IGNITE

ICA ANNUAL MEETING & EXPO

SPONSOR & EXHIBITOR PROSPECTUS

MARCH 22-24, 2027
DES MOINES, IA

COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER

Iowa communications alliance®
THE VOICE FOR CONNECTIVITY

Your Next Connection Starts Here

IGNITE
ICA ANNUAL MEETING & EXPO

Connect with Iowa's broadband community through exhibits, sponsorships and meaningful conversations. Ignite brings providers and industry partners together to explore solutions, share ideas and build relationships.

When: March 22–24, 2027

Why Participate?

- **Connect with customers.** Strengthen existing relationships and introduce your company to new contacts.
- **Show your solutions.** Demonstrate products and services, answer questions and hear what providers need.
- **Build your visibility**. Keep your company in front of attendees through exhibits, sponsorships and advertising.

Where

Community Choice Credit Union Convention Center
833 5th Avenue
Des Moines, IA 50309

Plan Your Visit

ICA has reserved room blocks at Hilton Des Moines Downtown and Des Moines Marriott Downtown. Visit the ICA website for discounted rates, reservation links, and booking deadlines.

Sponsorship Levels

Support Ignite with a recognition package that keeps your company visible before and during the conference. Compare the benefits below and select the level that fits your goals.

	DIAMOND	GOLD	SILVER
BENEFIT	**$2,500**	**$1,900**	**$1,375**
Event Recognition	●	●	●
Website Recognition	●	●	●
Sponsor Ribbons	●	●	●
Pre-Event Promotion	●	●	
Full Registration or Additional Booth Personnel	2	1	
Social Media Feature	●		
Sponsor Video Display	●		
General Session Branding	●		

Benefits Overview

D Diamond Level Benefit
G Gold Level Benefit
S Silver Level Benefit



Event Recognition

Company recognition in the registration guide, sponsor signage and expo map, subject to submission deadlines.

D G S



Website Recognition

Company recognition on ICA's event website, with logo or name placement based on the selected sponsorship level.

D G S



Sponsor Ribbons

Sponsor ribbons for eligible registered company representatives.

D G S



Pre-Event Promotion

Recognition in ICA's designated pre-event conference communications.

D G



Registration Benefit

One full event registration or one additional booth personnel pass for Diamond and Gold sponsors.

D G



Dedicated Social Media Feature

One company feature shared through ICA's social media channels.

D



Sponsor Video Display

One sponsor-supplied video, up to 60 seconds, displayed during designated breaks.

D



General Session Branding

Diamond sponsor logos displayed on designated general session stage signage.

D

Exclusive Sponsorship Opportunities

Put your brand alongside the materials, services and experiences attendees interact with throughout Ignite.

Exclusive sponsorships are purchased separately from tiered sponsorship packages and exhibit space. Benefits vary by opportunity, and any included event registration is identified in the individual sponsorship description.

Conference Materials

HOTEL KEY CARD SPONSOR

$3,200 (1 Available)

Introduce your brand as attendees check in with an ICA-designed hotel room key card featuring your logo at participating partner hotels. Includes one event registration.

WELCOME BAG SPONSOR

$3,200 (1 Available)

Put your logo alongside Ignite branding on the official welcome bag distributed at conference registration. ICA designs, purchases and distributes the bags; the sponsor provides a print-ready logo and receives one event registration.

NAME BADGE SPONSOR

$2,900 (1 Available)

Keep your brand visible throughout the conference with your logo on official attendee name badges. Includes one event registration.

LANYARD SPONSOR

$2,900 (1 Available)

Connect your brand with a conference essential by placing your logo alongside Ignite branding on official attendee lanyards. Includes one event registration.

Meals & Refreshments

NETWORKING BREAKFAST SPONSOR

$2,000 (1 Available)

Keep your brand visible as attendees connect over two networking breakfasts. Includes sponsor signage near buffet stations, recognition in meal slides and an optional marketing table near the breakfast area.

Meals & Refreshments (Continued)



WOMEN IN TELECOM BREAKFAST SPONSOR

$2,000 (1 Available)

Support a gathering that brings women in telecommunications together to connect and share perspectives. Includes a 60-second welcome and the opportunity to introduce the keynote speaker.



