



Atlanta

FALL CONVENTION AND TRADE SHOW

OCTOBER 6-8, 2015



Exhibitor / Sponsor Registration

BOOTH OPTIONS

Your membership level pre-determines the Booth Options you can choose from below. Option 1 is a full Exhibit Booth; Option 2 is a Tabletop. The difference in price for a Table versus a Booth will be applied to sponsorships, and a number of attendees will have their off-site event paid. Option 3 does not include an Exhibit Booth, but instead applies the booth fee to a pre-selected event sponsorship, and a number of attendees will have their off-site event paid.

Full Exhibit Booth includes: 10'x10' space with 8' high back wall and 3' high side drape, one 6' draped table, two banquet chairs, one wastebasket, one 7"x44" sign, and common area cleaning service.

Tabletop includes: 8'x8' space with one skirted 6' table, two banquet chairs, and common area cleaning service.

PLATINUM Members

(Booth and \$5,000 Sponsorship of your choice are included and pre-paid with Annual Dues. See Sponsorships on p. 5)

- Option 1 - Full Exhibit Booth set up as usual + Sponsorship
- *Option 2 - Tabletop + Sponsorship + 4 attendees off-site event
- *Option 3 - No booth; Sponsorship + 5 attendees off-site event

GOLD Members

(Booth and \$5,000 Sponsorship of your choice are included and pre-paid with Annual Dues. See Sponsorships on p. 5)

- Option 1 - Full Exhibit Booth set up as usual + Sponsorship
- *Option 2 - Tabletop + Sponsorship + 3 attendees off-site event
- *Option 3 - No booth; Sponsorship + 4 attendees off-site event

SILVER Members

(Booth included and pre-paid with Annual Dues)

- Option 1 - Full Exhibit Booth set up as usual
- *Option 2 - Tabletop + Sponsorship + 2 attendees off-site event
- *Option 3 - No booth; Sponsorship + 3 attendees off-site event

BRONZE ENHANCED Members

(Booth included and pre-paid with Annual Dues)

- Option 1 - Full Exhibit Booth set up as usual
- *Option 2 - Tabletop + Sponsorship + 1 attendee off-site event
- *Option 3 - No booth; Sponsorship + 2 attendees off-site event

BRONZE Members

Registration/Exhibit Fee - \$1,750

- *Option 2 - Tabletop + Sponsorship + 1 attendee off-site event
- *Option 3 - No booth; Sponsorship + 2 attendees off-site event

Subtotal ①: \$ _____

* When selecting Option 2 or 3 with an activity, discount will be applied to the lowest priced off-site event chosen. Club rentals are not included in discounted activity.

MEETING / EXHIBIT PARTICIPANTS

Your membership level also pre-determines the number of participants from your company who can attend the IHFA 2015 Convention and Trade Show at no additional cost.

PLATINUM Members - Six (6) Attendees

GOLD Members - Four (4) Attendees

SILVER Members - Three (3) Attendees

BRONZE ENHANCED Members - Two (2) Attendees

BRONZE Members - Two (2) Attendees

Additional attendees can be added for a fee of **\$375 per person**.

Subtotal ②: \$ _____

Registration Form for Exhibitor/Sponsor Attendees

Please complete a registration form including each individual that is attending the IHFA Convention. *(Space for four attendees is provided; please duplicate as many copies as needed.)*

Attendee Name(s) for Badge(s):

① Full Name _____

Favorite college football team: _____

② Full Name _____

Favorite college football team: _____

③ Full Name _____

Favorite college football team: _____

④ Full Name _____

Favorite college football team: _____

Address where we may send your confirmation information:

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

Email: _____

EXHIBIT INFORMATION

Company: _____

Product / Service to Hardee's Brand: _____

Contact Person Title: _____

List all products you will exhibit. New and innovative ideas and product/service opportunities are encouraged: _____

Please list any raffle items you will offer at your booth:

FUNCTION ATTENDANCE

Please indicate your attendance at the following events:

Oct. 6	Welcome Reception	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 7	Breakfast 1	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 7	General Session <i>(for Franchisees & Associate Members)</i>	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 7	Lunch	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 7	HR Seminar	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 7	Tradeshow & Reception	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 8	Breakfast 2	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 8	Golf Outing <i>(Register on page 4)</i>	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 8	Turner Field Tour <i>(Register on page 4)</i>	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 8	Atlanta Movie Tour <i>(Register on page 4)</i>	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④
Oct. 8	Awards Dinner at the College Football Hall of Fame	<input type="checkbox"/> ①	<input type="checkbox"/> ②	<input type="checkbox"/> ③	<input type="checkbox"/> ④

CANCELLATIONS

Cancellations must be received in writing. If cancellation notice is received by Friday, September 11, there is a full refund less a \$50 processing fee. There is NO REFUND if cancellation is received after Friday, September 11.

