

2023 ANNUAL MEETING & EXPO
**SPONSOR & EXHIBITOR
PROSPECTUS**



Community Choice Credit Union Convention Center
March 20-22, 2023



Broadband Across Iowa

March 20-22, 2023

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

Hotel Information

Cutoff date to book a hotel room is Monday, March 6, 2023

Hilton Des Moines Downtown

435 Park Street, Des Moines, IA 50309
(515) 241-1456 (Rate \$165 single/double occupancy + tax)

Des Moines Marriott Downtown

700 Grand Ave, Des Moines, IA 50309
(515) 245-5500 (Rate \$159 + tax)

Schedule

This event features a world class Expo Hall, numerous educational sessions, and amazing networking opportunities. The Annual Meeting & Expo is held on March 20-22, 2023. 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 2023.

Registration Information

To register for a sponsorship and/or booth space please visit www.IaCommunicationsAll.org.

WHAT A SWEET RIDE!



Traditional Sponsorships

	Diamond	Gold	Silver	Bronze
	\$1,750	\$1,250	\$1,000	\$750
Company logo displayed in the Annual Meeting & Expo Attendee Registration Guide if received by December 21, 2022	X	X	X	Company Name Only
Company logo displayed throughout the event	X	X	X	Company Name Only
Hyperlinked logo displayed on event registration website	X	X	X	Company Name Only
Sponsor ribbons on each company representative's name badge	X	X	X	X
Company logo displayed on the onsite expo floor map printed for all attendees	X	X	X	Company Name Only
Company logo on pre-event email communications	X	X		
Featured in ICA Friday Newsletter 1x (ICA Telco CEOs/GMs on newsletter distribution)	X			
Social Media Post (Facebook & Twitter)	X			
1 full conference registration included	X			
60 second sponsor commercial displayed during breaks and general session room	X			
Company logo displayed on sponsor wall at event	X			



Non-Traditional Sponsorships

**All \$1,500 sponsors receive the marketing recognition given to "Traditional Diamond Sponsors" listed on page 5.*

Welcome Bag Sponsor, \$1,500 (1 available)

1,000 attendees will receive a welcome bag upon arrival. Your company logo will be included either on the bag or within the marketing materials inside the bag. That's 1,000 impressions your company will receive with this sponsorship!

1 Full Conference Registration

Company logo displayed on signage at the event center

60 second sponsor commercial displayed during breaks and general session room

Company logo displayed on sponsor wall at event

Award Sponsor, \$1,500 (1 available)

During the Annual Meeting Conference, ICA gives out anywhere from 7-12 (or more) awards. As the Award Sponsor, your company logo will be listed on a slide for all attendees to see along with the awarded attendee. This means your logo will be recognized anywhere from 7-12 times (or more) throughout the conference. This sponsorship is perfect for company recognition!

1 Full Conference Registration

Company logo displayed on signage at the event center

60 second sponsor commercial displayed during breaks and general session room

Company logo displayed on sponsor wall at event

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

60 second sponsor commercial displayed during breaks and general session room

Company logo displayed on sponsor wall at event

Lanyard Sponsor, \$1,500 (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 that will be co-branded with ICA logo.

1 Full Conference Registration

Company logo displayed on signage at the event center

60 second sponsor commercial displayed during breaks and general session room

Company logo displayed on sponsor wall at event

Name Badge Sponsor, \$1,500 (1 available)

Conference attendees are required to wear their name badges at all times during the Annual Meeting & Expo, giving your company logo and/or design numerous impressions. ICA will include your logo on the name badge.

1 Full Conference Registration

Company logo displayed on signage at the event center

60 second sponsor commercial displayed during breaks and general session room

Company logo displayed on sponsor wall at event

Leadership Academy Lunch Sponsor, \$1,000 (1 available)

Each year, ICA invites all ICA Leadership Academy graduates to join the current class for a networking lunch just prior to the start of the Annual Meeting & Expo. This group represents up-and-coming leaders within their companies and within ICA.

Exclusive Sponsorship for ICA's emerging leaders and alumni class before the start of the Annual Meeting & Expo on Monday, March 20th

Company logo displayed on signage at the event center

Company logo displayed on sponsor wall at event

Cell Phone Charging Station Sponsor, \$1,500 (1 avail.)

Exclusive sponsorship of a charging station that will be centrally located within the conference space

1 Full Conference Registration

Company logo displayed on signage at the event center

Coffee Station Sponsor, \$750 (3 available)

Exclusive sponsorship of one of three coffee and beverage stations at the Annual Meeting & Expo

Company logo displayed on signage at the beverage stations

Entry Fees

Tier 1
 20X50 - \$2,700
 6 Booth Personnel Included

Tier 2
 20X30 - \$2,100
 4 Booth Personnel Included

Tier 3
 8X10 - \$900
 2 Booth Personnel Included

Tier 4
 8X10 - \$800
 2 Booth Personnel Included

Tier 5
 8X10 - \$700
 2 Booth Personnel Included

Components

- Company name listed in conference app
- 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

◀ The pricing listed to the left is member pricing only. Add an additional \$400 to the listed price for the non-member pricing. Members will receive priority in booth location(s).



Expo Hall Information

Broadband Across Iowa – What a Sweet Ride

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 Hours

Tuesday, March 21st – 1:00 PM – 6:00 PM

(Includes the 4:30 – 6:00 PM Expo Hall Reception)

Wednesday, March 22nd – 9:15 AM – 11:00 AM

Exhibitor Set-up Times

Monday, March 20th | 9:00 – 11:00 AM

(Booths 100, 300, 400, 500, & 600)

Tuesday, March 21st | 7:30 AM – 11:00 AM

(All other booths)

Exhibitors are welcome to attend the Monday sessions and receptions, but please note expo hall set-up does not begin for all other booths until Tuesday, March 21.

Exhibitor Take-Down Times

Wednesday, March 22nd | 11:00 AM - 4:00 PM

(Note: Early takedown on Wednesday will not be permitted.)

Booth Personnel

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 companies may not deal, exhibit, or solicit within the exhibit area.

Setup & Mechanical

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.

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

Booth Fees

Full payment of booth space is due February 21, 2023. Space will not be held, assigned or confirmed until payment is received. Payment may be made by credit card or check.

Promotion Deadline

To be featured as a sponsor in the printed conference agenda for the mailed brochure in January, your sponsorship will need to be registered no later than December 21st. We will accept sponsorship signups after December 22nd. You will then be featured on the registration website, email communication and onsite marketing materials. To be featured in the onsite event marketing brochure and printed materials, you must be signed up 20 business days in advance on February 21, 2023. All booths must be registered by Friday, March 10, 2023. Onsite booth registrations will not be accepted.

Refund Policy

In the event that you need to cancel your booth space the booth cost refund schedule will be enforced with the following dates:

- February 21, 2023 (and earlier) – 100% refund
- February 22 - March 6, 2023 - 50% refund
- March 7, 2023 (and after) - no refunds issued
- Refunds will not be issued for sponsorships.





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

Expo Director:
Brittany Bonnicksen,
Director of Events and Marketing
4201 Westown Parkway, Suite 130
West Des Moines, IA 50266
(515) 868-0332 | brittany@iacommunicationsall.com

