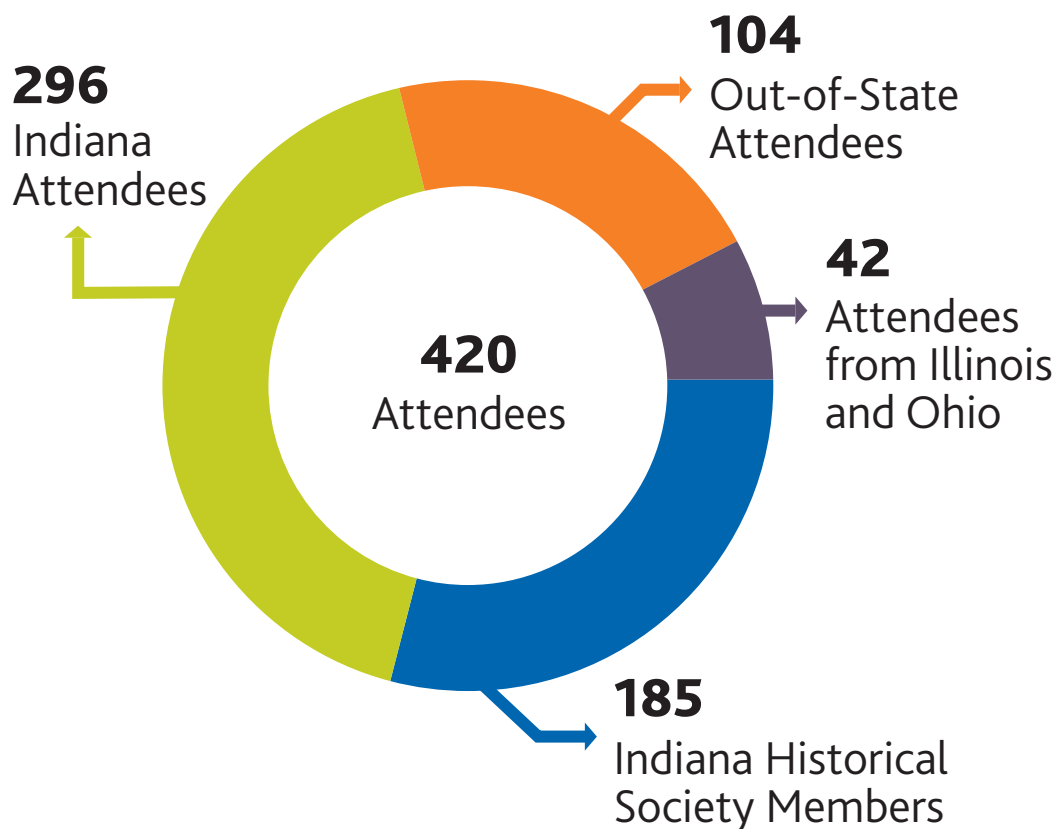


Curt B. Witcher is the Senior Manager for Special Collections at the world famous Genealogy Center of the Allen County Public Library in Fort Wayne, IN. Curt is a visionary in family history and passionate about connecting everyone to their own history and sharing those stories for the future.

Why You Should Exhibit at Midwestern Roots

- 18 hours of total exhibit time
- A la carte exhibitor options
- Company and booth number listing in on-site guide and on conference app
- Participation in promotional Vendor Voyage
- Generate new leads and increase sales with exposure to at least 400 attendees
- Build brand visibility for a great value
- Conference breakfast, coffee and snacks only available in the exhibit hall
- Additional session breaks included in conference format

AVERAGE DEMOGRAPHICS



General Information

2022 EXHIBIT SPACE RATES

Reserve your booth(s) by May 13, 2022

Exhibitor Booth – \$150

After May 13, 2022 – \$200

Includes

- One complimentary conference registration
- 8-foot by 10-foot booth space
- 6-foot skirted table, two chairs, ID sign
- Listing in on-site guide, conference website and conference app
- Merchandise Sales

Non-profit Booth – \$80

After May 13, 2022 – \$125

Includes

- One complimentary conference registration
- 8-foot by 10-foot booth space
- 6-foot skirted table, two chairs, ID sign
- Listing in on-site guide, conference website and conference app

Additional booths – \$80 (per Exhibitor)

After May 13, 2022 – \$125

Includes

- 8-foot by 10-foot booth space
- 6-foot skirted table

Live Demonstrations – \$100

20-minute presentation in Exhibit Hall

Must reserve booth to participate

Promotional Vendor Voyage – Complimentary

Vendor Voyage will attract attendees to engage at your booth, so they can be entered to win a IHS gift package. Please be sure your booth is staffed so all attendees can participate.

2022 EXHIBIT HALL DATES & HOURS

Friday, July 15, 2022 | 8 a.m. to 6 p.m.

