



January 2009

Re: 55th Annual Cleveland "I" Day, Thursday, May 7, 2009
"Exhibitor Invitation"

Dear Prospective Exhibitors:

"I" Day has been the premier insurance event in Cleveland for more than 50 years! We are again holding "I" Day at LaCentre in Westlake on May 7, 2009. More than 525 insurance professionals attended this event in 2008, including 56 exhibitors.

We are extending this invitation to you to be an Exhibitor at "I" Day 2009. Arrangements have been made to permit a limited number of display spaces for the purpose of exhibiting selected products and services for "I" Day guests. The day will begin at **7:15 am with Registration, Continental Breakfast and Opening of Exhibits**. The morning CE program will begin at 8:00 am. We have scheduled many breaks during the day, giving our Exhibitors as much exposure time as possible.

The Social Hour will again be held in the Bordeaux Ballroom. Complimentary Valet parking is available. Solicitation will be prohibited at this event unless you are an Exhibitor.

The exhibitor fees for 2009 remain the same as in 2008. The fee for IBNO Members is \$350 for a six-foot skirted table, including all-day beverages and luncheon for one person. The fee for non-members is \$550 for a six-foot skirted table, including all-day beverages and luncheon for one person. See the Exhibitor Contract for the fees if you require additional space. Additional all-day passes, which includes the luncheon, can be purchased for other employees- \$55 for members; \$70 for non-members.

If you will be attending the sessions for CE credits, the fee is \$30 for six (6) hours of CE. Exhibitor registration between now and February 28th is open to IBNO Affiliate Members only. If Exhibitor space is still available on March 1st, IBNO Non-Members may register to be Exhibitors. This all-day event is the largest property and casualty insurance convocation in the state. Take advantage of this excellent opportunity to network at the largest gathering of insurance professionals in Ohio.

If you are interested in being an Exhibitor, please complete the attached Exhibitor Contract, Page 2 of the Contract and select your location from the LaCentre Exhibitor Booth Floor Plan provided. We are asking each exhibitor to submit a proposal of your exhibitor space for approval. – Page 2 of Exhibitor Contract. We expect the Exhibitor Booths to be sold out again this year. Interest has already been expressed, so please register as soon as possible. Please note that Exhibitor booth locations will be determined by the date Contract, Page 2 of the Contract and payment are received. Exhibitor Contracts and fees must be received no later than March 31st in order for your name to appear in the program. If you do not indicate on page 2 of the Contract your location choice, we will choose a location for you.

Please note that the Exhibitor Booth set-up time on Wednesday May 6, 2009 is between 6:00-9:00 pm **only**. You may set up on Thursday morning between 6:00-7:00 am. Again, we are limiting Exhibitor door prizes to no more than two door prizes with a \$50 minimum value for each item.

Please contact our office if you have any questions.

Sincerely,

Joyce Schlegel

Joyce L. Schlegel
Director of Administration

Enclosures (3)