



Midwestern  
**ROOTS**

**EXHIBITOR AND SPONSORSHIP  
OPPORTUNITIES GUIDE**

**WE DO** *Family*  
**HISTORY.**  
INDIANA HISTORICAL SOCIETY

# Exhibit during the 2019 Midwestern Roots conference

## CONFERENCE VENUE

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

## CONFERENCE DATES

Friday, July 19 through Saturday, July 20, 2019

## WHAT IS MIDWESTERN ROOTS?

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

## WHO IS IHS?

Since 1830, the Indiana Historical Society has been Indiana's Storyteller™, connecting people to the past by collecting, preserving and sharing the state's history. A private, nonprofit membership organization, IHS maintains the nation's premier research library and archives on the history of Indiana and the Old Northwest and presents a unique set of visitor experiences called the *Indiana Experience*. IHS also provides support and assistance to local museums and historical groups; publishes books and periodicals; sponsors teacher workshops; produces and hosts art exhibitions, museum theater and outside performance groups; and provides youth, adult and family programs. IHS is a Smithsonian Affiliate and a member of the International Coalition of Sites of Conscience.

## SPEAKER SPOTLIGHT



**Blaine Bettinger**, Ph.D., J.D., is a professional genealogist specializing in DNA evidence. He is the author of the long-running blog *The Genetic Genealogist*, and frequently gives presentations and webinars to educate others about the use of DNA to explore their ancestry.

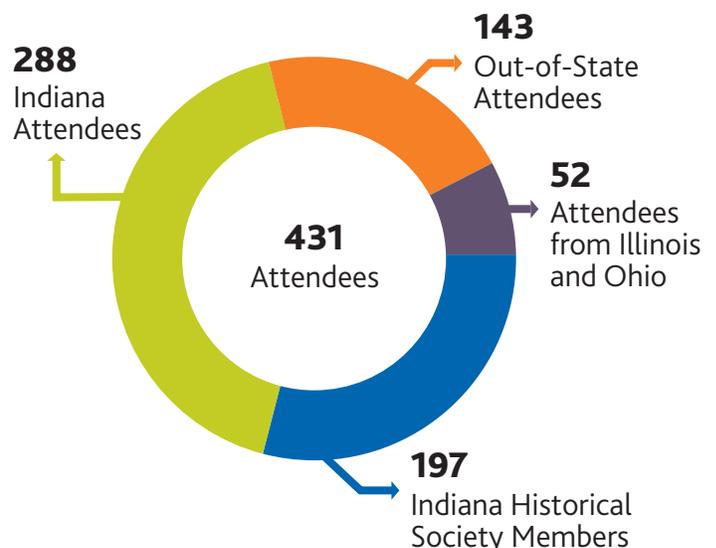


**D. Joshua Taylor** is the president of the New York Genealogical and Biographical Society, which is celebrating its 150th Anniversary in 2019. He is Past President of the Federation of Genealogical Societies and a host on the PBS series *Genealogy Roadshow*.

## 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

## 2016 DEMOGRAPHICS



# General Information

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## 2019 EXHIBIT SPACE RATES

Reserve your booth(s) by May 30, 2019

### Exhibitor Booth – \$135 | Additional booths – \$100 (per Exhibitor)

*After May 30 – \$185*

Includes

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

### Society Booth – \$75

*After May 30 – \$125*

Includes

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

### Live Product 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 complimentary Midwestern Roots 2021 registration!

## 2019 EXHIBIT HALL DATES & HOURS

Friday, July 19 | 8 a.m. to 6 p.m.

Saturday, July 20 | 8 a.m. to 4 p.m.

## ADDITIONAL SERVICES

Electrical connections and hard-wired internet for exhibitors are available from the Indianapolis Marriott East. Please fill out the Indianapolis Marriott East Exhibitor Request Form located on the next page.

Fern Expo and Event Services is the general service contractor. You may reserve additional booth furnishings from Fern for an additional cost.

# Advertising and Sponsorship Opportunities

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Exhibitors may advertise in black and white in the on-site guide.

Inside front, inside back or back cover – \$300

Full page, 8.5 x 11 – \$150

Half page, 8.5 x 5.5 – \$100

Quarter page, 8.5 x 2.75 – \$60

Business Card – \$30

## 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 30, 2019. Registration bag materials must be received by June 30, 2019.

