

LIGHTS. CAMERA. CONNECTION.



2026 ANNUAL MEETING & EXPO

SPONSORS & EXHIBITORS

SPOTLIGHTING THE FUTURE OF BROADBAND  
Community Choice Credit Union Convention Center | March 23–25, 2026



## EXPERIENCE THE CONNECTION

The ICA Annual Meeting & Expo unites nearly 1,000 industry professionals and 150 strategic partners for three days of collaboration, learning, and innovation.

In 2026, the event expands with a redesigned Expo Hall, new sponsorship opportunities, and interactive experiences that bring this year's theme — **Lights. Camera. Connection.** — to life.

Registered exhibitors and sponsors are invited to participate in all sessions, meals, and networking events. The complete conference schedule will be available in early 2026 at [www.iacommunicationsall.org](http://www.iacommunicationsall.org).

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## DATE & LOCATION

**March 23-25, 2026**

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:* \$172.00 + tax

*Reservation cutoff:* Thursday, February 26, 2026

**Des Moines Marriott Downtown**

700 Grand Avenue, Des Moines, IA 50309  
(515) 245-5500

*Rate:* \$169.00 + tax

*Reservation cutoff:* Monday, March 9, 2026



## REGISTRATION INFORMATION

To secure sponsorship opportunities  
or reserve exhibit space, visit

**[www.iacommunicationsall.org](http://www.iacommunicationsall.org)**



## ICA CONTACT PERSON

**Allyssa Traver**

*Manager of Events and Communications*

4201 Westown Parkway  
Suite 130  
West Des Moines, IA 50266

(515) 868-0332  
[atraver@iacommunicationsall.com](mailto:atraver@iacommunicationsall.com)

# TRADITIONAL SPONSORSHIP OPPORTUNITIES

Spotlight your company among Iowa's broadband leaders at the most anticipated event of the year. These sponsorships deliver meaningful exposure, recognition, and connection opportunities before, during, and after the conference.

BENEFIT	DIAMOND	GOLD	SILVER	BRONZE
	\$2,250	\$1,650	\$1,375	\$1,100
Event Recognition	✓	✓	✓	Name Only
Digital & Print Exposure	✓	✓	✓	Name Only
Sponsor Identification	✓	✓	✓	✓
Pre-Event Promotion	✓	✓		
Complimentary Registration	✓	✓		
Social Media Feature	✓			
Sponsor Video Display	✓			
General Session Branding	✓			

## BENEFIT OVERVIEW

- ✓ **Event Recognition**  
Your logo appears in the Registration Guide (by Dec. 18), on event signage, and on the Expo Floor Map for high attendee visibility.
- ✓ **Digital & Print Exposure**  
Includes a hyperlinked logo on the event website and placement in select conference marketing materials for continued visibility.
- ✓ **Sponsor Identification**  
Ribbon badges for company representatives highlight your sponsorship onsite.
- ✓ **Pre-Event Promotion**  
Diamond and Gold sponsors are featured in ICA's pre-event email communications and digital outreach.
- ✓ **Complimentary Registration**  
One full conference registration included for Diamond and Gold sponsors.
- ✓ **Social Media Feature**  
Diamond sponsors receive a dedicated ICA post across Facebook, LinkedIn, and X.
- ✓ **Sponsor Video Display**  
Diamond sponsors may provide a 60-second promotional video, played during general-session breaks and throughout the venue on TV displays.
- ✓ **General Session Branding**  
Diamond sponsor logos displayed prominently at the sides of the General Session stage for maximum visibility.

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Take your brand beyond standard visibility with ICA's exclusive sponsorships — designed to maximize exposure, create memorable attendee experiences, and align your company with innovation and leadership in Iowa's broadband industry.



## FIRST IMPRESSIONS

### **NEW** Hotel Key Card Sponsor

**\$3,000 (1 Available)**

Make an impression before the conference even begins. Your logo appears on hotel room key cards at ICA's partner hotels—ensuring your brand is in attendees' hands every day of the event.

### Welcome Bag Sponsor

**\$2,700 (1 Available)**

Your company will provide the attendee welcome bags, which will feature your logo and be distributed at registration. Sponsors may also include promotional inserts or branded items inside the bag, creating a strong first impression for every attendee.

### Name Badge Sponsor

**\$2,700 (1 Available)**

Your logo will appear alongside ICA's on every attendee name badge—ensuring constant visibility throughout the entire conference.

