

Convention Exhibit Hall Coordinator



If you have questions about associate membership or sponsorship contact Taylor Zumbach at the Iowa Bankers Association, 800-532-1423 or 515-286-4225 or e-mail her at tzumbach@iowabankers.com



If you have questions about exhibiting at the IBA Convention contact Jill Manternach at the Iowa Bankers Association, 800-532-1423 or 515-286-4375 or e-mail her at jmanternach@iowabankers.com

2018 Exhibition Prospectus



September 16-18, 2018

Veteran's Memorial Convention Center
Iowa Events Center
Des Moines, Iowa



Iowa Bankers Association
8800 NW 62nd Ave.
Johnston, IA 50131
www.iowabankers.com 800-532-1423

Annual Convention

Join the Iowa Bankers Association (IBA) as we celebrate our 132nd Annual Convention! The IBA Annual Convention is the culmination of the year-long activities of the IBA. The two and a half days are filled with informative general sessions, educational workshops as well as a trade show featuring 100 exhibitors demonstrating the latest in banking products and services.

Location

This year's convention will be held at the Veteran's Memorial Convention Center at the Iowa Events Center, 730 3rd Street, Des Moines.

Attendee Profile

Bankers from across the state of Iowa will be passing by your booth. Total attendance in 2017 was approximately 900. The majority of the bankers in attendance will be presidents, CEOs and other senior management. If these are the people you market to, reserve your space today!

Hotel Reservations

Hotel information will be on the IBA Convention website at www.ibaconvention.com under the Information tab and will be available in July. You must be a registered exhibitor to reserve a room under the IBA block.

Sponsorship Opportunities

There are many ways to increase your visibility and professional impact by sponsoring a part of the Convention. There are many perks to sponsorship, including a free booth, registration and your logo in the final program on qualifying sponsorships. Please e-mail Taylor Zumbach at tzumbach@iowabankers.com or call (515) 286-4225 for sponsorship availability.

Marketing Opportunities

The Convention is a unique opportunity for you to reach the statewide financial market. Exhibition at Convention offers cost-effective contact with current and potential customers from across Iowa. Scheduled activities that offer direct vendor exposure include:

- Continuous Exhibition Access
- Refreshment breaks
- Exhibit Hall Luncheon
- Silent Auction in the Exhibit Hall
- Chairman's Reception Monday evening in the Exhibit Hall

You may contract for additional marketing exposure by sponsoring a Convention activity. Please contact Taylor Zumbach at tzumbach@iowabankers.com or (515) 286-4225 for sponsorship availability.