

Sponsorship Directory



AAA Living – H&A Media Group

AAA members travel more, stay longer and spend more*. Reach these travel prospects with an advertising message in AAA Living. AAA Living is our primary member communication. We feature international and domestic trips as well as pages of state specific travel ideas. AAA Living is delivered to 11 states (MI, IL/N. IN, WI, ND, NE, IA, MN, FL, GA, TN) and has a total circulation of over five million. We also produce a tablet version and post content on AAA.com/AAALiving. *2013 MRI Doublebase

Wendy Parriott | 402.384.4718
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ADARA

ADARA is the only company to provide travel search, purchase and loyalty data at scale to connect digital advertisers to traveling consumers. ADARA's online advertising solutions can help your destination grow visitation from high-value leisure and business travelers. ADARA leverages real-time first party search, booking, and loyalty data, including historical, from over 80 global travel suppliers. Target your advertising to over 275 million monthly unique travelers and get actionable insights, such as business vs. leisure travelers, or repeat vs. new visitors. Additionally, ADARA has unique access to high-value drive market travelers through our exclusive data partners and can drive real time conversions for hotels and attractions. By partnering with ADARA your targeted ads can be seen across digital display, video, mobile, Facebook and Twitter.

Amber Blahut | 816.719.5731
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CTM Media Group, Inc .

Drive visitors to your door! CTM Media Group's cost-effective brochure distribution network blankets high-traffic visitor locations throughout Iowa including Des Moines, Quad Cities, I-80 & I-35. Because individuals self select your brochure, the return on your investment is higher than direct mail or other marketing channels. Our two-time, award-winning Ettractions platform offers web and mobile advertising opportunities. Inquire today!

Samantha Frydenlund | 952.232.5518
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Historic General Dodge House

General Grenville M. Dodge lived the great American dream. His involvement in major 19th century events, such as the Civil War and building the Transcontinental Railroad sealed his fate in history. Originally from the east coast, he traveled to the Midwest while working on the railroads. He became enamored with the area and settled in Council Bluffs, Iowa, in the early 1850s. Dodge was friends with numerous Presidents, namely Abraham Lincoln, Ulysses Grant and Theodore Roosevelt. President Lincoln welcomed Dodge's advice in choosing Council Bluffs as the eastern terminus for the transcontinental railroad.

This 14-room Victorian mansion welcomes visitors from all over the world and showcases many Dodge family heirlooms, including furniture, glassware and china, paintings, books and accessories and a sampling of 19th century carriages in the newly renovated carriage house near the mansion. Civil War historians, railroad fans and those guests interested in Victorian era life will all find this National Historic Landmark one of the nation's true treasures. We encourage you to stop by before you leave Council Bluffs, or return and spend some time in this remarkable attraction.

Kori Nelson | 712.322.2406
knelson@dodgehouse.org | www.dodgehouse.org

Iowa Farm Bureau/Renew Rural Iowa

If you own an existing business trying to grow or have a plan to start a business, you will want to learn about the Iowa Farm Bureau's Renew Rural Iowa initiative (RRIA). Education, technical and financial resources combine with recognition and relationships to help renew rural Iowa. RRIA is also a solution for organizations promoting successful businesses and fostering entrepreneurial development.

Sandy Ehrig | 515.225.5480
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Iowa Gaming Association

Iowa Gaming Association

The Iowa Gaming Association is comprised of 18 state regulated commercial casinos that are enhancing the state's economy and adding value to the state's entertainment and tourism industry in an extraordinary way. The impact is over \$1 billion per year when factoring in wages and benefits, the Buy Iowa First initiative, plus charitable contributions and tax revenue helping thousands of worthy projects in every county!

Highlights include:

- Collectively Iowa's largest tourist attractions with over 21 million visitors annually
- Contributed over \$81 million in charitable grants to thousands of worthy causes last year
- Employs over 9,250 people with an annual payroll over \$278 million
- Purchased nearly \$228 million in products and services from Iowa vendors in 2013
- Paid over \$384 million in state, county and local taxes this past year
- Supports agriculture - buys millions of pounds of beef, pork, poultry, eggs and milk for patron consumption
- Added value to our state's growing tourism and entertainment industries with exceptional convention and hotel facilities
- Strongly advocates responsible gaming and keeping it fun entertainment

Wes Ehricke | 515.229.5056
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Iowa Group Travel Association

The Iowa Group Travel Association (IGTA) is a membership organization dedicated to attracting group travel to Iowa. IGTA carries a full slate of marketing activities, including trade shows through the Midwest and nation, cooperative advertising projects, itinerary suggestions and creation and the sponsorship of top-notch group tour events. One example is the Travel Iowa Marketplace, co-sponsored every year with the Central Iowa Tourism Region. Contact us to learn more about becoming a member and more benefits of the association.