Please return this form to: INDEPENDENT HARDEE'S® FRANCHISEE ASSOCIATION
638 Independence Parkway, Suite 100, Chesapeake, VA 23320 | Phone: 757.497.7297 | Fax: 757.473.9897 | IHFA@IHFA.com

(Exhibitor / Sponsor Registration, p. 2 of 5)



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Exhibitor / Sponsor Information

INFORMATION FOR EXHIBITORS

Trade Show Date:	Wednesday, October 7 4 pm –7 pm Reception will be held on the show floor during show hours.
Location:	Grand Ballroom DE-M4-North Tower at the Omni Hotel 100 CNN Center Atlanta, GA 30303
Show Decorator:	GES Phone: (800) 475-2098
Upon receipt of your exhibit application, Exhibitor Kits will be emailed or sent directly to you from GES. Additional service needs, shipping and handling will be managed by GES.	
Decorator Set-up:	Tuesday, October 6 8 am –10 pm
Registration:	Wednesday, October 7 7 am –7 pm
Exhibitor Move-in:	Wednesday, October 7 7 am – 3 pm All booths must be completely set by 3 pm Wednesday, October 7
Exhibitor Tear-down:	Wednesday, October 7 7 pm –11 pm

SPECIAL REQUESTS / KITCHEN NEEDS

Arrangements for kitchen or culinary staff assistance with food preparation are based on availability and must be made by 5 pm, Wednesday, August 26. Ice, utensils and other supplies must also be ordered in advance. Email your detailed kitchen requests to Lonita Hinton at lonita.hinton@omnihotels.com. Be sure to include a copy of your request to IHFA@IHFA.com.

HOTEL & TRAVEL INFORMATION

Omni Hotel at CNN Center

The hotel accommodations group rate deadline is Monday, September 7. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Call 800-THE-OMNI or visit IHFA.com now to make your hotel reservation, and be sure to mention the group discount code 10800709025 to receive the group rate of \$199/single or \$219/double per night plus tax.

Rental Car Discount

IHFA has secured a discount agreement with Hertz which is valid for travel to the 2015 Fall Convention & Tradeshow. Call 800-654-2240 and mention the code CV#04V90003 to receive the best possible car rental rates available.

Airport Shuttle Discount

IHFA has secured a discount agreement with Super Shuttle at the Hartsfield-Jackson Atlanta International Airport (ATL) for travel to the Fall Convention. Discounted group rates are \$33 round trip and \$16.50 one-way.

Airfare Discount

IHFA has secured a discount agreement with Delta which is valid Sept. 30-Oct. 14, 2015 for travel to the 2015 Fall Convention & Tradeshow in Atlanta. You will receive a 2-10% discount off the lowest applicable published air fare. The promotion code you will need to receive the discount is NMLGA. Reservations and ticketing are available via www.delta.com. When booking online, select Book A Trip, click on Advanced Search and enter the meeting code in the box provided on the Search Flights page.

SHIPPING INSTRUCTIONS FOR PERISHABLE FOODS (non-perishable items will NOT be accepted)

For shipping information and pricing on storage of perishable items, please contact Lonita Hinton at lonita.hinton@omnihotels.com. Please keep in mind that refrigeration and freezer space is based on availability. Items need to be clearly marked as perishable.

Off-Site Activity Form

Please complete this form for each individual attending no later than Friday, September 18, 2015.

Company Name: _____

Full Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone#: _____ Fax#: _____

Email Address: _____

(NOTE: IF YOU NEED TO DUPLICATE THIS FORM, PLEASE BE SURE TO ENTER THE COMPLETE AMOUNT OF ALL COPIES FOR SUBTOTAL 3 ON PAGE 5 OF YOUR REGISTRATION PACKET.)

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EVENT INFORMATION & REGISTRATION

GOLF - \$135, includes box lunch

The North Fulton Golf Course was first designed in 1937 by Chandler Egan in collaboration with Walter Hagen and Atlanta's greatest golfer, Bobby Jones. The course is formerly home of a pre-Masters PGA Tournament and the National Public Links Tournament. Consistently rated Atlanta's top public course, North Fulton features a scenic view of the Buckhead skyline that can be seen from many of its rolling fairways. The par 4, 446-yard No. 18 is one of the most difficult holes in Atlanta that requires a well-placed tee shot down a narrow fairway with a creek looming on the left. The second shot presents an uphill strike to an undulating green with a bunker guarding closely on the left. Come to North Fulton Golf course to enjoy the great scenery, the storied history, and a great round of golf.

