



# Sponsorship Opportunities Information Packet

The Iowa Tourism Conference (ITC) is an annual event that provides professional development sessions and networking opportunities to approximately 300 tourism representatives. The event features a variety of nationally known speakers addressing current trends for the tourism industry. The ITC also includes a tradeshow that features approximately 30 organizations.

The ITC is attended by a wide range of tourism professionals including: convention and visitor bureaus, chambers of commerce, hotels, resorts, attractions, museums, restaurants, festival and event planners, cultural arts, gaming, tourism-related state agencies and associations and industry support organizations such as publishers and advertising agencies.

An ITC sponsorship provides an opportunity to connect with conference attendees on a variety of levels while promoting your company's services.

## DATES & DETAILS

**When:** Wednesday, October 25 to Friday, October 27, 2017

To ensure inclusion in print materials, please abide by the return date of October 1. Sponsorships received after this date are accepted, but benefits may vary.

**Where:** [Sioux City Convention Center](#)

801 4<sup>th</sup> Street, Sioux City, IA 51101

If you're mailing materials, please include "Attn: Iowa Tourism Conference".

**Exhibit Booths:** Each exhibit booth is 10' wide and 8' deep. It includes: pipe and drape, one 8' table, two chairs and a waste basket. Electricity is available at no additional cost by request. The facility has complimentary wireless internet.

**Host Hotels:** [Stoney Creek Hotel & Conference Center](#)

300 3<sup>rd</sup> Street, Sioux City, IA 51101, 800.659.2220

## TO RESERVE A SPONSORSHIP

The following pages outline the various sponsorship levels and available opportunities. When you are ready to sign-up:

[Visit this page](#) to reserve your sponsorship.

## FOR MORE INFORMATION

Jenna Beary

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## SPONSORSHIP SNAPSHOT

Details on the opportunities available under each tier are detailed on the following pages. Additional registrations are available for sponsors at a reduced rate of \$200 per attendee and are not subject to rate deadlines. This cost may be included with your sponsorship invoice.

<b><u>Sponsor Benefits</u></b>	<b><u>Tier 1</u> \$3,000+</b>	<b><u>Tier 2</u> \$2,000+</b>	<b><u>Tier 3</u> \$1,400+</b>	<b><u>Tier 4</u> \$700+</b>	<b><u>Exhibitor</u> \$500</b>	<b><u>Friend</u> \$100+</b>
Conference Registrations	3	2	1	1	1	0
Exhibit Booth	✓	✓	✓	✓	✓	
Logo included in conference program	✓	✓	✓	✓	✓	✓
Electronic copy of attendee directory	✓	✓	✓	✓	✓	✓
Signage at sponsored event	✓	✓	✓	✓		
Opportunity to make brief comments at sponsored event	✓	✓	✓	✓		
Logo included in AV display	✓	✓	✓			
Featured in E-Traveler (Electronic Newsletter)	✓	✓				
Logo and link on <a href="http://traveliowa.com/conference">traveliowa.com/conference</a>	✓					

## **TENTATIVE BOOTH STAFFING SCHEDULE**

Attendees are told that exhibitors will be at their booth during networking breaks and the reception. We do not ask exhibitors to work booths during meals, but to be aware that they may see traffic at the beginning and end of meal times. When the conference agenda is finalized in the fall, we will also finalize these times.