## Sponsorship Opportunities

### Lecture – \$500

Vender booth and acknowledgement in on-site guide, syllabus and app

### Wilma Moore Memorial Lecture – \$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.*

Vender booth and acknowledgement in on-site guide, syllabus and app

### Marquee Lecture – \$1,000 (Keynote or Banquet)

Vendor booth, banquet 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 program
- Two complimentary full conference registrations, Friday banquet tickets, and kick-off event tickets
- On-site signage acknowledgement
- Large exhibit hall space – equivalent to 4 exhibitor booths
- Verbal acknowledgement throughout the conference
- Acknowledgement in all printed materials
- Items in attendee bags

### Customized Sponsorships

Contact Karie Hon at the Indiana Historical Society at (317) 234-8853 or [khon@indianahistory.org](mailto:khon@indianahistory.org).

Deadline for advertising and sponsorship opportunities is May 30, 2019. All digital artwork must be supplied by May 30, 2019.

## RULES AND REGULATIONS

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### 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. A bulletin board will be provided near the entrance of the exhibit hall for the purpose of announcing events conducted by individual exhibitors (e.g., book signings, raffles or special presentations).

### 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 20, 2019. 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 \$135 booth. 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 lecture per hour by any member of the exhibitor's staff.

Society booths *do not* include a conference registration or lunch.

Boxed lunches can be purchased in advance for \$12 each.

By June 30, 2019, all exhibitors should provide the names of all personnel working in the exhibits area so that name badges can be prepared ahead of time.

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

Reserve exhibit space online at [www.indianahistory.org/midwesternroots](http://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 30, 2019. No refunds will be given for cancellations after May 30.

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

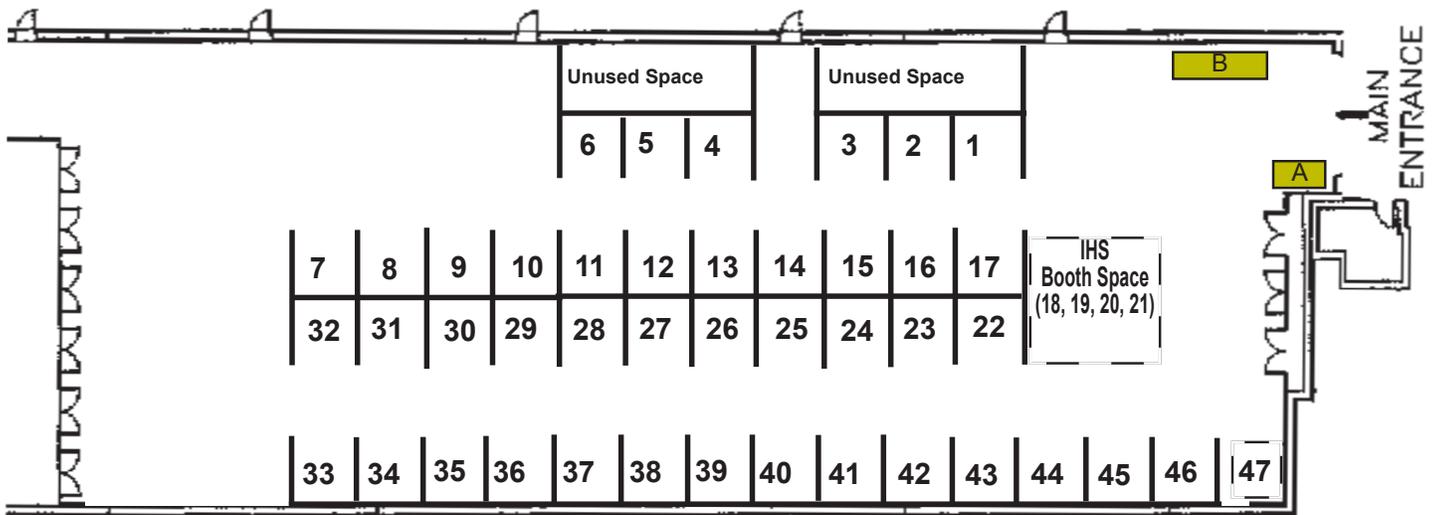
## Set-up Date

Thursday, July 18 | 2 to 8 p.m.

## Tear-down Date

Saturday, July 20 | 4 to 7 p.m.

# FLOOR PLAN



**Standard 10-foot by 10-foot layout:** one skirted table, two chairs, one wastebasket and one sign for each booth

6-foot table with skirt and cloth; two chairs A

Water Service Table - skirt and cloth B

# Registration and Exhibitor Agreement

Register online at <https://goo.gl/forms/kX6PElRky7DQO8Eq1> to be invoiced.

