



IOWA COMMUNICATIONS ALLIANCE
ANNUAL MEETING & EXPO SPONSOR
& EXHIBITOR PROSPECTUS
MARCH 23-25, 2020
COMMUNITY CHOICE CREDIT UNION
CONVENTION CENTER
DES MOINES, IA



THE VOICE FOR
CONNECTIVITY



2020 VISION

DATE

March 23-25, 2020

VENUE

Community Choice Credit Union Convention Center
833 5th Avenue, Des Moines, IA 50309

HOTEL INFORMATION

Hilton Des Moines Downtown
435 Park Street, Des Moines, IA 50309
(515) 241-1456 (Rate \$165+)

Des Moines Marriott Downtown
700 Grand Ave, Des Moines, IA 50309
(515) 245-5500 (Rate \$154+)
Cutoff date to book a hotel room is Monday, March 2, 2020

CONFERENCE ATTENDEE COST

Full Conference: \$415 Member | \$715 Non-Member
One-Day: \$215 Member | \$415 Non-Member
Spouse: \$215 Member
Student: \$100

SCHEDULE

This event features a world class Expo Hall, numerous educational sessions, and amazing networking opportunities. The Annual Meeting & Expo is held on March 23-25, 2020. Registered exhibitor personnel are invited to participate in all scheduled events, including education, food, and networking events. The complete conference schedule will be available at iacommunicationsall.org in early 2020.

WHY SHOULD YOU ATTEND?

2019 WAS A SUCCESSFUL YEAR FOR OUR ANNUAL MEETING & EXPO! SEE WHY YOU SHOULD ATTEND THE 2020 ANNUAL MEETING & EXPO BASED OFF LAST YEAR'S RESULTS!

108

BOOTHS

2

DAYS OF EXPO

63

SPONSORS

930

TOTAL ATTENDEES

337

DECISION MAKERS

““ WE CONNECTED WITH A LOT OF FOLKS, AND MANY THAT I HAVE NOT PREVIOUSLY CONNECTED WITH. FROM OUR COMPANY'S PERSPECTIVE THE EVENT WAS A SUCCESS. ””

““ ALWAYS A GOOD SHOW, GREAT OPPORTUNITY TO MEET WITH CLIENTS. ””

““ WE MADE SOME GREAT CONNECTIONS! ””

TRADITIONAL SPONSORSHIP OPPORTUNITIES

DIAMOND GOLD SILVER BRONZE

\$1,500 \$1,000 \$750 \$500

1 Full Conference Registration Included

X X

Company logo displayed in the Annual Meeting & Expo Attendee Registration Guide if received by December 16, 2019

X X X *Company Name Only*

Company logo displayed throughout the event

X X X *Company Name Only*

Logo displayed on registration website

X X X *Company Name Only*

Sponsor ribbons on each company representative's name badge

X X X X

Listed in ICA's Conferencing App used at the Annual Meeting & Expo including: *Company Logo and Company Description.*

X X X *Company Name Only*

Company logo displayed on the onsite expo floor map printed for all attendees

X X X *Company Name Only*

NON-TRADITIONAL SPONSORSHIP OPPORTUNITIES

CONFERENCE GIFT BAG SPONSOR

\$2,500 [1 AVAILABLE]

Each conference attendee will receive a gift bag upon arrival at registration. Last year, we had nearly 1,000 attendees and anticipate similar numbers this year. Meaning 1,000 giftbags will be provided with your company logo and/or design on the goodie bags attendees will receive.

1 Full Conference Registration

Company logo displayed on signage at the event center

Listed on ICA's Conferencing App used at the Annual Meeting & Expo Including: *Company Logo and Company Description*

LUNCH SPONSOR

\$1,500 [1 AVAILABLE]

Exclusive sponsorship of the Tuesday lunch at the Annual Meeting & Expo

1 Full Conference Registration

Company logo displayed on signage at the event center

Listed on ICA's Conferencing App used at the Annual Meeting & Expo Including: *Company Logo and Company Description*

LANYARD SPONSOR

\$2,000 [1 AVAILABLE]

Conference attendees are required to wear their lanyard name badges at all times during the Annual Meeting & Expo, giving your company logo and/or design numerous impressions. Company is responsible for supplying the logo and/or artwork for the lanyards.

1 Full Conference Registration

Company logo displayed on signage at the event center

Listed on ICA's Conferencing App used at the Annual Meeting & Expo Including: *Company Logo and Company Description*

COFFEE BREAK SPONSOR

\$750 [2 AVAILABLE]

Exclusive sponsorship of one of two beverage breaks at the Annual Meeting & Expo

Company logo displayed on signage at the beverage stations

Listed on ICA's Conferencing App used at the Annual Meeting & Expo Including: *Company Logo and Company Description*

EXHIBITOR COST INFORMATION

TIER 1
 (Members Only)
 20X50
 \$2,700
 6 Personnel

TIER 2
 (Members Only)
 20X30
 \$1,950
 4 Personnel

TIER 3
 8X10 (Single) - \$825
 2 Personnel
 Non-Member - \$1,225

8X20 (Double) - \$1,095
 4 Personnel
 Non-Member - \$1,495

TIER 4
 8X10 (Single) - \$725
 2 Personnel
 Non-Member - \$1,125

8X20 (Double) - \$995
 4 Personnel
 Non-Member - \$1,395

TIER 5
 8X10 (Single) - \$630
 2 Personnel
 Non-Member - \$1,030

8X20 (Double) - \$900
 4 Personnel
 Non-Member - \$1,300



BOOTH BENEFITS:

