

# LEVEL UP


COMPETING WITH PURPOSE



2025 ANNUAL MEETING & EXPO

**SPONSOR &  
EXHIBITOR  
PROSPECTUS**

COMMUNITY CHOICE CREDIT UNION  
CONVENTION CENTER  
MARCH 24-26, 2025



# GENERAL INFO



**March 24-26, 2025**

**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 10, 2025.

### **Hilton Des Moines Downtown**

435 Park Street, Des Moines, IA 50309

(515) 241-1456 (Rate \$175 + tax)

### **Des Moines Marriott Downtown**

700 Grand Ave, Des Moines, IA 50309

(515) 245-5500 (Rate \$165 + 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 24-26, 2025. Registered exhibitor personnel are invited to participate in all scheduled events, including education, meals, and networking events. The complete conference schedule will be available at [iacommunicationsall.org](http://iacommunicationsall.org) in early 2025.

## **Registration Information**

To register for a sponsorship and/or booth space please visit [www.IaCommunicationsAll.org](http://www.IaCommunicationsAll.org).



# Traditional Sponsorships

	<b>DIAMOND</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
	\$2,000	\$1,500	\$1,250	\$1,000
Company logo displayed in the Annual Meeting & Expo Attendee Registration Guide if received by December 19, 2024	X	X	X	<i>Company Name Only</i>
Company logo displayed throughout the event	X	X	X	<i>Company Name Only</i>
Hyperlinked logo displayed on event registration website	X	X	X	<i>Company Name Only</i>
Sponsor ribbons on each company representative's name badge	X	X	X	X
Company logo displayed on the onsite expo floor map available to all attendees	X	X	X	<i>Company Name Only</i>
Company logo on pre-event email communications	X	X		
1 full conference registration included	X	X		
Company logo projected in the foyer on looping PowerPoint (NEW!)	X	X		
Social Media Post (Facebook, LinkedIn & Twitter)	X			
60 second sponsor commercial displayed during breaks and general session room	X			
Company logo included at the front of the general session / breakout room	X			

# Diamond Exclusive Sponsorships



## Gobo Production Sponsor (NEW) \$3,200 (2 available)

Elevate your brand with our exclusive Gobo Sponsorship during the general session throughout the conference. Your custom-colored logo will be projected onto a prominent wall, capturing the attention of every attendee throughout the conference. With only two spots available, this is your chance to ensure your company remains top of mind and leaves a lasting impression. Don't miss out on this unique opportunity to shine!



## Mobile App Sponsor \$2,500 (1 available)

This exclusive sponsorship positions your company as the highlight of the mobile app. Your logo will be the first thing attendees see every time they log into the conference app, providing your brand with prime exposure throughout the entire event. This is an excellent opportunity to keep your brand top of mind for all attendees as they engage with the app before, during, and after the conference.

## Networking Breakfast Sponsor \$2,250 (1 Available)

We take pride in offering a warm, robust breakfast at our events, and as the exclusive Breakfast Sponsor, your company will stand out. This sponsorship covers both Tuesday and Wednesday's networking breakfasts, ensuring your brand is prominently featured during these key networking moments. You'll have the opportunity to set up a marketing table next to the buffet, where you can display promotional items and engage directly with attendees as they enjoy their breakfast. This is a prime opportunity to make a lasting impression.

## Tuesday Luncheon Sponsor \$2,250 (1 Available)

Become the exclusive luncheon sponsor at the Annual Meeting & Expo, where your company will enjoy prime exposure. With only one luncheon held during the entire 3-day conference, your brand will be in the spotlight as the featured sponsor on Tuesday. This is a unique opportunity to connect with attendees during a key networking moment, ensuring your company stands out.

