

# IADA CONFERENCE

Dear Exhibitor

I wanted to take this opportunity to thank you for your past support of the annual IADA conference. I would also like to introduce myself. My name is Rich Montgomery. I will be the exhibit chair for the 2019 IADA Conference, in East Peoria, at the Embassy Suites Hotel. I am the Athletic Director at Rock Falls High School.

I have spent some time looking over the 2019 evaluations and have noted all concerns. I will do what I can to correct some of your concerns. *Please review the sponsorship levels. We have added additional options for you to get your information to more of the athletic directors. Do not hesitate to call if you have any questions.*

**This year's show will be a one-day only show—Sunday May 3<sup>rd</sup> 2020**

We will be having more drawings (we are looking at a drawing every 45 minutes) during the Vendor Show Hours. We are moving most of our Conference Door Prizes (Cash) to the Vendor Show. There will also be more tickets for the vendors to give away. The AD's will have to have these tickets in order to get into the cash drawings.

I have enclosed the following:

- 2020 contract, brochure mailing instructions and corporate level information.
- My school and home phone numbers/address and my e-mail

The IADA would like to extend an invitation to all vendors to join us in the hospitality room Saturday night. This is a great evening of relaxation and a great time to meet the IADA attendee's. We will have beverages and snacks as well as other activities. If you are in town on Saturday come by and join in the fun.

I will get information to you, about the golf outing, and hotel reservations, as soon as it becomes available to me. We have a tentative Vendor Show schedule of 11:00 AM—3:30 PM. Conference info will be posted on our website [www.illinoisada.org](http://www.illinoisada.org)

Thanks again for supporting our organization. All of us in the IADA are looking forward to meeting and working with you in East Peoria.

Sincerely,

Rich Montgomery  
Rock Falls High School  
101 12<sup>TH</sup> Ave  
Rock Falls IL 61071

School—(815) 625-3886 Ext. 234  
Home—(815) 626-7454  
[email montgomer@rfs301.org](mailto:montgomer@rfs301.org)

**Please see the back of this letter for information about having your brochures placed in the AD's packets**