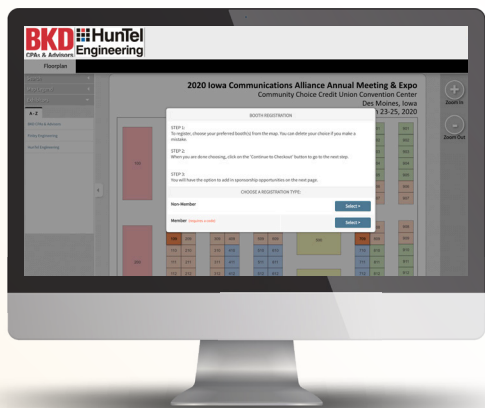
- Company name listed in on-site program
- 7" x 44" identification sign
- 3' draped side rails and 8' back drape
- 8' skirted table, 2 chairs & 1 wastebasket
- Tuesday lunch with attendees
- Tuesday Vendor Reception in Expo Hall
- Wednesday breakfast with attendees
- Complimentary Wi-Fi
- Listed in our conferencing app

Additional booth personnel cost is \$125/attendee.

HOW TO REGISTER YOUR BOOTH

STEP 1:

Visit: shows.map-dynamics.com/ica2020?register



STEP 2:

Select your member type, Member or Non-Member. Members will receive a discounted booth price with an access code e-mailed from Brittany Bonnicksen.

STEP 3:

Select your preferred booth location. If you'd like to purchase a double booth (8X20), please click two booths side-by-side and your discount for the double booth will show at checkout.

STEP 4:

Select Continue to Checkout.

STEP 5:

Select any additional sponsorship opportunities (if applicable). Scroll down to click "Update Services Selection: Next>>"

STEP 6:

Complete the Exhibitor Profile Page.

STEP 7:

Review and select payment option.

STEP 8:

You will receive an automatic e-mail from account-invitation@mg.map-dynamics.com. Please follow the instructions on how to add in your booth personnel. **We will need this information for your exhibitors to receive a badge.**

HOW TO REGISTER AS A SPONSOR

(WITHOUT A BOOTH)

STEP 1:

Visit: shows.map-dynamics.com/ica2020?register

STEP 2:

Bypass the Member/ Non-Member pop-up window by clicking "skips booth selection."

STEP 3:

Click the following standalone sponsorship option(s). Scroll down to click "Update Services Selection: Next>>"

STEP 4:

Complete the Exhibitor Profile Page.

STEP 5:

Review and select payment option.

EXHIBITOR INFORMATION

EXPO HOURS

Tuesday, March 24th | 1:00 – 6:00 PM

Including reception from 4:30 – 6:00 PM

Wednesday, March 25th | 9:00 – 11:00 AM

EXPO THEME

2020 Vision – We encourage you to use your imagination to integrate the theme with your booth space. We will have attendees voting on various items including: best themed booth, best booth personnel, most interactive booth.

EXPO HALL PLINKO GAME

A life size Plinko board will be set-up in the exhibit hall to add an interactive element for attendees. We will be encouraging all conference attendees to participate. If you would like to participate in showcasing your company, ICA will be seeking small prizes for game winners. Prizes may include: golf ball sleeves, small logoed items, logoed mugs, gift cards, etc. You may send those to the ICA office or bring them during expo set-up.

EXHIBITOR SET-UP TIMES:

Monday, March 23rd | 9:00 AM – 11:00 AM

Booths 100, 200, 300, 400, 500 & 600

Tuesday, March 24th | 9:00 AM – 11:00 AM

All other booths

Exhibitors are welcome to attend the Monday sessions and reception but please note expo hall set-up does not begin for all other booths until Tuesday, March 24th.

EXHIBITOR TAKE-DOWN TIMES:

Wednesday, March 25, 2020

- General: Following 11:00 AM closing
- Large Equipment: After general take down

All take down must be completed by 4:00 PM

Note: Early takedown on Wednesday will not be allowed.

VISITORS

The Alliance shall have sole control over admission policies. All persons visiting the convention session rooms and/or the exhibit area shall be registered and wear an appropriate badge. Persons who are connected with non-exhibiting concerns may not deal, exhibit, or solicit within the exhibit area.

BOOTH ACCESSORIES/SHIPPING

Lighting, electric, and other accessories are not included and must be purchased separately by the exhibitor. Shipping needs also must be arranged through the Event Decorators of Iowa. Shipments will NOT be accepted at the expo site.

SHIPPING & DECOR

Event Decorators of Iowa

520 SE 4th St., Des Moines, IA 50309

P: (515) 237-8282 | F: (515) 237-8283

ELECTRICAL, LIGHTING & WIFI

Iowa Events Center Exhibitor Services

Attention: Carrie Petersen

730 Third Street, Des Moines, IA 50309

P: (515) 564-8036 | F: (515) 564-8001

iowaeventscenter.com/convention-center/eventstickets/exhibit

PAYMENT

Full payment of booth space is due within 20 days prior to event conference. Space will not be held, assigned or confirmed until payment is received. Payment may be made by credit card or check. No registration or other fees will be refunded after March 2, 2020.



Iowa Communications Alliance
4201 Westown Parkway, Suite 130
West Des Moines, IA 50266



FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT:

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