Saturday, July 16, 2022 | 8 a.m. to 4 p.m.

ADDITIONAL SERVICES

Electrical connections and hard-wired internet for exhibitors are available from the Indianapolis Marriott East. You will receive their form in your confirmation email.

Sponsorship Opportunities

Advertising Opportunity

Banner ad on event app – \$300

Door Prizes and Registration Bag Materials

Door Prize contributors will be listed in the on-site guide and conference app if the prize is received by May 27, 2022. Registration bag materials must be received by June 30, 2022.

Sponsorship Opportunities

Session – \$400

Exhibitor booth; and benefits, acknowledgement in on-site guide, syllabus and app

Wilma Moore Memorial Session – \$500

Wilma Gibbs Moore was a valuable member of the Indiana Historical Society library staff for more than 40 years, focusing on African-American stories in the Heartland.

Exhibitor booth; and benefits, acknowledgement in on-site guide, syllabus and app

Luncheon (presentation and themed food) – \$500

Exhibitor booth; and benefits, acknowledgement in on-site guide, syllabus and app, 2 reception tickets

Reception or Featured Storytellers – \$750

Exhibitor booth, and benefits, 2 reception tickets, conference registration, acknowledgement in on-site guide, syllabus, and app

Conference Sponsor – \$3,000

- Logo and link to organization's website on conference website
- Banner ad on conference app
- Full-page ad in on-site guide
- Two complimentary full conference registrations, four reception tickets, Friday banquet tickets
- 4 total tickets (2 for each luncheon)
- On-site signage acknowledgement
- 3 separate social media posts across IHS social platforms thanking sponsor
- Large exhibit hall space – equivalent to 4 exhibitor booths
- Verbal acknowledgement throughout the conference
- Acknowledgement in all printed materials
- Items in attendee bags
- Exhibitor booth and ben

Customized Advertising and Sponsorship Opportunities

Contact Lauren Peightel at the Indiana Historical Society at (317)234-1595 or lpeightel@indianahistory.org to discuss new opportunities, like sponsored scholarships, coffee and snack bars, in-kind donations, advertising and more.

Deadline for advertising and sponsorship opportunities is May 13, 2022. All digital artwork must be supplied by May 23, 2022.

RULES AND REGULATIONS

1. GENERAL EXHIBITING INFORMATION

Exhibiting firms will be limited to those providing services, products or publications that meet the professional and practical needs of genealogists. The Indiana Historical Society (hereafter known as IHS) reserves the right to require any exhibitor to remove an exhibit or any part of an exhibit that, in the sole judgment of IHS, is misleading or deceptive, unprofessional, in poor taste, unsuitable, or not in keeping with the character and objectives of the conference and IHS. Franchise operators are responsible for compliance with their company policies. All exhibitors must comply with the requirements of the hotel or convention center in which the exhibit area is housed.

IHS reserves the right of final decision and the right to amend floor plans or relocate exhibits at its discretion.

2. EXHIBITS

Exhibits must be self-contained within the assigned booth area. Chairs, furniture or exhibit material shall not be placed outside the booth area or set up to block any exits. Exhibitor's decorations may not obstruct other displays or project into aisles. Balloons are not permitted.

3. LIABILITY

The IHS, its agents and its representatives are not responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Under no circumstances will IHS be liable for lost profits or other incidental or consequential damages. IHS shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's booth is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of IHS. IHS shall not be liable for any injury whatsoever to the property of the exhibitor or to invitees or guests of the exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the action of its agents, employees or independent contractors, whether acting within or without the scope of their authority resulting directly or indirectly or jointly, from other causes that arise because of the actions or omissions of its agents, employees, or independent contractors, whether acting within or without the scope of authority.

The exhibitor is responsible for damage to his/her leased space. No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to deface or damage them. Likewise, no attachments may be made to the floors by nails, screws, or any other device that would damage or mar them.

4. RULES AND REGULATIONS

Exhibitors shall abide by those rules and regulations that IHS may promulgate regarding the conduct of exhibitors at the IHS conference. Exhibitors shall conduct themselves in a professional and ethical manner at all times during the conference. Exhibitor acknowledges that materials displayed at booths of other exhibitors at the conference are for the use of said other exhibitors and conference attendees only, and exhibitors shall not obtain any materials from another exhibitor's booth without the prior consent of the other exhibitor.

5. PROFESSIONAL DISPLAYS

Exhibitors are requested to provide professional displays. Whether a commercial company or a society, each exhibitor is a business and should present itself in that manner. While displays shall not be obtrusive, noisy, or otherwise objectionable, they should also have some visual appeal. Each exhibitor helps to draw customers into the hall.