Gaela Wilson | 641.420.9003
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Iowa Outdoors

Iowa Outdoors has 94,000 readers (41,000 subscribers) across Iowa. Readers enjoy content about tourism, travel, events and destinations in Iowa. Iowa Outdoors strives to open the door to the beauty and uniqueness of Iowa's natural resources, inspire people to get outside and experience Iowa and to motivate outdoor-minded citizens to understand and care for natural resources.

Tom Smull | 515.201.3133
tsnull@associationsinc.us



Iowa Wine and Beer Promotion Board

Wine and beer lovers alike find a lot to toast when they experience Iowa's numerous wineries and breweries. You can make a splash with visitors in your area by offering Iowa wine and beer at your business or event. Partner with your local wineries and breweries by having them participate in your next event or festival. Have a gift shop? You can get a license to sell Iowa wines for only \$25 per year.

Colleen Murphy | 515.725.3089
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M Catton & Co., LLC

M. Catton & Co. is a firm specializing in project integration management. Their markets include visitor centers, museums, corporate heritage facilities and other tourism entities. Their services are tailored to the project and the specific client. Exhibit design and fabrication comprise the majority of the volume but they are equally adept working with the client representing their interests in major design/build initiatives or in a general consultative capacity. The principal, Mark Catton, is an industry leader and has been active for over thirty years. Ever wish you had a friend in the museum business? M. Catton & Co. is that friend.

Mark Catton | 859.240.1260
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Madden Media

For almost 40 years, Madden Media has partnered with Direct Marketing Organizations (DMOs) to tell their story. Our award-winning programs include:

- Amplified storytelling – inspire visitors through transformative storytelling delivered through our development network
- Targeted print inserts – unleash the power of print to geo-targeted audiences
- Prospecting and retargeting banner ads – brand your destination
- Lead generation programs – build your marketing database
- Rich media banner ads – interact and capture interest for your destination
- Social media marketing – reach out to users on top social media sites
- Cooperative search engine marketing – send audiences to the right place on your site

Whether you're looking for individual campaigns or co-op opportunities, Madden Media has solutions to help DMOs of any size and budget. We connect people to places.

Kim Thompson | 816.341.3776
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Meredith Travel Marketing

Meredith Travel Marketing opens the door to 100 million* women in every life stage, across all Meredith properties. We reach those looking for travel ideas, multi-generational vacations and dream-filled adventures. Our trusted travel editorial inspires and activates travelers to experience new locations and to make memories lasting a lifetime.

As an authority on women, Meredith Travel Marketing will get your travel message directly to this valuable audience. Our extensive portfolio of brands and touch points allows us to target specific consumers and ensure your message becomes part of their travel experience.

Join us and make your connection today.

Sources: *MRI Spring 2013; Base: Women 18+, SIM-Publisher's Estimate, Digital - comScore Oct-Dec 2012

Stu Opfer | 630.832.3600
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Metro Iowa Plus

Metro Iowa Plus is a network of the largest newspapers covering Iowa and Nebraska, including the Cedar Rapids Gazette, Davenport Quad City Times, Des Moines Register, Dubuque Telegraph Herald, Iowa City Press Citizen, Omaha World-Herald, Sioux City Journal and Waterloo/Cedar Falls Courier. The Metro Iowa Plus Newspapers offer an affordable way to reach 50 percent of Iowa and Nebraska households. For more information or to advertise, please contact us.

Tom Smull | 515.201.3133
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Midwest Living

Midwest Living is the leading lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the Midwest shine.

The exploration unfolds with an insider's view of the hidden gems of the Midwest: places to go, things to see and do, all through the eyes of Midwesterners. Midwest Living delivers to nearly four million active Midwesterners who love where they live and come to the brand to enhance their lives. We celebrate their accomplishments, their spirit and their commitment to a better tomorrow.

Our readers index is 388 (288% above national average) for traveling to Iowa on vacation (MRI Fall 2014 doublebase). As an Iowa co-op advertiser, you will be able to inspire these active tourists, and you will get leads to your future visitors who request information specifically about your Iowa community through the Reader Service Listing. Iowa Tourism's co-op in the March/April and May/June issues is seen as one of our readers' favorite vacation planning tools.