## NOTE:

*Each Diamond and Gold Exclusive Sponsorship opportunity includes all traditional sponsorship benefits as outlined on pages 4-5 of the sponsorship package.*

# Gold Exclusive Sponsorships



## New Telecom & Attendee Telecom Luncheon Sponsor \$1,750 (1 Available)

Each year, we host a New Teleco and Attendee Luncheon on Monday before the conference begins, attracting over 50 attendees annually. As the exclusive sponsor of this luncheon, you'll have a unique opportunity to connect with these new participants. You'll be able to place your marketing materials on the luncheon tables, personally welcome attendees, and kick off the event with a 60-second introduction about your company. This sponsorship offers a valuable platform to introduce your brand to new faces in a focused, intimate setting.

## Women in Telecom Breakfast Sponsor \$1,750 (1 Available)

As the exclusive sponsor of the third annual Women in Telecom Breakfast, you'll be at the forefront of one of the most anticipated sessions of the event, eagerly awaited by both women and men. This sponsorship gives you the opportunity to deliver a 60-second message at the podium and the honor of introducing the keynote speaker for this inspiring session. It's a prime chance to align your brand with leadership and empowerment in the telecom industry.

## Leadership Academy Lunch Sponsor \$1,750 (1 Available)

The Leadership Academy Luncheon will be hosted on Monday, March 24th prior to the start of the conference. We have 12 up and coming leaders in the industry who will be lunching with 30+ alumni leaders. This is a perfect opportunity for your company to be showcased to your target audience!

# Gold Exclusive Sponsorships

Continued

## Wi-Fi Sponsor \$1,650 (1 Available)

Wi-Fi is essential for every attendee, and as the Wi-Fi sponsor, you'll have the unique opportunity to name the network and password, putting your business front and center for all 1,000+ attendees. In addition to this, your sponsorship will be prominently featured on the ICA Conference app, listed in both the sponsorship tab and resources tab, providing you with double the exposure. This is an excellent way to ensure that your brand stays top of mind throughout the event.

## Lanyard Sponsor \$1,650 (1 available)

Conference attendees must wear their lanyard name badges throughout the entire Annual Meeting & Expo, providing your company with countless branding opportunities. Your logo will receive significant visibility as it will be prominently featured on the lanyards, which are a constant presence during the event. Your company will be responsible for supplying the logo and/or artwork, which will be co-branded alongside the ICA logo on the lanyards. This sponsorship ensures your brand is seen by every attendee, every day of the event.

## Coffee Station Sponsor \$1,650 (1 Available)

Everyone needs that morning boost! Whether they prefer their coffee black, with cream, or with two sugars, many attendees will stop by for their daily cup of joe. This means countless opportunities for your brand to make an impression. As the exclusive Coffee Station Sponsor for the entire 3-day conference, you'll have the prime opportunity to showcase your brand. With full branding rights, you can bring your own cups, sleeves, banners, and signs to make the station uniquely yours. This is a perfect way to engage with attendees and keep your brand top of mind.

## NOTE:

\* Sponsor must provide graphics

# Stand Alone Sponsorships

## Charging Station Sponsor (NEW) \$2,000 (1 Available)

Enhance your brand visibility with a customized charging station located in high-traffic seating areas. As attendees relax and recharge their devices, your logo and messaging will be prominently displayed, offering continuous exposure in a comfortable setting. This sponsorship provides a valuable service while keeping your brand top of mind, all without the need for booth staffing.

## Expo Hall - Wednesday Specialty Coffee Bar Sponsor (NEW) \$1,700 (1 Available)

Kick off the final day of the Annual Meeting with a bang! This sponsorship opportunity is for Wednesday, March 26th, from 9:15 to 11:00 AM during the designated expo hall hours. Not only will your company have a strong presence at your booth in the expo hall, but you'll also stand out by hosting a coffee bar serving specialty lattes to kick off the day. It's the perfect way to attract attendees, create a memorable experience, and leave a lasting impression as the conference wraps up. Sponsor must have a booth to sponsor this.

## Customized Entrance Escalator Wraps\* (NEW)

Size (Large) - \$1400 (2 available) | Size (Small) - \$700 (1 available)


Elevate your brand with the exclusive Entrance Escalator Wrap Sponsorship at our Annual Meeting & Expo! With prime placement in a high-traffic area, your company will enjoy maximum visibility as over 1,000 industry professionals move between sessions, ensuring continuous exposure and a lasting impression throughout the event.