### Lanyard Sponsor

**\$2,700 (1 Available)**

Your logo will appear alongside ICA's on all conference lanyards, worn by every attendee throughout the event. Sponsor provides artwork for co-branding.

### Entrance Escalator Wraps

**\$1,500 (Large) / \$900 (Small)**

Turn high-traffic areas into brand showcases. Escalator wraps create a bold first impression as attendees move between floors and sessions. Sponsor provides artwork.

### Customized Floor Clings

**\$350 Each (1 Per Organization)**

Guide attendees to key spaces with 3×3 branded decals placed at registration, expo entrances, and session hallways. Sponsor provides artwork.

*\*ICA template provided, artwork must be done by sponsor.*





## MOMENTS THAT CONNECT

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### Networking Breakfast Sponsor

*\$2,200 (1 Available)*

Your brand fuels the morning buzz across two networking breakfasts. Includes signage near buffet stations, and an optional marketing table near the breakfast area for direct attendee engagement.

### Women in Telecom Breakfast Sponsor

*\$2,200 (1 Available)*

Support one of ICA's most anticipated sessions. Includes a 60-second welcome and the honor of introducing the keynote speaker, aligning your brand with connection and empowerment.

### Leadership Academy Lunch Sponsor

*\$2,200 (1 Available)*

Be part of ICA's leadership legacy. Your brand is featured at a private luncheon for Leadership Academy graduates - future leaders of Iowa's broadband industry.



## STAY CONNECTED

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### Mobile App Sponsor

*\$3,000 (1 Available)*

Be seen every time attendees open the official ICA event app. Includes logo placement on the home screen, hyperlinked logo in the Sponsors tab, signage recognition, and acknowledgment during the General Session.

### Wi-Fi Sponsor

*\$2,500 (1 Available)*

Keep everyone connected—and your brand top of mind. You'll name the Wi-Fi network and password, with recognition on signage, in the printed guide, and on the event app.

### Coffee Station Sponsor

*\$2,500 (1 Available)*

Fuel every conversation. Your logo will appear at all coffee stations, with the option to provide branded cups, sleeves, or napkins to make it uniquely yours.



## CAPTURE & CELEBRATE

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### Photo Headshot Lounge

**NEW** *\$2,400 (1 Available)*

Put your brand behind every great shot. Attendees can refresh their professional headshots in a branded lounge featuring your logo on event signage.

**Available:** Tuesday, 10:00 a.m. – 12:00 p.m.

Please note: Sponsor logos will appear on lounge signage but not on the photo backdrop. All photography services, equipment, and logistics are coordinated by ICA.



# WHAT'S NEW ON THE 2026 EXPO FLOOR

***A bigger stage. A brighter spotlight.  
A stronger connection.***

The ICA Annual Meeting & Expo continues to evolve — and 2026 marks our most dynamic floor redesign yet. This year's show provides more space, better flow, and new opportunities to connect in an immersive, open-concept layout that energizes every booth and experience.

## EXPANDED FLOOR PLAN

The 2026 Expo spans one continuous layout with improved navigation, taller ceilings, and a refreshed design that naturally draws attendees through the entire hall. While the footprint includes both Hall A and Hall B, the layout functions as one integrated experience — no separations, no barriers, and no quiet corners.

## THE HOMETOWN HUB

At the center of the action, the Hometown Hub serves as a lively connection zone where attendees can recharge, network, and experience something new throughout the event. This interactive area will feature engaging activities and creative experiences designed to keep energy high and encourage conversation between sessions. With added seating, tables, and space to relax, the Hometown Hub will be a consistent hotspot for attendee interaction and fun. Exhibitors located near this area will benefit from high visibility and steady foot traffic during the Expo.

## NEW BOOTH TIERS & LAYOUTS

To match the expanded footprint, ICA has redefined booth tiers to provide options for every exhibitor. From streamlined 8×10 setups to immersive feature spaces, each tier offers a professional, visible, and flexible footprint that fits your goals.

## NEW ATTENDEE EXPERIENCES

We're introducing more ways for exhibitors to engage — from refreshment booths and digital push notifications to interactive spaces and social features. The 2026 floor is built for movement, energy, and visibility.

## ENHANCED DIRECTIONAL SIGNAGE & SEATING

New lounge and networking zones, directional signage, and built-in seating areas ensure attendees can easily navigate the space and connect in comfort — keeping the Expo floor active and inviting all day long.