### Tuesday, October 24

3 – 5 p.m. Set-up

### Wednesday, October 25

7:30 – 9 a.m. Set-up  
 10 – 10:30 a.m. Networking Break  
 11:45 a.m. – 1:15 p.m. Lunch  
 2:30 – 3 p.m. Networking Break  
 5 – 6 p.m. Reception

### Thursday, October 26

10 – 10:30 a.m. Networking Break  
 11:45 a.m. – 1:15 p.m. Lunch  
 2:30 – 3 p.m. Networking Break  
 4 – 5:30 p.m. Trade Show/Silent Auction Break

### Friday, October 27

9:30 – 11:30 a.m. Tear Down

For more information:

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 PH: 515.725.3089 | [jenna.beary@iowaeda.com](mailto:jenna.beary@iowaeda.com)

## SPONSORSHIP DETAILS

### TIER 1: \$3,000

Dine-Around: During the Dine-Around attendees experience a taste of the host community and a relaxed atmosphere for networking. In addition to other benefits, the sponsor of the Dine-Around has their logo featured on one side of a special Dine-Around Dollar and has the reverse side to share information about their business.

Friday Breakfast: The breakfast on Friday, October 27 will close the conference with a keynote speaker. The sponsor of this breakfast is welcome to provide an item or special signage to be placed on the breakfast tables. The meal may feature a special selection or recipe that relates to the sponsor. The sponsor is welcome to speak to the attendees, play a video or both if time allows.

Luncheon (Wednesday available): Conference lunches allow attendees the opportunity to exchange ideas and hear updates from tourism industry leaders. Lunch sponsors are welcome to provide an item or special signage to be placed on the lunch tables. The meal may feature a special selection or recipe that relates to the sponsor. The sponsor is welcome to speak to the attendees, play a video or both if time allows.

Welcome Wagon: The Welcome Wagon sponsor will have their logo on various conference materials welcoming attendees to the ITC. The sponsor would work with the ITC committee on selecting ways they would like to welcome conference attendees; such as, providing bags or branded hotel room keys.

### TIER 2: \$2,000

Awards Presentation: The annual awards presentation is one of the most anticipated events of the ITC. This sponsor will have their logo included in the awards program and is welcome to provide an item or special signage to be placed at the event. The sponsor is welcome to speak to the attendees, play a video or both if time allows. Additional guests attend this very special event.

General Educational Sessions or Set of Breakout Sessions: Connect with all the attendees at once by sponsoring a general session speaker or set of breakouts. Sponsors may leave a special item before the session begins or welcome and hand out items as attendees enter the session(s).

### TIER 3: \$1,400

Breakfast (Wednesday morning): Help kick-start the day by sponsoring one of the casual breakfasts. Sponsors are welcome to greet attendees during the breakfast, place special items or signage on the tables and handout any special items to the conference attendees. Verbal recognition will occur at the educational session closest to the breakfast.

Breakout Session: Reach approximately 2/3 of attendees by sponsoring one breakout educational session that is repeated. Sponsors may leave a special item before the session begins or welcome and hand out items as attendees enter the session.

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Evening Reception: Sponsors can greet attendees during the reception, place special items or signage on the tables and handout any special items to the conference attendees.

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**TIER 4: \$700**

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First Timers Only Event: This special networking opportunity is for the ITC's first time attendees. The sponsor of this event will receive the first-time attendee list in advance of the event.

Iowa Destination Marketing Alliance: The sponsor of this annual membership meeting can welcome the directors of destination marketing organizations and speak for a few minutes before their private meeting.

Iowa Welcome Center Soundbites: This sponsor has the opportunity to meet the Iowa travel councilors from around the state as they meet to hear from Iowa communities about what's new, different or closed at their destination.

Silent Auction: The Silent Auction sponsor has their company name included on bidding sheets, silent auction pamphlet, and special signage at the auction.

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**EXHIBITOR: \$500**

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Exhibitors have the opportunity to meet conference attendees through their exhibit booth and are encouraged to also attend educational sessions and off-site events. Attendees are provided with a special exhibitor check-off card to encourage networking with the exhibitors.

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**FRIEND OF ITC: Amounts may vary**

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The Friend of ITC level allows those who would like to support the education, networking and comradery of the Iowa Tourism Conference through a contribution. Gifts may be financial or in-kind. A special board featuring the logos or names of partners whose contribution is valued over \$100 will be displayed at the Iowa Tourism Conference.

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