

Prospectus



Iowa Bankers Association 135th Annual Convention

September 19-21, 2021

Iowa Events Center
Des Moines, Iowa



Join the Iowa Bankers Association (IBA) as we celebrate our 135th 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, fun networking events and a trade show featuring 100 exhibitors demonstrating the latest in banking products and services.

Bankers from across the state of Iowa will be passing by your booth. Past Convention attendance has averaged almost 800 attendees. The majority of the bankers in attendance will be presidents, CEOs and other senior management.



Be a part of the IBA Annual Convention and **make the connections you need to drive your business forward.** We

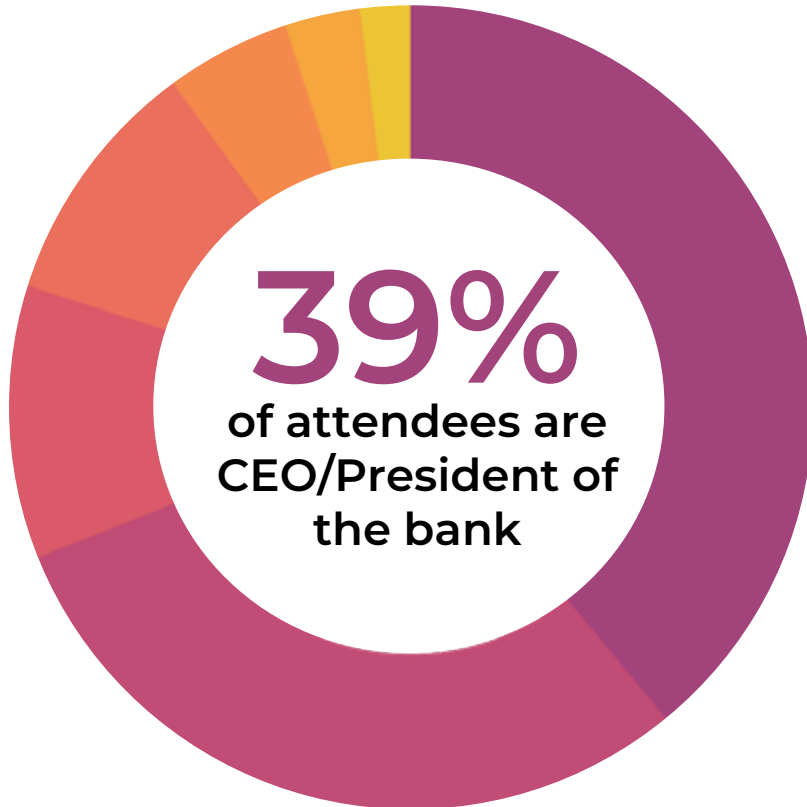
encourage you to review our sponsorship and exhibiting prospectus and find the right fit for your organization's marketing goals. Please note that booth selection is based on your contract submission date, so don't delay!

We hope to see you September 19-21, 2021 at Veteran's Memorial Auditorium in downtown Des Moines for the IBA Annual Convention!



The IBA Annual Convention is a can't miss event for bankers from across the state. Almost 70% of our attendees are executive level bankers who are looking to network and find solutions to challenges within their banks. Don't miss your chance to

market directly to the decision makers.



- 39% President/CEO
- 30% Senior/Executive Vice President
- 11% Lender
- 10% Chairman/Board Member
- 5% Operations
- 3% CFO
- 2% Other (Marketing, Compliance, etc)



Bank Sizes

- 14% Under \$100 Million
- 35% \$100 - \$250 Million
- 22% \$250 - \$500 Million
- 10% \$500 Million - \$1 Billion
- 18% Over \$1 Billion



92
Iowa banks represented
at the Convention



2021 Convention Schedule

Sunday, September 19

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

Monday, September 20

- 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
- 1:30 p.m.-2:30 p.m. Breakout Session
- 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 21

- 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

Event Highlights

RECEPTION

The Sunday evening reception is a chance to catch up with old friends and make new contacts in a relaxed setting. Past receptions have featured live music and unique locations that make this a great kick-off to the Convention.

EXHIBIT HALL HOURS

With four hours of dedicated exhibit hall time and activities like the Silent Auction, Grand Prize Connection Cards, Chairman's Reception and food and drinks throughout the hall we provide many opportunities for connection during the Convention.

CHAIRMAN'S RECEPTION

Monday evening's Chairman's Reception is held in the exhibit hall and is a great chance to network with bankers while enjoying food, drink and fun games.

EDUCATION SESSIONS

Sponsors and exhibitors are welcomed and encouraged to attend all general and breakout sessions and Monday's Spark! Luncheon. Education sessions are a great chance to learn more about the issues affecting your customers in the banking industry.



Convention Sponsor and Exhibitor Benefits

BENEFITS	PLATINUM SPONSOR <i>(see package for price and benefits)</i>	GOLD SPONSOR \$4,500	SILVER BOOTH \$2,500	STANDARD BOOTH \$1,500
1/4-page ad in convention final program	✓			
Recognition in Exchange	✓			
Logo on inside cover of final program	✓			
Recognition as GOLD or Premier sponsor on signage at convention	✓	✓		
Premium booth location	Middle aisle booth	Middle aisle booth	Booth near silent auction	
Recognition in sponsor section of IBAConvention.com	Logo & Link	Link	Link	
Logo in sponsor section of the final program	✓	✓	✓	
Three complimentary convention registrations	✓	✓	✓	✓
Listing in exhibitor section of the final program	✓	✓	✓	✓
Link on exhibitor section of IBAConvention.com	✓	✓	✓	✓
Convention attendee lists	✓	✓	✓	✓
Recognition in preliminary program sent out to over 1,000 bankers	✓	✓	✓	✓





