

2024 ANNUAL MEETING & EXPO

# SPONSOR & EXHIBITOR PROSPECTUS

COMMUNITY CHOICE CREDIT  
UNION CONVENTION CENTER  
MARCH 25-27, 2024



THE VOICE FOR  
CONNECTIVITY

# GROWING BROADBAND



CULTIVATING CONNECTIONS IN 2024

**MARCH 25-27, 2024**

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 11, 2024

### **Hilton Des Moines Downtown**

435 Park Street, Des Moines, IA 50309  
(515) 241-1456 (Rate \$167 + tax)

### **Des Moines Marriott Downtown**

700 Grand Ave, Des Moines, IA 50309  
(515) 245-5500 (Rate \$161 + 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 25-27, 2024. 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](http://iacommunicationsall.org) in early 2024.

## REGISTRATION INFORMATION

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



# TRADITIONAL SPONSORSHIPS

|  | DIAMOND | GOLD    | SILVER  | BRONZE            |
|--|---------|---------|---------|-------------------|
|  | \$2,000 | \$1,500 | \$1,250 | \$1,000           |
| Company logo displayed in the Annual Meeting & Expo Attendee Registration Guide if received by December 21, 2023 | 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       |         |                   |
| 1 full conference registration included  | X       | X       |         |                   |
| Social Media Post (Facebook & Twitter)   | X       |         |         |                   |
| 60 second sponsor commercial displayed during breaks and general session room                                    | X       |         |         |                   |
| Company logo displayed on sponsor wall at event  | X       |         |         |                   |

# EXCLUSIVE SPONSORSHIP OPTIONS

## ALL EXCLUSIVE SPONSORSHIPS INCLUDE:

- 1 Registration
- Company logo included on the large circle sponsor wall
- Opportunity to showcase a 60-second commercial on the various screens in main hall and expo hall during the conference.
- Company logo listed on the website, marketing guides, and onsite brochures.

## MOBILE APP

**\$2,500 (1 AVAILABLE)**

This is an exclusive sponsorship to be the highlight of the mobile app. Your logo will be the first image attendees see upon logging into the conferencing app. This is prime exposure for your brand of the event.

## MAIN HALL – ZEN ZONE

**\$2,500 (1 AVAILABLE)**

A three-day conference can be exhausting. You're roaming from room to room and presentation to presentation. The cool down zone will offer a variety of places to sit and flavored infused water stations. With guests lingering a while it's a prime location for your sponsorship branding.

## EXPO HALL – ZEN ZONE

**\$2,500 (1 AVAILABLE)**

Like the main hall Zen Zone this will be an area to unwind in the expo hall. You'll have the capability to fully brand the area for members to step in and relax. We will have 5-minute chair massages available from a trained masseuse during the reception on Tuesday evening expo hall time.

## INTERACTIVE LIVE SCREEN-PRINTING DURING EXPO RECEPTION

**\$2,500 (1 AVAILABLE)**

Want to be the talk of the expo hall reception? ICA will book a live screenprint session during the expo hall reception at your booth (or another area for you to brand) for attendees to come and make their own shirts. You'll work with the designer on the final printed product or branded item. This package comes with 150 shirts to giveaway.

## 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 numerous impressions. The company is responsible for supplying the logo and/or artwork that will be co-branded with ICA logo on the lanyards.

## WI-FI

**\$1,500 (1 AVAILABLE)**

Wi-Fi is a must; you'll have the opportunity to name the wi-fi network and password to showcase your business to all attendees (1,000+). We will also include your sponsorship on the ICA Conferencing app both in the sponsorship tab and resources tab as double exposure.

## NETWORKING BREAKFAST SPONSOR

**\$2,000**

We pride ourselves on having a warm robust breakfast at our events and your company won't go unnoticed for being the exclusive Breakfast Sponsor. The exclusive Breakfast Sponsor is for both Tuesday and Wednesday's networking breakfast. You will have the opportunity for a marketing table next to the buffet with promotional items to be displayed during the breakfast.

## TUESDAY LUNCHEON SPONSOR

**\$2,000 (1 AVAILABLE)**

Be the exclusive luncheon sponsor at the Annual Meeting & Expo. We only host one luncheon over the 3-day conference so your company would have prime exposure as the luncheon sponsor on Tuesday.

## COFFEE STATION SPONSOR

**\$1,500 (1 AVAILABLE)**

Doesn't everyone need that jolt in the mornings... Whether you like your coffee black, cream, or two sugars, many will be stopping by to grab their cup of joe for the day. Which means many impressions for you. You'll have full branding rights of the area to bring your own cups, sleeves, or just some banners and signs! You'll be the exclusive Coffee station sponsor for the entire 3-day conference.

## WOMEN IN TELECOM BREAKFAST SPONSOR

**\$1,500 (1 AVAILABLE)**

For the second annual Women in Telecom Breakfast, you'll be the exclusive sponsor of this sought after session that women and men are looking forward to continuing in 2024. You will have the opportunity for 60 seconds at the podium and to introduce the keynote speaker of this session.