LEADERSHIP ACADEMY LUNCH SPONSOR

$2,000 (1 Available)

Connect your brand with ICA's Leadership Academy graduates at a private luncheon. Includes company recognition during the gathering.



COFFEE STATION SPONSOR

$1,200 (1 Available)

Keep your brand visible where attendees stop for coffee between sessions, with your logo on designated coffee station signs. ICA coordinates scheduled service and signage; sponsors may supply approved branded sleeves or napkins at their own expense.

Technology



EVENT APP SPONSOR

$2,800 (1 Available)

Put your brand where attendees plan their conference experience with a logo on the app home screen and a linked sponsor listing. Includes recognition in ICA's attendee email introducing the app and one event registration.



WI-FI SPONSOR

$2,200 (1 Available)

Help attendees stay connected with sponsor recognition on Wi-Fi signage, in the registration guide and in the event app. Includes a custom network name and password, subject to venue technical approval.

Choose Your Exhibit Space

Select the footprint that fits your display and the conversations you want to create. **Member pricing is shown below, and ICA members receive priority booth placement.** Tier pricing is based on booth location within the expo hall. See the floor plan on Page 8 for booth locations.

BOOTH PACKAGE	SIZE	MEMBER PRICE	INCLUDED PERSONNEL
Tier 1	10 × 10 ft	$1,250	2
Tier 2	10 × 10 ft	$1,150	2
Tier 3	10 × 10 ft	$1,000	2
Spotlight	16 × 30 ft	$2,550	4
Showcase	24 × 30 ft	$2,800	6
Marquee	24 × 40 ft	$3,150	8

NON-MEMBER PRICING:

Non-member standard exhibit rates are 50% above ICA member rates.

ADDITIONAL BOOTH PERSONNEL:

$300 per person for members and non-members.

EXHIBITOR REGISTRATION OPENS: DECEMBER 8 AT 10:00 AM

Booth selection is available on a first-come, first-served basis once registration opens. Additional exhibitor details and event preparation information will be provided after registration.

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

AFTER YOU REGISTER:

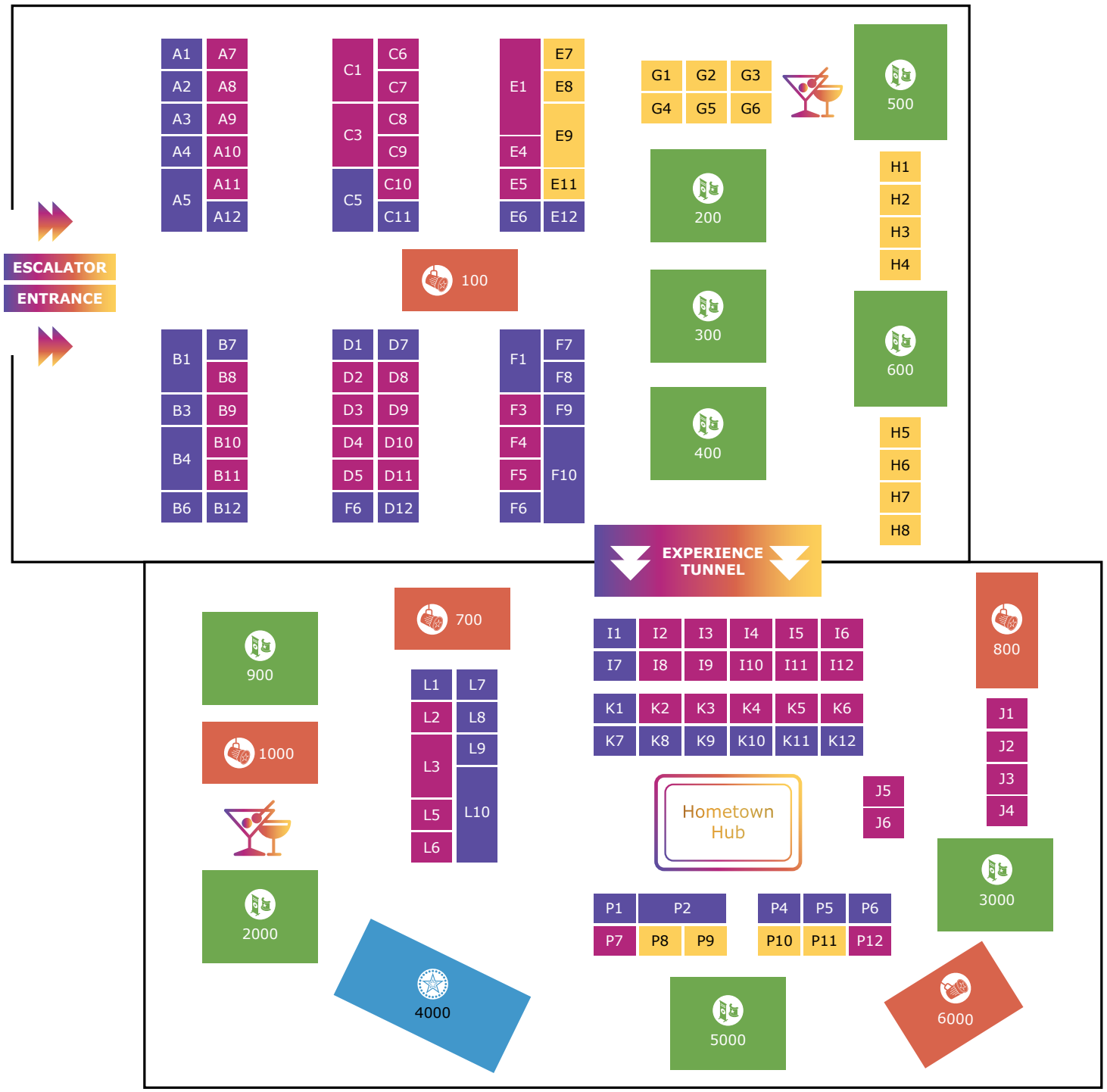
Registered exhibitors will receive additional event information, including expo hours, move-in and move-out details, exhibitor service ordering information, food and beverage requirements, important deadlines and other details needed to prepare for Ignite.