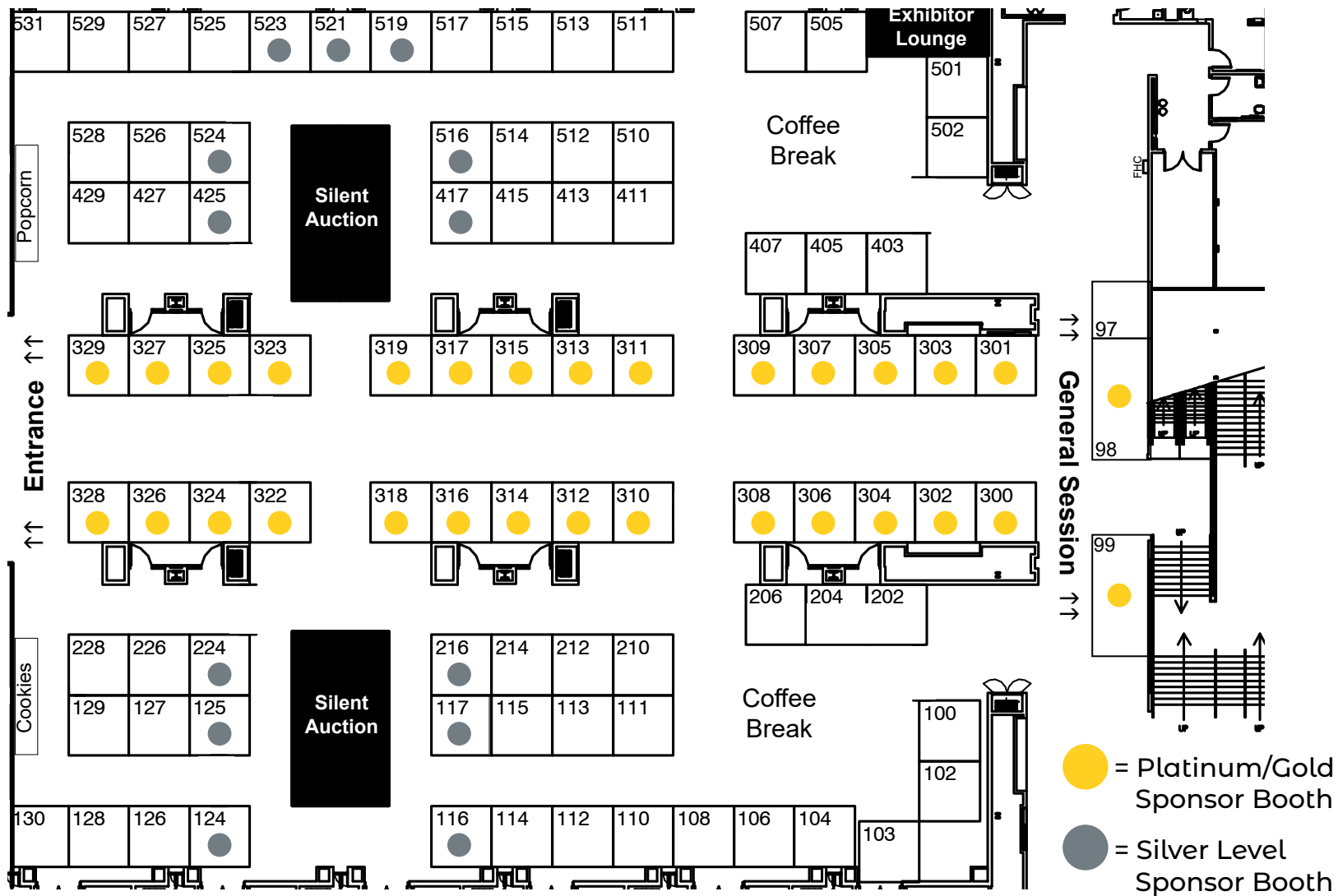
Platinum Sponsorship Opportunities

- ▶ Opening Keynote Speaker
- ▶ Closing Keynote Speaker
- ▶ Welcome Gift
- ▶ Mimosa & Coffee Bar
- ▶ Emerging Leader
- ▶ Legislative Symposium
- ▶ Ag Breakfast Speaker
- ▶ Chairman's Reception
- ▶ Hotel Key Cards
- ▶ Wi-Fi
- ▶ Cookies & Popcorn
- ▶ Monday Lunch Event
- ▶ Grand Prize Sponsor
- ▶ IPTV Silent Auction

For a full list of the benefits associated with each sponsorship and pricing, see the IBA Sponsorship Menu [here](#).



Exhibit Hall Floor Plan



Booth Assignment

Due to the outstanding opportunities available to meet with bankers from around the state, the exhibit hall fills up quickly. Exhibit Hall booths have sold out in the past, 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 for the 2019 Convention and 2020 Leaders Speaker Series Event
- 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 17, 2021 of your placement.

Contracts must be received by August 2, 2021. 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, contact Taylor Zumbach or visit the [Associate Member page](#) on our website for more information.

Cancellation Policy

Cancellations will be accepted until August 17, 2021, 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 17, 2021.

Booth Set-Up

Exhibitors will have access to the Exhibit Hall from Noon to 4 p.m. on Sunday, September 19 to set up booths. All exhibits must be completely installed by 4 p.m. on Sunday, or with permission, from 6:30 to 8:30 a.m. on Monday, September 20. 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 21. 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.



IBA Contacts:



If you have questions about associate membership or sponsorship contact:
Taylor Zumbach
800-532-1423
515-286-4225
tzumbach@iowabankers.com



If you have questions about exhibiting at the IBA Convention contact:
Jill Manternach
800-532-1423
515-286-4375
jmanternach@iowabankers.com

Official Decorator & Booth Equipment

[Freeman](#) is the official decorator for the convention.

- 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.

