



REMAINING Trade Show Sponsorships

Did you miss out on jumping on board with promotions through iTIP's FY23 trade show sponsorships? Fear not, there is still time! Three shows are remaining with opportunities left for each sports, meetings, and groups niche. Check out the sponsorship opportunities below to provide your organization a chance to shine in front of the national audience of group tour planners, sporting event rights holders, and small market meeting planners. Help Iowa make a splash with national event organizers!



If your organization is interested in sponsoring the trade shows, please contact Chelsea Lerud at clerud@iowatravelindustry.org or call 319-569-8083.

This project is supported by the Iowa Tourism Office.

Trade Shows:

MEETINGS	SPORTS	GROUP TOURS
<i>Connect Midwest</i>	<i>Sports ETA Symposium</i>	<i>American Bus Association Marketplace</i>
Peoria, IL	Kansas City, MO	Detroit, MI
January 30 – February 1, 2023	May 8 – 11, 2023	February 3 – 7, 2023
Sponsorship deadline: December 1, 2022	Sponsorship deadline: March 1, 2023	Sponsorship deadline: December 1, 2022

* Please Note: Connect Midwest does not include a booth.

Niche Trade Show FY23 Campaign Remaining Sponsorship Opportunities:

	BRONZE	SILVER	GOLD
Sports (1 show remaining)	\$ 400 \$ 200	\$ 900 \$ 450	\$ 1,300 \$ 650
Meetings (1 show remaining)*	\$ 350 \$ 175	\$ 800 \$ 400	SOLD OUT
Group Tour (1 show)	\$ 250	\$ 500	SOLD OUT
	(5 remaining for sports & meetings; 2 remaining for groups)	(6 remaining for sports & meetings; 1 remaining for groups)	(1 remaining for sports)
Benefits			
Profile sheet in planner packet	X	X	X
Access to leads early	X	X	X
Photos in booth slide show*	3	5	10
Social Media posts	1	2	3
Booth Signage*	Small Logo	Medium Logo	Large Logo
Newsletter & website recognition	Listing	Logo	Logo
Recognition in planner gift		X	X