Expo Floor Plan

Explore the exhibit footprints and booth locations to find a space that fits your company's needs. Booth selections are subject to availability and ICA's placement process.

Tier 1 Tier 2 Tier 3

Spotlight Showcase Marquee



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



Make Your Booth The Destination

Some of the best connections start with an experience. A live demonstration, hands-on activity, giveaway or refreshments can spark curiosity and turn a booth visit into a memorable conversation.

Attendees have shared that they'd love more interactive experiences on the expo floor. Ignite is an opportunity to show your company's personality and bring your solutions to life.

BOOTH ACTIVITY GUIDE

Share your planned demonstration, giveaway or activity with ICA for consideration in the attendee Booth Activity Guide, designed to help attendees discover interactive experiences happening throughout the expo. Submission instructions and deadlines will be provided to registered exhibitors.

FOOD & BEVERAGE AT YOUR BOOTH

Refreshments can be a welcoming way to draw attendees into your space and keep the conversation going. All food and beverage offerings must be coordinated through the Iowa Events Center and approved in advance. Additional ordering information and venue requirements will be provided to registered exhibitors.

LOOKING FOR IDEAS?

Follow ICA's social media channels for booth inspiration, giveaway ideas and simple ways to create an experience attendees will want to explore.

- *NOTE:* Exhibitors fund and manage their own activities, including staffing, supplies, prizes and refreshments. ICA does not fund exhibitor activations.

Expo Engagement Add-Ons

Extend the reach of your booth experience with opportunities that help attendees discover your company and what you have planned.

CONNECTION QUEST
$350
Become a featured stop in the Connection Quest, giving attendees another reason to explore your booth. Attendees scan QR codes at participating booths for a chance to win a grand prize announced at the close of the event.

DIGITAL PUSH NOTIFICATIONS
$400 Each | Limited to 5 Per Day
Highlight your demonstration, giveaway or booth activity with one custom notification through the ICA event app during expo hours. Messages are approved in advance, with send times coordinated by ICA.

POP-UP BAR ADD-ON
$750 Per Exhibitor | Limited Availability
Place your company's name on a shared pop-up bar on the expo floor. Participating exhibitors receive individual recognition on the bar, providing added visibility in a popular expo gathering area.

Take Your Brand Beyond the Booth

Carry your visibility beyond your exhibit space with advertising along the routes attendees use throughout the conference. Choose from escalator wraps, floor graphics and additional signage in approved venue locations.