# BOOTH PACKAGES & PRICING

**Member pricing shown. Non-members add \$800 for standard booths and \$1,200 per large booth (Spotlight, Showcase, Marquee, and Refreshment Booths).**

*Members receive priority booth placement. Additional booth personnel passes can be purchased for \$300 per person.*



## Tier 1

8x10 - \$1,250

2 Booth Personnel  
Included



## Tier 2

8x10 - \$1,150

2 Booth Personnel  
Included



## Tier 3

8x10 - \$1,000

2 Booth Personnel  
Included

## Spotlight Booth

16x30 - \$2,550

4 Booth Personnel Included

Step into the spotlight—these spacious booths are ideal for live demos, lounge seating, or equipment displays. Spotlight Booths are positioned near key intersections and designed to capture attention from every direction.



## Showcase Booth

24x30 - \$2,800

6 Booth Personnel Included

Showcase your brand at scale. These booths offer room for immersive displays, branded environments, or hospitality-style lounges—perfect for companies looking to create an experience within the Expo.



## Marquee Booth

24x40 - \$3,150

8 Booth Personnel Included

A single, high-impact booth designed to draw traffic across the Expo floor. With taller ceilings, prime visibility, and flexibility for interactive elements, the Marquee Booth is ideal for a company ready to create an experience that stands out.



# FEATURE BOOTHS & EXPERIENCES

## Refreshment Booth

**\$4,100 | 8x20 | 4 Personnel Included**

Refreshment Booths give sponsors the opportunity to host and connect with attendees in a social, welcoming setting. Each booth includes a built-in bar setup and \$500 in ICA-funded drink tickets for a specialty cocktail of your choice from the ICA Signature Drink Menu.



### ICA Signature Drink Menu (Select One):

- The Red Carpet Mule – Cucumber Vodka, Lime Juice, Ginger Beer
- The Spotlight Spritz – Pinot Grigio, Bubbly, Agave, Triple Sec
- The Director's Old Fashioned – Bulleit Bourbon, Honey Syrup, Lemon Juice, Club Soda
- The Premiere Punch – White Rum, Cointreau, Sage-Infused Simple Syrup, Lemon Juice, Club Soda
- The Marquee Manhattan – Whiskey, Amaretto, Cranberry Juice

All drinks are served in 6-oz portions. The \$500 allowance covers a total of 59 drinks, for additional drinks, you can purchase at \$8.50 per cocktail.

### Service Details:

- Sponsors will select one drink from the ICA menu and confirm their choice in advance.
- Service is available between 1:00 PM and 4:00 PM on Tuesday, March 24.
- Sponsors may determine their own serving window based on the number of drinks provided.
- Additional drink orders cannot be placed onsite — all quantities must be finalized prior to the event.

### Added Value:

Sponsors will also receive digital promotions encouraging attendees to visit their booth location and enjoy a refreshment. Drinks will be served by an Iowa Events Center bartender from a provided bar top within the booth space, which occupies an 8x6 footprint. Positioned in high-traffic locations, these booths consistently attract strong attendee engagement throughout the Expo.



# BOOTH COMPONENTS & INCLUSIONS

Exhibiting companies will need to order and pay for their electricity hook-ups directly through the Iowa Event Center. ICA's exhibitor services keep the rest of your setup simple, professional, and efficient — so you can stay focused on what matters most: building relationships.

## BOOTH COMPONENTS

- ✓ Company name listed in conference app
- ✓ 3' draped side rails and 8' back drape
- ✓ 6' skirted table, 2 chairs & 1 wastebasket
- ✓ Monday & Tuesday Networking Receptions
- ✓ Wednesday breakfast with attendees
- ✓ Complimentary Wi-Fi

## EXPO ADD-ONS

### The Connection Quest

**\$350 | Limited to 15 Exhibitors**

Put your booth in the spotlight. The Connection Quest encourages attendees to explore the Expo floor by visiting participating exhibitors and collecting stamps for a chance to win a grand prize announced at the close of the event. As one of only fifteen featured exhibitors, your company is guaranteed additional booth traffic, quality engagement, and extended exposure throughout the show.

### Expo Floor Decals

**\$350 Each | Limited to 2 per Company**

Guide attendees and elevate your presence with custom 3x3 floor decals placed strategically throughout the Expo. Designed to complement the overall floor plan, decals help direct traffic to your booth while maintaining a cohesive event aesthetic.

### Digital Push Notifications

**\$400 | Limited to 5 Per Day**

Reach attendees in real time. During Expo hours, send one custom push notification through the ICA mobile app inviting attendees to visit your booth. Perfect for promoting demos, giveaways, or live experiences. Limited to five notifications per day to ensure maximum visibility and engagement.