## LEADERSHIP ACADEMY LUNCH SPONSOR

**\$1,500 (1 AVAILABLE)**

The Leadership Academy Luncheon will be hosted on Monday, March 25th 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!

## NEW TELECO AND ATTENDEE LUNCHEON SPONSOR

**\$1,500**

Annually, we host a new teleco and attendee luncheon on Monday prior to the start of the conference. Each year we've had close to 50+ attendees at the luncheon. As the exclusive sponsor you'll have the opportunity to place marketing materials throughout the luncheon tables, welcome attendees, and kick off the luncheon with 60-seconds about your company.

### ADD-ON:

## PUSH NOTIFICATION

**\$250**

Over the last several years we've integrated the ICA Conferencing App into the Annual Meeting & Expo. We've had nearly 75% of attendees use the conferencing app during the meeting. Looking to stand out with your exhibitor booth and send a push notification during the expo hall time? Here's your chance! We'll schedule one push notification on either Tuesday or Wednesday during the expo hall to all app users.



# EXPO HALL INFO



## BOOTH FEES

### ☐ TIER 1

20X50 - \$2,800 | 6 Booth Personnel Included

### ■ TIER 2

20X30 - \$2,200 | 4 Booth Personnel Included

### ■ TIER 3

10X10 - \$1,000 | 2 Booth Personnel Included

### ■ TIER 4

10X10 - \$900 | 2 Booth Personnel Included

### ■ TIER 5

10X10 - \$800 | 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 10x10 booth space for a \$100 discount per booth.*

## BOOTH 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
- Monday evening reception with attendees
- Tuesday lunch with attendees
- Tuesday Vendor Reception in Expo Hall
- Wednesday breakfast with attendees
- Complimentary Wi-Fi

# EXPO MAP

|     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|
| 100 | 101 | 201 | 301 | 401 | 501 | 601 |
|     | 102 | 202 | 302 | 402 | 502 | 602 |
|     | 103 | 203 | 303 | 403 | 503 | 603 |
|     | 104 | 204 | 304 | 404 | 504 | 604 |
|     | 105 | 205 | 305 | 405 | 505 | 605 |
|     | 106 | 206 | 306 | 406 | 506 | 606 |
|     | 107 | 207 | 307 | 407 | 507 | 607 |
| 200 | 108 | 208 | 308 | 408 | 508 | 608 |
|     | 109 | 209 | 309 | 409 | 509 | 609 |
|     | 110 | 210 | 310 | 410 | 510 | 610 |
|     | 111 | 211 | 311 | 411 | 511 | 611 |
|     | 112 | 212 | 312 | 412 | 512 | 612 |
|     | 113 | 213 | 313 | 413 | 513 | 613 |
|     | 114 | 214 | 314 | 414 | 514 | 614 |

ICA Booth & Fun Zone

Escalator  
Escalator  
Entrance

|     |     |     |     |      |
|-----|-----|-----|-----|------|
| 300 | 701 | 801 | 901 | 1001 |
|     | 702 | 802 | 902 | 1002 |
|     | 703 | 803 | 903 | 1003 |
|     | 704 | 804 | 904 | 1004 |
|     | 705 | 805 | 905 | 1005 |
|     | 706 | 806 | 906 | 1006 |
|     | 707 | 807 | 907 | 1007 |
| 400 | 708 | 808 | 908 | 1008 |
|     | 709 | 809 | 909 | 1009 |
|     | 710 | 810 | 910 | 1010 |
|     | 711 | 811 | 911 | 1011 |
|     | 712 | 812 | 912 | 1012 |
|     | 713 | 813 | 913 | 1013 |
|     | 714 | 814 | 914 | 1014 |

TIER 1 | 
  TIER 2 | 
  TIER 3 | 
  TIER 4 | 
  TIER 5

# EXPO HALL INFORMATION

## CULTIVATING CONNECTIONS IN 2024

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 26th – 1:00 PM – 6:00 PM**

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

**Wednesday, March 27th – 9:15 AM – 11:00 AM**

## EXHIBITOR SET-UP TIMES

**Monday, March 25th | 9:00 – 11:00 AM**

(Booths 100, 200, 300, 400, 500, & 600)

**Tuesday, March 26th | 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 26.

## EXHIBITOR TAKE-DOWN TIMES

**Wednesday, March 27th | 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.

## 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 Dan Styhl, Liberty Expo for further information:**

[dstyhl@libertyexpo.com](mailto:dstyhl@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 March 1, 2024. 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 on February 21, 2024. All booths must be registered by Friday, March 8, 2024. 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 21, 2024 (and earlier) – 100% refund
- February 22 - March 6, 2024 - 50% refund
- March 7, 2024 (and after) - no refunds issued
- Refunds will not be issued for sponsorships.