



EXPO HALL INFO

Booth Fees

□ Tier 1

30x50 - \$3,050 | 6 Booth Personnel Included

■ Tier 2

20x30 - \$2,450 | 4 Booth Personnel Included

■ Tier 3

8x10 - \$1,150 | 2 Booth Personnel Included

■ Tier 4

8x10 - \$1,050 | 2 Booth Personnel Included

■ Tier 5

8x10 - \$900 | 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 8x10 booth space for a \$100 discount per booth.

Additional booth personnel can be purchased for \$300 per person. This price applies to both members and non-members.

Booth Components

- Company name listed in conference app
- 7" x 44" identification sign
- 3' draped side rails and 8' back drape
- 6' 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



Tier 1
 Tier 2
 Tier 3
 Tier 4
 Tier 5



Expo Hall Information

Competing with Purpose in 2025

Competing with Purpose focuses on rising to new challenges while staying grounded in what makes rural Iowa strong. As competition heats up, local telcos will be required to level up—enhancing networks, improving services, collaborating with peers, and embracing trends like esports in schools and communities. This conference will provide the tools and insights needed to turn competition into opportunity, helping providers grow, innovate, and lead with purpose, all while staying true to their roots.

We encourage you to use your imagination to integrate the theme with your booth space.

Expo Hours

Tuesday, March 25th – 1:00 PM – 6:00 PM

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

Wednesday, March 26th – 9:15 AM – 11:00 AM

Exhibitor Set-up Times

Monday, March 24th | 8:00 – 11:00 AM

(Booths 100, 200, 300, 400, 500, 600, large equipment displays)

Tuesday, March 25th | 7:30 AM – 11:00 AM

(All other booths)

Exhibitors are welcome to attend the Monday sessions and reception, but please note expo hall set-up does not begin for all other booths until Tuesday, March 25.

Exhibitor Take-Down Times

Wednesday, March 26th | 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 conference 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 Madison Waddell, Liberty Expo for further information:

mwaddell@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

Booth Fees

Full payment of booth space is due February 28, 2025. Space will not be held, assigned or confirmed until payment is received. Payment may be made by credit card (3% fee applies) 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 19th. We will accept sponsorship signups after December 20th. 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 19, 2025. All booths must be registered by Friday, March 7, 2025. 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 19, 2025 (and earlier) – 100% refund
- February 20 - March 6, 2025 - 50% refund
- March 7, 2025 (and after) - no refunds issued
- Refunds will not be issued for sponsorships.