*\*Note: All push notification messages must be submitted to ICA for approval prior to the event.*

### Additional Booth Personnel

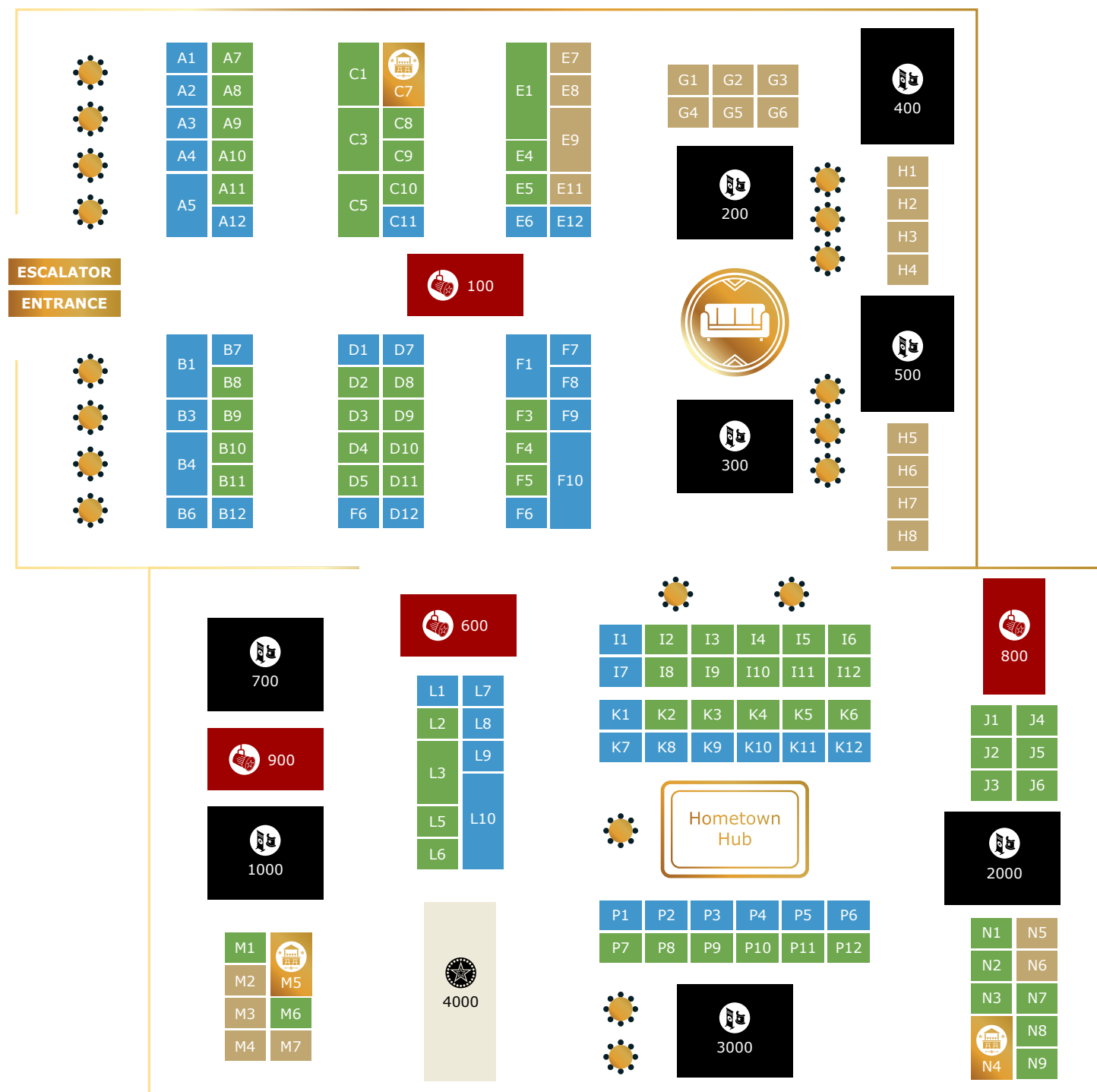
**\$300 Per Person**

Additional booth personnel may be registered for \$300 each. This applies to both members and non-members.

# 2026 EXPO MAP

Tier 1
Tier 2
Tier 3
Golden Circle

Spotlight
Showcase
Marquee
Refreshment



Note: This map is not to scale. Reference online map for formal layout.