Melissa Luebbe | 312.580.2554
melissa.luebbe@meredith.com | www.midwestliving.com



Midwest Meetings

This quarterly publication mails out to 28,500+ meeting and event planners throughout the nation, with our major circulation base concentrated in the Midwest. Midwest Meetings magazine contains articles written by and about meeting professionals and the regional events industry we serve, placed alongside compelling advertising content that promotes Midwest destinations, facilities and attractions to a nationwide event-buying, decision-making audience.

You can afford to advertise when you choose Midwest Meetings Guide Book. This yearly publication offers two sizes of listings or the option of running a display ad. Guide Book serves as the year-long directory to meeting and convention facilities throughout the region, reaching 35,000+ event planners annually. The main mailing is in January, followed by year-long distribution at industry tradeshow and events. For every budget, there is a solution.

Jeff Pinkava | 605.695.3749
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Ottumwa Area Convention & Visitors Bureau

Prepare to Explore Greater Ottumwa during the 2015 Iowa Tourism Conference. For the first-time ever, two cities in two different regions will host the state tourism conference when it is held in Ottumwa and Fairfield. While the educational sessions and the awards ceremony will be hosted by Ottumwa, Fairfield will serve up the dine-around with some international flare. At this year's conference, be sure to attend the Educational "Appy" Hour for a preview. Don't miss your chance to participate in a drawing for a free iPad by downloading the Ottumwa and Fairfield mobile apps. Not to mention, you'll want to take some selfies with "#"'s like #FairfieldFloats, #OttumwaOrBustIn'15, or #GottaGoGothic. It'll be 60 minutes of fun you'll want to post all over social media! #Don'tMissOut

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Our Iowa Magazine

Our Iowa celebrates everything that's great about living in our state. Each issue is brimming with Iowa pride, vivid photography of spectacular scenery and heartwarming stories of our hardworking, fun-loving people.

Readers love our "off the wall" contests...like our "Keys to the Kitchen" contest in which we're giving away a \$20,000 kitchen makeover. It's little wonder our circulation has grown to over 90,000 paid subscribers. And, with a pass-along readership of over three readers per copy, more than 270,000 people read each issue.

Marketers appreciate Our Iowa, too. With thousands of dollars in prizes given away each issue in our unique "Lucky I Contest," readers have incentive to carefully study the ads. Many subscribers tell us they read the ads first! Plus, we limit advertising to no more than 25 percent of each issue so ads stand out compared to publications that are typically 60 percent advertising.

Our Iowa Magazine | 515.232.0075
editors@OurIowaMagazine.com | www.OurIowaMagazine.com



to see Pottawattamie County

Pottawattamie County Tourism Promotion Committee

It's a loop! It's a route. It's an easy way to explore Pottawattamie County's treasures. The colorful map shows the route through the county that connects the communities of Walnut, Avoca, Hancock, Oakland, Macedonia, Council Bluffs, Crescent, Honey Creek, Underwood, Neola and Minden. Featuring nearly 30 distinct attractions, the WATTWAY include wineries, orchards, parks, museums, art installations, water and bike trails, Eagles of Honor and a National Scenic Byway.

In 2005, county representatives formed the goal of promoting the county as a destination. A natural loop or route through the county had been identified in several studies; the WATTAWAY to see Pottawattamie County was created and trademarked in 2008.

Visit www.wattawayiowa.com and check out our custom itineraries that include seasonal lodging and dining options to reflect the unique experiences available. It's WATTAWAY to spend a day or a weekend or after the conference on your WAY home.

Cindy Thompson | 712.328.5638
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Register Media

Register Media is a multi-platform news and information and advanced marketing services company. It publishes the Des Moines Register along with community and weekly newspapers, Juice and a multitude of web and mobile sites including DesMoinesRegister.com, HawkCentral.com, CareerBuilder.com, Cars.com and RAGBRAI.com. In addition, Register Media owns and produces RAGBRAI (Register's Annual Great Bicycle Ride Across Iowa), the world's oldest, largest and longest annual bicycle ride.

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Sam's Club

Whether you're an individual or a business, a Sam's Club Membership more than pays for itself. With exclusive savings on the things you need, the things you love, and on all sorts of unexpected things. And don't forget, Sam's Instant Savings in addition to all that. Sign up today, and see how much better it is in the Club.

Rhonda White | 712.366.0130
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Spindustry Digital

Spindustry Digital is a full service digital marketing agency based in Des Moines. Spindustry helps organizations leverage the incredible power of the digital world – including web, mobile, marketing and social media. We can help you connect with your customers and understand how your organization is seen in the marketplace. We're your partner, and we're here to help you succeed.