6. USE OF EXHIBIT

Exhibitors must display only the goods manufactured or dealt with in their regular course of business and described in the contract. IHS reserves the right to restrict exhibits which, because of noise, method of operation, materials, or for any other reason, become objectionable, and also to prohibit or remove any exhibit which, in the opinion of IHS, may detract from the general character of the exposition as a whole or which consists of products or services inconsistent with the purpose of the exposition. This reservation includes persons, things, conduct, printed matter and anything of a character that IHS determines is objectionable. In the event of such restriction or removal, IHS shall not be liable for any refunds or other exhibit expenses.

7. SUB-LEASING/SHARING EXHIBIT SPACE

Exhibitor shall not assign, sublet or share the space allotted without the knowledge and written consent of IHS. The exhibiting booth name/company on the show floor should be the same as the name/company reservation made for a booth through IHS.

8. EARLY DEPARTURES

Exhibits may not be dismantled prior to the close of the show at 4:00 PM on Saturday, July 16, 2022. Early departures from the exhibit hall are prohibited, as these are disruptive to both attendees and other exhibitors. Early departures will be approved only in the case of emergency, and must be approved by the Conference Manager.

9. REGULATORY COMPLIANCE

Exhibitor shall be responsible for identifying and complying with all applicable federal, state, and local laws, rules, and regulations, including those concerned with safety, registration and licensing, and taxation.

The Indiana Department of Revenue has published information that states an out-of-state vendor who displays and sells merchandise at local trade fairs and/or exhibitions will be considered engaged in business in Indiana. See: Indiana Sales Tax Bulletin #37, <http://www.in.gov/dor/reference/files/sib37.pdf>

Since the Department takes the position that an out-of-state vendor is doing business within Indiana, we recommend that you review Indiana tax laws and regulations and make a determination if your business needs to register as an Indiana Retail Merchant for the collection of

Indiana sales/use tax. To obtain a copy of the Business Application form, contact the Indiana Department of Revenue at (317) 233-4015.

IHS will not take responsibility for registering your business or for the collection/remittance of any tax. It is your responsibility to determine if your business activities require you to register for the collection of sales/use tax. Any taxes due to Indiana through your participation in this event are your responsibility. We have provided the necessary contacts for information purposes only.

10. SOUND SYSTEM

The use of sound systems is permissible, provided they are not audible more than three feet into the aisle or into neighboring booths and that the sound is directed into the exhibitor's booth or vertically. IHS shall have absolute control over the implementation of this regulation, the extent of which is that sound systems shall not be objectionable to neighboring exhibitors.

11. RECORDED MUSIC

Use of recorded music in any fashion, including background, must be covered by a license.

12. EXHIBITORS' PROTECTION

Only firms or organizations with an assigned exhibit space will be permitted to solicit business within the exhibit area or other areas rented by IHS.

13. ADDITIONAL REQUIREMENTS FOR EXHIBITORS ENGAGED IN BIOLOGICAL TESTING OR SAMPLING

Collection of human blood or other human tissue samples obtained through cutting, piercing, or other procedures considered invasive is not permitted.

An exhibitor offering testing services to members of the public shall provide each client with a written statement of its privacy policy, which shall describe the extent to which the client may control future use of the sample or data derived from it, whether or not it is associated with a means of identifying the donor. The exhibitor shall also provide evidence of its technical qualification through at least one of the following:

Certification through the U.S. Department of Health and Human Services for performing tests of major complexity under the Clinical Laboratories Improvement Act and Title 42, Code of Federal Regulations, Part 493, or Accreditation for DNA testing by the American Society of Crime Laboratory Directors (ASCLD) Laboratory Accreditation Board, or Accreditation by the American Association of Blood Banks (AABB) Parentage Testing Committee, or Recent periodic external proficiency testing for agreement with National Institute of Standards and Technology (NIST) DNA Profiling Standards SRM 2391, or polymerase chain-reaction (PCR) tests, and SRM 2392, for mitochondrial DNA tests.

An exhibitor proposing to use samples for research purposes, either exclusively or in conjunction with services provided to individuals, shall present evidence of registration and filing of assurances with the U.S. Department of Health and Human Services (DHSS) under its rules for protection of human subjects, Title 45, Code of Federal Regulations, Part 46, and shall provide prospective subjects sufficient disclosure regarding safety, privacy, and future use of samples and data so that the subject will have a reasonable basis for informed consent.

The exhibitor shall identify any applicable regulations promulgated by OSHA, the FDA, or other cognizant Federal agencies and certify its compliance with them.

To Reserve Exhibit Space

One free conference registration is provided for each exhibitor/ non-profit space. Conference registration for exhibitors will be indicated in the form of a badge bearing the exhibitor’s name. The name badge can be used for no more than one session per hour by any member of the exhibitor’s staff. Lunch is not included.