Registration includes drink tickets, a boxed lunch at the golf course, greens fee, cart fee, and range balls. Rental clubs are available for an additional charge. Please complete this form to specify your clubs (see below) no later than Friday, September 11. *Proper golf attire is required. Collared shirts, slacks or shorts, golf or tennis shoes. No jogging shorts, cut-offs or blue jeans. Ladies may wear sleeveless or proper tee shirts.*

Pairing Partner: _____

Other pair with whom you'd like to be teamed:

① Name _____

② Name _____

Club Rental - \$55: Male *or* Female
 Right-handed *or* Left-handed

GOLF TOTAL: \$ _____

TURNER FIELD TOUR - \$115, includes lunch

You will have the experience of a lifetime as you flow through Turner Field, first to Scout's Alley, then the Ivan Allen Jr. Braves Museum and Hall of Fame, full of over 500 items of memorabilia and fun facts. Visiting where so many greats have swung is an experience worth bragging about! You will "wind up" the tour with a picture perfect view of the field and Braves dugout from down on the warning track. Even those who may not be baseball or even sports fans can find interest in this amazing facility.

(Lunch will be at Mary Mac's Tea Room.)

ATLANTA MOVIE TOUR - \$125, includes lunch

Travel through Atlanta and see where it took place on the big screen. Whether your favorite genre is horror, action, comedy or drama, we have something for everyone: Driving Miss Daisy, The Walking Dead, The Vampire Diaries, Remember the Titans, The Blind Side, Zombieland, Hall Pass, Fast Five, Good Deeds, Identity Thief, Flight, What to Expect When You're Expecting, and much more. This is an ever-changing tour, so you never know what you might see!

(Lunch will be at the Atlanta Food Truck Park.)

SERENITY SPA - 15% DISCOUNT

Take time to schedule a personal treatment at the Serenity Spa. Located in the Omni Hotel, the Spa offers a variety of treatments. Please call (404) 818-4495 to make your appointment, and be sure to mention you are with IHFA to receive a 15% discount on your services!

Subtotal ③: \$ _____

SPONSORSHIP OPPORTUNITIES

All sponsorships include recognition in event materials, on signage at the event, and in the post-convention edition of the IHFA *INSIGHT* magazine. First-come, first-serve. Other opportunities may become available; please call for additional information.

- | | |
|--|--|
| <input type="checkbox"/> Awards Dinner Sponsors - limit 4 (\$5,000) | <input type="checkbox"/> General Sponsor - unlimited (\$1,000) |
| <input type="checkbox"/> Golf Tournament Sponsors - limit 2 (\$5,000) | <input type="checkbox"/> Breakfast Sponsorships - limit 4 (\$1,000) |
| <input type="checkbox"/> Golf Towel Sponsor - limit 1 (\$2,000) | <input type="checkbox"/> Refreshment Breaks Sponsors - limit 4 (\$1,000) |
| <input type="checkbox"/> Tote Bags Sponsor - limit 1 (\$3,000) | <input type="checkbox"/> Lunch Sponsor - limit 4 (\$1,000) |
| <input type="checkbox"/> Welcome Reception Sponsors - limit 6 (\$2,000) | <input type="checkbox"/> Mulligan Card Sponsor - limit 1 (\$500) |
| <input type="checkbox"/> Name Badge Pouch Sponsor - limit 1 (\$2,000) | <input type="checkbox"/> Closest to Pin Sponsor - limit 1 (\$500) |
| <input type="checkbox"/> Golf Ball Sponsor - limit 1 (\$2,000) | <input type="checkbox"/> Longest Drive Sponsor - limit 1 (\$500) |
| <input type="checkbox"/> Golf Beverage Cart Sponsors - limit 2 (\$1,500) | <input type="checkbox"/> HR Seminar Sponsor - limit 2 (\$500) |
| <input type="checkbox"/> A/V Sponsors - limit 4 (\$1,250) | |

Subtotal ④: \$ _____

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PAYMENT INFORMATION

Add Subtotals ①, ②, ③ & ④ = GRAND TOTAL: \$ _____

Enclosed check made payable to IHFA; **OR** Charge my: VISA MC AMEX

Name on Card: _____

Signature: _____

I authorize IHFA to charge my credit card.

(information below will be shredded)

Card Number: _____ Expiration Date: ____/____/____



Thank you!

Please return this form to: INDEPENDENT HARDEE'S® FRANCHISEE ASSOCIATION
638 Independence Parkway, Suite 100, Chesapeake, VA 23320 | Phone: 757.497.7297 | Fax: 757.473.9897 | IHFA@IHFA.com