# EXPO HALL INFORMATION

## Bring the Theme to Life

Exhibitors are encouraged to creatively tie their booth design and attendee engagement into this year's theme — **Lights. Camera. Connection.** Use this as your cue to showcase personality, interactivity, and originality that turns your space into an experience.

## Exhibitor Set-Up & Take-Down Times

### SET-UP:

**Monday, March 23 | 8:00–11:00 AM**  
(Reserved for large equipment booths)

**Tuesday, March 24 | 7:30–11:00 AM (All other exhibitors)**

Exhibitors with large equipment must contact [Allyssa Traver](#) prior to the event to coordinate logistics and approval.

To maintain safety and efficiency, early setup is not permitted for any other exhibitors. This policy will be strictly enforced to allow Liberty Expo and ICA staff time to complete booth installations and floor preparations. Exhibitors arriving early will not be allowed entry until their designated setup window.

### TAKE-DOWN:

**Wednesday, March 25 | 11:00 AM–4:00 PM**

Early takedown is not allowed. All exhibits must remain in place until the Expo officially concludes.

## Booth Personnel & Registration

All exhibitors must register their booth staff through the official ICA exhibitor registration link. Upon completing registration, exhibitors will receive an email from Map Dynamics to create their online exhibitor profile. This step is required to:

- ✓ Confirm your booth placement
- ✓ Upload company logo and description
- ✓ List booth personnel for name badges and onsite access

Please complete your Map Dynamics profile as soon as possible after registration. Profiles completed early ensure your company appears accurately in all event materials, maps, and digital listings. Final updates must be submitted by February 27, 2026.

### Expo Hall Hours:

**Tuesday, March 24 | 1:00 – 5:30 p.m.**

**Wednesday, March 25 | 9:15 – 11:00 a.m.**

All booth staff must wear official ICA badges during Expo hours. Representatives of non-exhibiting companies are not permitted to solicit or conduct business within the Expo Hall.

## Expo Set-Up, Shipping & Logistics

Upon registering your booth, your admin email will be sent to Liberty Expo Services. You'll then receive access to an online exhibitor portal where you can order any booth "extras" (carpet, furnishings, additional draping, etc.) and review the full exhibitor kit.

All shipping instructions, handling information, and order deadlines will also be provided through Liberty Expo.

## Contact for Exhibitor Logistics:

**Leslie Wolf, Liberty Expo**

[lwolf@libertyexpo.com](mailto:lwolf@libertyexpo.com) | (816) 891-9500

1821 Bedford Avenue

North Kansas City, MO 64116

## Food, Electrical, Lighting & Wi-Fi Orders:

### Iowa Events Center Exhibitor Services

Attention: Carrie Petersen

730 Third Street, Des Moines, IA 50309

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

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

All food and beverage orders must be placed directly through the Iowa Events Center Exhibitor Services link. Outside food and beverage are not permitted inside the Expo Hall under any circumstances. This includes samples, snacks, or catering items not coordinated through the venue. Any exhibitor wishing to offer sample-sized food or beverage items must receive prior approval from ICA.

## Booth Fees & Payment

Full payment for booth space is due **Friday, February 27, 2026**. Space will not be held, assigned, or confirmed until payment is received through Map Dynamics. Once payment is completed and a confirmation email is received, your booth selection is officially secured.

Booth space is assigned on a first-come, first-served basis once payment and registration are complete. ICA members receive priority placement. Payment may be made by credit card (3% processing fee applies) or by check.

## Promotion & Marketing Deadlines

To be featured as a sponsor or exhibitor in ICA's printed and digital marketing materials, please note the following deadlines:

- ✓ **February 16, 2026** — To be featured in onsite event materials and signage
- ✓ **March 6, 2026** — Final booth registration deadline (no onsite registrations will be accepted)

Registrations received after these dates will still appear on the online exhibitor listing and in the conference app but may not be included in printed collateral.

## Refund Policy

In the event a booth cancellation is necessary, the following refund schedule will apply:

- ✓ **On or before February 16, 2026** — 100% refund
- ✓ **February 17–March 2, 2026** — 50% refund
- ✓ **After March 2, 2026** — No refunds issued

Refunds apply to booth fees only. Sponsorships are nonrefundable. All cancellations must be submitted in writing via email to [Allyssa Traver](#). Refund dates are based on the date ICA receives the cancellation notice.



Iowa Communications Alliance  
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West Des Moines, IA 50266