

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

2019 Exhibition Prospectus



September 22-24

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

Annual Convention

Join the Iowa Bankers Association (IBA) as we celebrate our 133rd 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 2018 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:

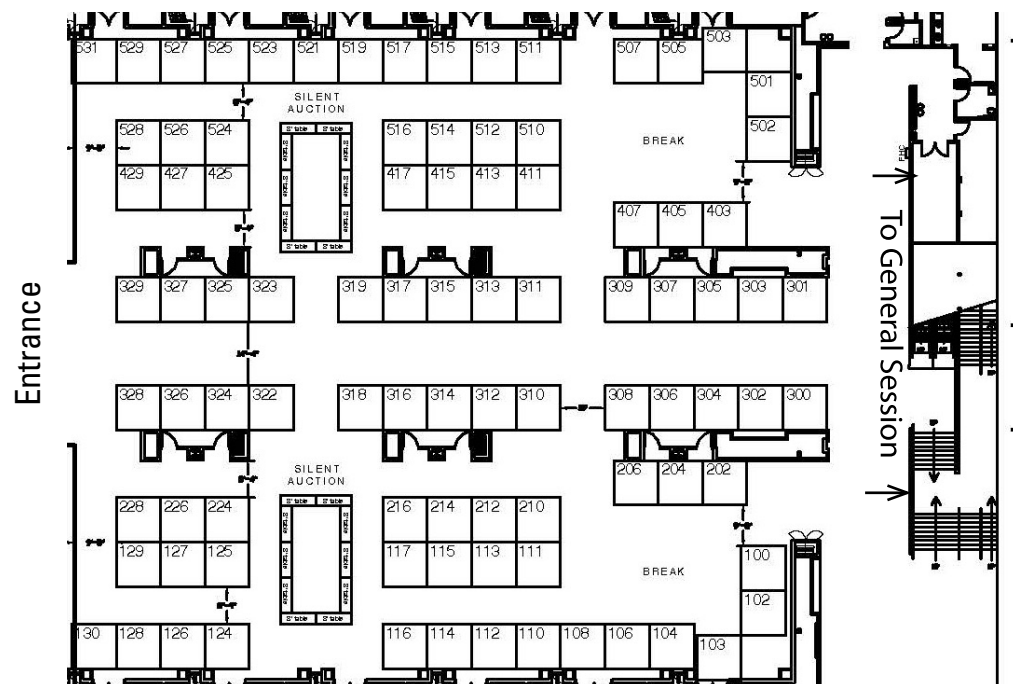
- Continuous Exhibition Access
- Refreshment breaks
- Silent Auction in the Exhibit Hall
- Chairman's Reception Monday evening in the Exhibit Hall
- Grand prize activity to increase booth traffic

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.

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



Exhibit Hall



Booth Assignment

Due to the outstanding opportunities available to meet with bankers from around the state, the exhibit hall fills up quickly. The 2018 Convention Exhibit Hall was a near sell out, so complete and return your contract TODAY!

Space is available to IBA Associate Members only and booth placement will be determined based on:

- 1) Level of sponsorship at the 2019 Convention
- 2) Level of sponsorship/advertising at other IBA events
- 3) Date your contract is received

Your booth will be assigned to you, and you will be notified by August 16, 2019 of your placement.

Contracts must be received by August 1, 2019. Because of printing deadlines, contracts received after that date may not appear in the final program.

Exhibit Fees

The rental fee for each standard 10' x 10' exhibit booth is \$1,500. Fee includes: pipe and draping, one-line sign of your company name and registration for three individuals (see contract regarding name badge policy). Sponsor booth prices vary.

Booth fee also includes an 8' table, 2 chairs, exhibit hall carpeting and a wastebasket.

If you are not already an associate member, please, call Taylor Zumbach or visit www.iowabankers.com for associate membership information. Payment must be received in full before space is assigned.

2019 Schedule of Events*

Sunday, September 22

Noon-4:00 p.m. Exhibitor Registration and Set-up
5:30 p.m. Reception at Downtown Hilton

Monday, September 23

7:30 a.m.-9:00 a.m. Ag Breakfast
9:00 a.m.-5:30 p.m. Exhibit Hall open
9:00 a.m.-10:00 a.m. Break in Exhibit Hall
10:00 a.m.-Noon General Session
Keynote Speaker
Noon-1:30 p.m. Spark! Luncheon in Iowa Event Center Ballroom (complimentary for all attendees)
1:30 p.m.-2:30 p.m. Breakout Session

Monday (continued)

2:30 p.m.-3:15 p.m. Refreshment Break in Exhibit Hall
3:15 p.m.-4:15 p.m. Breakout Session
4:15 p.m.-5:30 p.m. Chairman's Reception in the Exhibit Hall

Tuesday, September 24

7:30 a.m.-9:30 a.m. Legislative Symposium & Breakfast
9:00 a.m.-10:30 a.m. Exhibit Hall open
9:30 a.m.-10:30 a.m. Break in the Exhibit Hall
10:30 a.m. Dismantle Exhibit Booths
10:30 a.m.-Noon Closing General Session

*Schedule is subject to change as program is finalized. You will be notified of any changes.

Cancellation Policy

Cancellations will be accepted until August 16, 2019, and refunds of all sums paid by the exhibitor, less the deposit of \$250 per booth, will be made. No refund will be made if notice of cancellation is received after August 16, 2019.

Installation/Dismantling

Exhibitors will have access to the Exhibit Hall from Noon to 4 p.m. on Sunday, September 22 to set up booths. All exhibits must be completely installed by 4 p.m. on Sunday, or with permission and under special circumstances, from 6:30 to 8:30 a.m. on Monday, September 23. You must make prior arrangements with Jill at the IBA for Monday set-up. No setup will occur outside these times. Exhibitors may begin dismantling booths at 10:30 a.m. on Tuesday, September 24. No dismantling or packing may begin before 10:30 a.m. Exhibitors who do not follow IBA schedules will not be allowed to participate in future IBA conventions.

Official Decorator & Booth Equipment

The official decorator for the convention is Freeman Decorating Company:

- Physical Address:
2000 Easton Blvd.,
Des Moines, IA 50317
- Mailing Address:
P.O. Box 6130 EDM Station,
Des Moines, IA 50309-0130
- Phone
515-265-5601.

An 8' table, 2 chairs, pipe & drape, exhibit hall carpeting and a wastebasket are included with your booth. Additional items can be ordered through Freeman and standard Freeman rates will apply.

A booth equipment/service kit will be emailed to all confirmed exhibitors. Please direct any questions regarding booth equipment or services to Freeman Decorating Company.