Exhibitors are encouraged to purchase individual registrations for their staff. These are name-specific and non-transferable.

Exhibitors are also encouraged to purchase box lunches in advance.

Reserve exhibit space online at www.indianahistory.org/midwesternroots or complete and mail in the Exhibitor Agreement Form at the end of this guide.

Cancellation

Sixty percent of your booth fees will be charged for cancellations received prior to May 13, 2022. No refunds will be given for cancellations after May 13, 2022.

Contact: Marianne Sheline at (317) 233-5659 or msheline@indianahistory.org

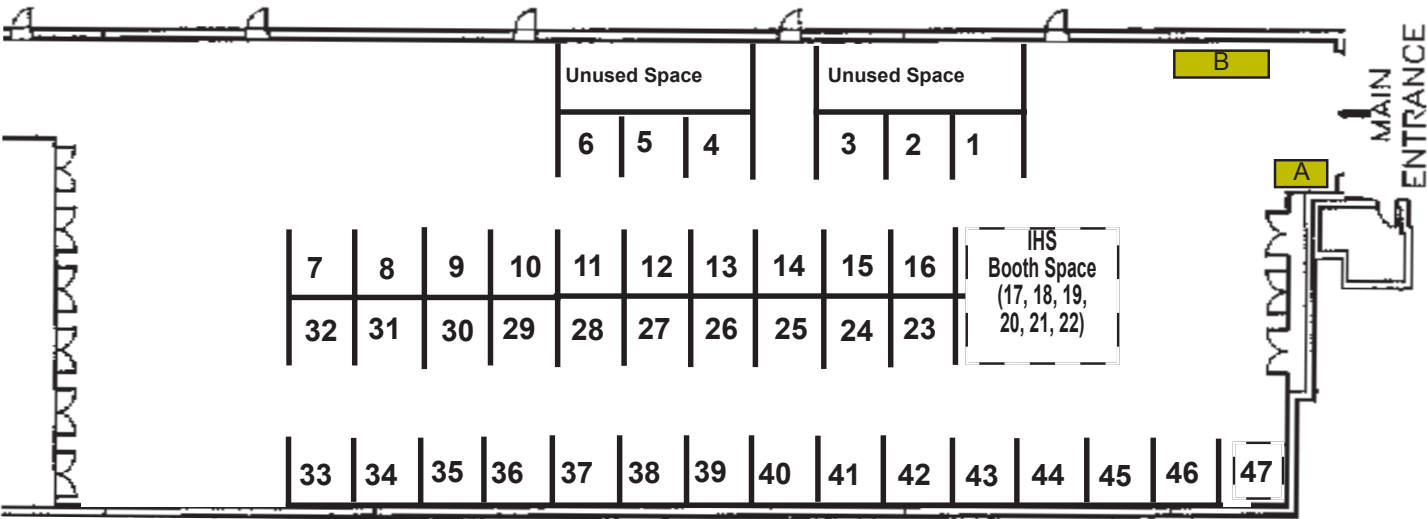
Set-up Date

Thursday, July 14, 2022 | 2 to 8 p.m.

Tear-down Date

Saturday, July 16, 2022 | 4 to 7 p.m.

FLOOR PLAN



Registration and Exhibitor Agreement

Register online at indianahistory.org/midwesternroots.

In accordance with the Rules and Regulations stated in this agreement the organization below has entered into this contract with the Indiana Historical Society for the space and/or services indicated below.

Signature _____ Date _____

Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone __ (____) _____ Email _____

Fax __ (____) _____

Booth Quantity

Exhibitor Booth # _____ x \$150 = \$ _____

Additional Booth # _____ x \$80 = \$ _____

Non-profit Booth # _____ x \$80 = \$ _____

Live Product Demo # _____ x \$100 = \$ _____

Box Lunch # _____ x \$12 = \$ _____

Choice of Booth Space (see map for reference)

First Booth Preference # _____

Second Booth Preference # _____

Third Booth Preference # _____

Sponsorships

Session \$400

Wilma Moore Memorial Session \$500

Luncheon \$500

Reception/Featured Storyteller \$750

Conference \$3,000

Custom Contact Lauren Peightel
at (317) 234-1595 or lpeightel@indianahistory.org

Session Title: _____

Total \$ _____

Advertising

Event app banner ad \$100

PAYMENT

☐ Check payable to Indiana Historical Society

☐ Credit Card: ☐ Visa ☐ MasterCard ☐ Discover
☐ American Express

Card Number _____

Expiration Date _____ CVV _____

Name as it appears on card _____

Signature _____

Submit your contract and payment to:

Eugene and Marilyn Glick Indiana History Center
Midwestern Roots 2022 Exhibitors
450 West Ohio Street
Indianapolis, IN 46202