Michael Bird | 515.225.0920
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The Group Travel Leader

The Group Travel Leader, Inc. produces four niche magazines including The Group Travel Leader that reaches 20,000 readers including group travel planners, bus operators, tour operators and receptive operators; Select Traveler reaches 5,500 bank loyalty program directors, alumni travel directors and chamber of commerce travel directors who plan leisure group travel for their members; Going On Faith is the national magazine for faith-based planners and mails to 6,000 readers who plan both youth and adult travel for their churches, synagogues and religious organizations; Small Market Meetings is the only meetings magazine that exclusively covers second and third tier cities and sites and is read monthly by more than 10,000 meeting planners. All issues are published in print and digital formats.

Kelly Tyner | 888.253.0455
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The Iowan / Pioneer Communications, Inc.

The Iowan magazine's articles and photographs feature Iowa at its best. With page after page of Iowa destinations and events, readers learn what to do, where to eat, where to stay and what to see in Iowa. Stunning photo essays show where to go to experience Iowa's natural beauty. The Iowan is available by subscription and at newsstands throughout the state. Its 62,000 readers spend more than \$45 million on Iowa travel and recreation.

The magazine is proudly published in Des Moines and printed in Waterloo by its parent company, the Pioneer Group. Pioneer has a six-decade reputation as a premier, full-color commercial printer. The Pioneer Group specializes in excellent customer service, strong attention to detail and streamlined project planning. Its full-service printing plant in Waterloo offers graphic design, digital printing, offset printing, addressing and mailing services. Contact the Pioneer Group today for everything from business cards and promotional materials to brochures, catalogs and independently published books — all your printing needs.

Polly Clark | 515.246.0402
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Travel Council Bluffs Convention & Visitors Bureau

Council Bluffs welcomes you! At the crossroads of America, visitors are amazed at our role in national history — Lewis and Clark, the Mormons, the Pioneer Trail, the California Trail, the Transcontinental Railroad, Grant Wood, the Civil War. Enjoy a revitalized and refreshing Council Bluffs!

Council Bluffs is full of activity and great things to enjoy: millions of dollars of public art throughout town, three distinct casinos and Stir Concert Cove, a community-wide trail system, 26 parks, Lake Manawa State Park, Tom Hanafan River's Edge Park, the 100 Block in historic downtown, recreation complex, and Mid-America Arena and Convention Center.

Visit www.travelcouncilbluffs.com and review our calendar of events. Enjoy Council Bluffs now and come back for a concert, sports tournaments or relaxing weekend soon! Let's GO!
Relaxation, recreation, remarkable Council Bluffs.

Josee Beier | 712.256.5653
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Travel Federation of Iowa

The Travel Federation of Iowa (TFI) is a statewide, grassroots organization representing all facets of Iowa's travel industry. TFI provides a unified legislative voice for the tourism industry with their highly effective District Leader program. If you are a member of a tourism region, you are also a member of TFI. Check out their newly updated website www.travelfederationofiowa.org.

Join us for breakfast on Thursday. REBOOT your energy with a great breakfast, REFRESH your knowledge of important issues and CONNECT with your peers.

Learn about the priorities for the upcoming legislative session and how YOU can become more involved with legislation affecting the tourism industry and its economic impact on Iowa. A special feature at breakfast will be an Epic Iowa Road Trip video, a collaborative partnership between the tourism regions and the Iowa Tourism Office.

Stop by the TFI booth and sign up for prizes and learn more. Be sure to "like" us on Facebook at Travel Federation of Iowa.

Travel Federation of Iowa | 515.554.7920
craig@ialobby.com or amy@ialobby.com | www.travelfederationofiowa.com



UNION PACIFIC RAILROAD MUSEUM

Union Pacific Railroad Museum

Visitors to the Union Pacific Railroad Museum journey through more than 150 years of American railroad history. Through interactive games and displays, the museum tells the story of one of our nation's most ambitious endeavors - constructing the transcontinental railroad and settling the West. Offering an extensive collection of artifacts, photographs, documents and equipment from as early as the 1840s, the museum serves as a place to promote connectedness among generations of people whose personal histories have been touched by the railroad. The museum is open Tuesday through Saturday, 10 a.m. to 4 p.m. Admission is free.

Allison Freemyer | 712.329.8307
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ZLRIGNITION

ZLRIGNITION is a national award winning, full-service communications agency located in Des Moines. With notable clients like Iowa State University, Beam, UnityPoint Health and Iowa Department of Public Health, ZLR focuses on connecting with the hearts and minds of the audience to develop a brand message that avoids "sameness." By communicating the brand through various traditional and non-traditional advertising, the agency ignites its clients' business and yields positive results. ZLR is proud to continue this approach to branding in its work with the Iowa Economic Development Authority.

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