## Customized Floor Clings\* (NEW) \$350 (1 Available Per Organization)

Put your brand right at attendees' feet with our exclusive 3x3 circle floor clings! Strategically placed in high-traffic areas, these eye-catching clings will guide attendees through the event while reinforcing your company's presence. This sponsorship guarantees maximum visibility as attendees navigate key areas like registration, the expo hall, and session entrances.





# EXPO HALL INFO

## Booth Fees

### ☐ Tier 1

30x50 - \$3,050 | 6 Booth Personnel Included

### ■ Tier 2

20x30 - \$2,450 | 4 Booth Personnel Included

### ■ Tier 3

8x10 - \$1,150 | 2 Booth Personnel Included

### ■ Tier 4

8x10 - \$1,050 | 2 Booth Personnel Included

### ■ Tier 5

8x10 - \$900 | 2 Booth Personnel Included

*The pricing listed is for members only. Add an additional \$400 to the listed price for non-members. Members will receive priority in booth location(s). You may purchase more than one 8x10 booth space for a \$100 discount per booth.*

*Additional booth personnel can be purchased for \$300 per person. This price applies to both members and non-members.*

## Booth Components

- Company name listed in conference app
- 7" x 44" identification sign
- 3' draped side rails and 8' back drape
- 6' skirted table, 2 chairs & 1 wastebasket
- Monday evening reception with attendees
- Tuesday lunch with attendees
- Tuesday Vendor Reception in Expo Hall
- Wednesday breakfast with attendees
- Complimentary Wi-Fi

# Expo Map



Tier 1
  Tier 2
  Tier 3
  Tier 4
  Tier 5



# Expo Hall Information

## Competing with Purpose in 2025

Competing with Purpose focuses on rising to new challenges while staying grounded in what makes rural Iowa strong. As competition heats up, local telcos will be required to level up—enhancing networks, improving services, collaborating with peers, and embracing trends like esports in schools and communities. This conference will provide the tools and insights needed to turn competition into opportunity, helping providers grow, innovate, and lead with purpose, all while staying true to their roots.

We encourage you to use your imagination to integrate the theme with your booth space.

## Expo Hours

**Tuesday, March 25th – 1:00 PM – 6:00 PM**

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

**Wednesday, March 26th – 9:15 AM – 11:00 AM**

## Exhibitor Set-up Times

**Monday, March 24th | 8:00 – 11:00 AM**

(Booths 100, 200, 300, 400, 500, 600, large equipment displays)

**Tuesday, March 25th | 7:30 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 25.

## Exhibitor Take-Down Times

**Wednesday, March 26th | 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 conference 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.

## Expo Set-up, Shipping and Logistics

Upon registering your booth, your admin e-mail will be sent to Liberty Expo services. You'll then receive an e-mail for an online portal to include any "extras" for your booth. Shipping information will also be provided from Liberty Expo.

### Contact Madison Waddell, Liberty Expo for further information:

[mwaddell@libertyexpo.com](mailto:mwaddell@libertyexpo.com)

816-891-9500

1821 Bedford Avenue

North Kansas City, MO 64116

### 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](http://iowaeventscenter.com/convention-center/eventstickets/exhibit)

## Booth Fees

Full payment of booth space is due February 28, 2025. Space will not be held, assigned or confirmed until payment is received. Payment may be made by credit card (3% fee applies) 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 19th. We will accept sponsorship signups after December 20th. 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 on February 19, 2025. All booths must be registered by Friday, March 7, 2025. 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 listed below. The refund date is the date that you e-mail ICA staff that you need to cancel.

- February 19, 2025 (and earlier) – 100% refund
- February 20 - March 6, 2025 - 50% refund
- March 7, 2025 (and after) - no refunds issued
- Refunds will not be issued for sponsorships.







**LEVEL UP**  
**COMPETING WITH PURPOSE**

**EXPO DIRECTOR:**

**Allyssa Traver**

***Manager of Events and Communications***

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