Advertising is purchased separately from booth space and sponsorship packages. All placements are subject to availability and ICA and venue approval; quotes identify applicable production, installation and removal costs.

ENTRANCE ESCALATOR WRAPS
$1,500 Large / $900 Small
Display your brand as attendees move between floors and sessions with an escalator wrap in an approved location. Sponsors provide print-ready artwork to the approved dimensions, and ICA coordinates production and placement.

FLOOR GRAPHICS
$350 Each | 3 × 3 Feet
Draw attention to your company with a branded floor graphic in an approved registration, hallway or expo location. ICA provides the template, and sponsors supply completed print-ready artwork.

ADDITIONAL SIGNAGE & ADVERTISING
Priced by Placement
Extend your visibility with freestanding signs or other approved advertising surfaces throughout the building. Select a preferred location from the available placements, with pricing based on location, size and production requirements.

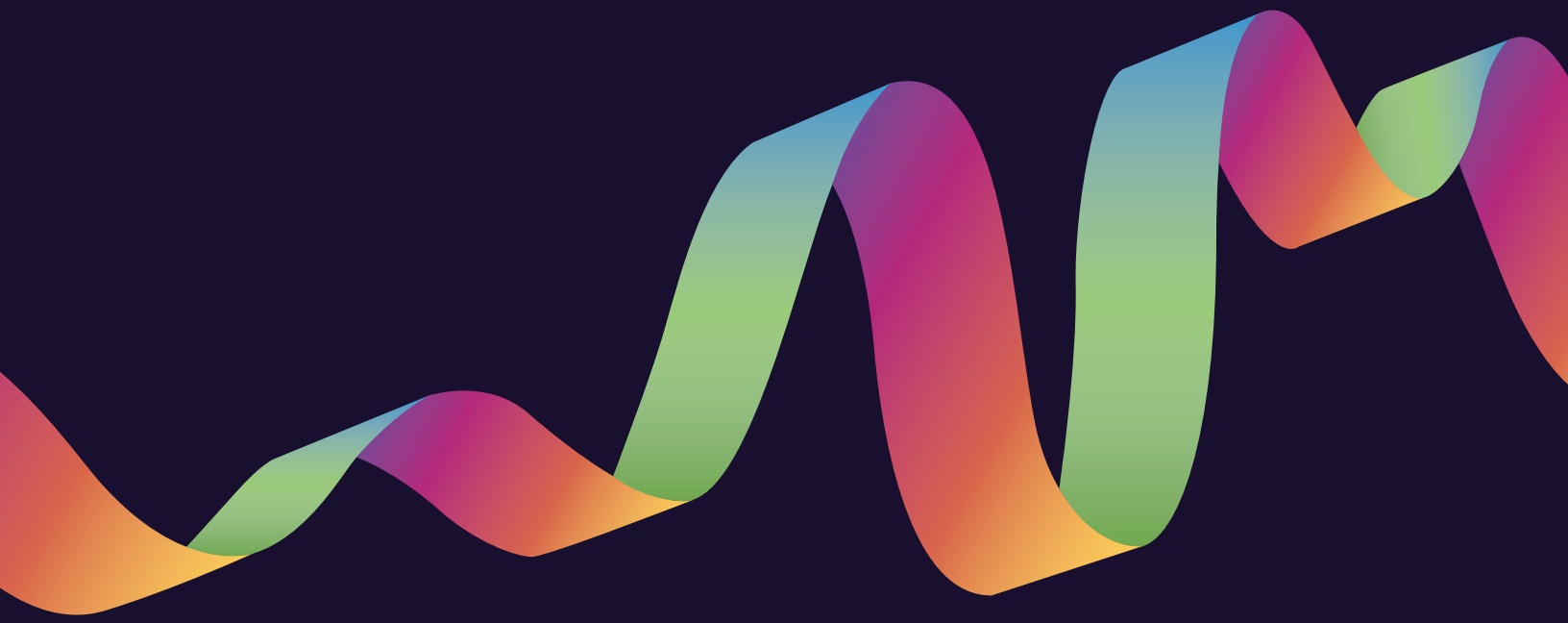
Questions?
Let's Connect.

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