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 \_\_ (\_\_\_\_) \_\_\_\_\_

## Choice of Booth Space (see map for reference)

First \_\_\_\_\_

Second \_\_\_\_\_

Third \_\_\_\_\_

## Booth

Exhibitor Booth # \_\_\_\_\_ x \$135

Additional Booth # \_\_\_\_\_ x \$100

Society Booth # \_\_\_\_\_ x \$75

Live Product Demo # \_\_\_\_\_ x \$100

Box Lunch # \_\_\_\_\_ x \$12

## Sponsorships

Session ..... \$500

Keynote ..... \$1,000

Conference ..... \$2,500 to \$3,500

Custom ..... Contact Karie Hon at the Indiana Historical Society at (317) 234-8853 or [khon@indianahistory.org](mailto:khon@indianahistory.org).

Session/Keynote Title: \_\_\_\_\_

Total \$ \_\_\_\_\_

## On-Site Guide Advertising

Inside Front or Back Cover ..... \$300

Full page ..... \$150

Half page ..... \$100

Quarter page ..... \$60

Business Card ..... \$30

## PAYMENT

Check payable to Indiana Historical Society

Credit Card:  Visa  MasterCard  Discover  
 American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

### Submit your contract and payment to:

Eugene and Marilyn Glick Indiana History Center  
Midwestern Roots 2019 Exhibitors  
450 West Ohio Street  
Indianapolis, IN 46202



# Indianapolis Marriott East Exhibitor Request Form

Return to: 7202 East 21<sup>st</sup> Street | Indianapolis, IN 46219 | p: 317.322.3716 | f: 317.352.9775

Revised 12/18

**IMPORTANT CONDITIONS & REGULATIONS:**

- ADVANCE RATE** ORDERS must be received or postmarked **(14) days** prior to the first day of the event. Any orders received or postmarked after that day will be at the **FLOOR RATE**.
- FLOOR RATE** prices apply to orders received after the due date (**14** days prior to show opening). The Indianapolis Marriott East does not guarantee service prior to show opening for late orders. All requirements exceeding the rate schedule must be priced and approved by the Indianapolis Marriott East prior to ordering.
- Rates quoted for all connections cover only the bringing of service to the booth in the most convenient manner and do not include connection equipment or special wiring.
- Power will not be installed until payment is received. **NO EXCEPTIONS**. All orders must be paid in full with U.S. funds.
- Notice of cancellation must be received at least one (1) day prior to scheduled move-in in order to receive credit. Credit will not be given for services installed and not used.
- Prices are based on current wage rates and are subject to change without notice.
- Hook up to natural gas or other fuels will not be allowed in the hotel.
- Water and sewer hook-up is not available.
- All equipment, regardless of source of power, must comply with all national, state and local safety codes. The Indianapolis Marriott East reserves the right to refuse electrical connection of equipment based on safety.
- All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.

**ADVANCE RATE ONLY AVAILABLE (14) DAYS PRIOR TO SHOW DATE**

Qty	Description	Advance Rate	Floor Rate	Cost
<b>120 Volts Service</b>				
	5 Amp (Standard Outlet)	\$49	\$66	
	20 Amp	\$66	\$93	
<b>208 Volts Service Single Phase</b>				
	0-20 Amp	\$88	\$126	
	21-30 Amp	\$137	\$192	
	31-50 Amp	\$164	\$231	
<b>208 Volts Service Three Phase</b>				
	31-60 Amp	\$330	\$463	
<b>Additional Services Available</b>				
Qty	Description	Advance Rate	Floor Rate	Cost
	Banner Hanging Fee	\$54	\$81	
	Dial 9 Line	\$81	\$110	
Flat Fee	Fork Lift Service	\$110	\$164	
	Wired High Speed Internet*	\$110	\$164	
	Power Distribution Box	\$367	\$420	
Hrs	Description	Advance Rate	Floor Rate	Cost
	Engineer Assistance	\$55	\$82	

*For Audio Visual, call hotel for current pricing.*

*\*For Wireless Internet Service, contact your Event Manager.*

Name of Conference or Association \_\_\_\_\_  
 Date of Event \_\_\_\_\_ Booth Number \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Your Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 Zip Code \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_

**For security purposes – Please mail or fax this form and do not e-mail credit card numbers.**

Method of Payment				
<input type="checkbox"/>	Check/Money Order	<input type="checkbox"/>	Visa	<input type="checkbox"/>
<input type="checkbox"/>	MasterCard	<input type="checkbox"/>	American Express	<input type="checkbox"/>
<input type="checkbox"/>	Discover			
Credit Card Number _____		Expiration Date _____		

**Signature of Cardholder** \_\_\_\_\_

*Signature of Requesting Party on order form indicates acceptance of terms and conditions. Checks or Money Orders should be sent to the address above in U.S. funds. For credit cards, this authorization will allow us to charge your account for your advanced orders and any additional amounts incurred as a result of show site orders placed by representative. A service fee of \$25 will be charged on checks and credit cards that are returned, reversed, or charged back.*