

It Pays to Meet in Iowa!

Cash Incentives for Your Iowa Meeting, Conference, or Event

Receive a one-time reimbursement, up to \$25,000, toward your Iowa meeting, conference or event. This program is made possible by the Iowa Economic Development Authority and Iowa Tourism Office.

Include a local tourism experience for your group which entices 1/3 of your attendees to add an additional hotel night to the front or backend of your meeting agenda and you may qualify for up to 25% reimbursement on eligible hard costs.

An application portal can be found at www.meetinia.com.

Eligible Events

- Business Meetings
- Trade Shows
- Conventions
- Exhibitions

**All events must include a pre or post event tourism experience.*

Eligible Hard Costs

- Event Space/Venue Rental
- Event equipment rentals
- Entry fees for leisure activities
- Entertainment (including speakers)
- Food & beverage (excluding alcohol)
- Audio visual support
- Temporary help
- Event merchandise

See application at meetinia.com for a detailed list of eligible hard costs and reimbursement levels.

*Eligible Applicants

- Applicants must be the primary organizer of the event, however an outside meeting planner is able to submit the application on behalf of the primary organizer.
- For events held in communities with fewer than 10,000 in population, a minimum 10 hotel nights and a budget of \$2,500 must be attributable to the event.
- For communities larger than 10,000 in population, a minimum of 25 hotel nights and a budget of at least \$10,000 must be attributable to the event.

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One-Stop Application Portal

Applications for the meeting incentive are made through an online portal found at www.meetinia.com.

- Once an application is submitted and reviewed, applicants will receive a pre-approval letter for their potential reimbursement. After post-event documentation is uploaded through portal, the final reimbursement amount will be confirmed and reimbursements issued from the IEDA to the event organizer.
- For 2023 events, applications must be received 30 days prior to the event to ensure adequate time for pre-approval. Funds will be granted on a first-come, first-approved basis while the funds are available.
- The application period for 2024 & 2025 events begins November 1, 2023.
- Groups may only receive Meet in Iowa funding once. Groups that received reimbursement in 2022 or 2023 are not eligible.

Increase Hotel Nights with an Added Tourism Experience

The goal of the Meet in Iowa Meeting Incentive Reimbursement Program is to attract, retain, and expand in-person overnight events with the addition of a local tourism experience.

How Events Qualify

Groups must increase the projected hotel night stays affiliated with the event by 33% by adding a local tourism experience. For example, a meeting that starts at 11 a.m. on a Tuesday and ends at 3:00 on Wednesday has an expected hotel stay for all participants on Tuesday night. By adding a tourism experience on Monday evening or Wednesday night, thus increasing hotel night stays the day before the opening of the agenda or after the close of the agenda qualifies. Tourism experiences can include anything from a visit to an attraction to a private dining or culinary experience, to group tours or tickets to an amusement park, sporting event, or museum. Anything that showcases the community or area likely helps your entire meeting or event qualify for the reimbursement program.

Questions? Visit meetinia.com or call 515-276-1454

