



IASB Convention Sponsorship & Advertising Opportunities

November 16–17, 2022

Iowa Events Center, Des Moines

IASB has designed sponsorship opportunities that allow you to choose the events that best meet your needs and increase name recognition and traffic to your booth. All sponsorship arrangements are subject to approval by the Iowa Association of School Boards (IASB).

Trade Show Materials Now Available

You can now submit your contracts for the Trade Show. Priority placement will be provided for repeat exhibitors, sponsors, and the submission date of the contract **AND** payment.

Refunds are available through **Oct. 13**. Cancellations after Oct. 13 will not be refunded.

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KEYNOTE EVENTS

Opening General Session—\$2,500

Help kickoff convention on Thursday morning—during our opening event! Company name announced to over 1,000 attendees. Company name and logo featured on signage at room entrance, on table stanchions, in PowerPoint presentation and recognition in the digital program platform (SCHED).

Optional Add-On to Opening General Session Sponsorship—\$500

30-second ad shown during the student performance transition.

Second General Session (Lunch)—\$3,000

Popular luncheon on Thursday. Company name announced to over 1,000 attendees. Company name and logo featured on signage at room entrance, on table stanchions, in PowerPoint presentation and recognition in the digital program platform (SCHED). Includes two lunch tickets.

Student Talent Sponsorship—\$600

Sponsor a student music group and help pave their way to perform at the opening general session! Your sponsorship will cover their travel costs. Great way to extend your visibility with your company name and logo on screen during the group's performance and recognition in the digital program platform (SCHED).

RECEPTION & REFRESHMENTS

Member-Vendor Social—\$2,500 ea.

A popular event! Get maximum visibility by sponsoring this informal, fun and relaxing social in the Exhibit Hall on Wednesday. Company name and logo on signage at room entrance, at refreshment tables and recognition in the digital program platform (SCHED). Company name announced during reception. **Multiple sponsorships available.**

Exhibit Hall Breaks—\$2,000

Sponsor all refreshment breaks for Thursday Convention attendees! Company name, logo and booth number featured on signage at door, on refreshment tables and recognition in the digital program platform (SCHED).

Fresh Popcorn Cart—\$1,000

Don't miss this chance to draw additional attendees to your booth with the smell of freshly popped buttery popcorn! The Iowa Events Center will provide a popcorn cart, popcorn, oil, bags and training. Company responsible for preparing the popcorn; cart will be placed beside the exhibit booth. Prominent signage with company logo displayed by the cart. Popcorn available all day on Thursday.

AMENITIES

Wireless Internet—\$1,750

Be an exclusive sponsor of the wireless internet access throughout the convention and trade show for attendees and exhibitors. This is a best value item—it covers both days! Your company's website opens as home page for every browser opened on Wednesday and Thursday. Name and logo on signage throughout the venue and recognition in the digital program platform (SCHED).

Pocket Guide & SCHED (Digital Program Platform)—\$1,750

Get the maximum number of eyes possible on your company logo by having it right in attendees' pockets and on their mobile phone! Your company name and logo will be prominently displayed throughout the pocket guide and the digital program platform (SCHED).



Photo Booth—\$1,000

NEW! This is an exciting opportunity to get visibility in multiple ways over several days. Picture this: your company logo prominently displayed on a photo stand for attendees to take digital photos against an IASB-branded backdrop. These photos, branded with your company's logo on the digital frame, can be texted or emailed to the attendees, will be uploaded automatically into an online album, and shared on IASB's official Facebook page. The photo booth will be situated near your vendor booth in the Exhibit Hall.



Escalator Graphics—\$500

Imagine your company logo, custom printed and positioned at the entrance of one of the most heavily trafficked areas at convention—the escalator! This is a high visual impact opportunity at a reasonable price. Graphics are 2'x2' and feature anti-slip material. Company provides artwork; IASB handles production and installation. **Four (4) opportunities available.**

ATTENDEE SWAG

Lanyards—\$1,750

Each attendee receives a lanyard (with your company's logo) for the duration of the convention. Recognition in the digital program platform (SCHED).

Tote Bags—\$1,750

Promote your company on the popular take away tote bag available to all attendees. Recognition in the digital program platform (SCHED).

Branded Notepad/Pen Combination—\$1,000

An annual favorite! Company logo on notepad with attached pen. Two opportunities for your branding to go home with attendees!

Wednesday Workshop/Delegate Assembly Branded Pens—\$600

Increase your visibility for attendees at Wednesday Workshops and Delegate Assembly! Company logo on pens available to all attendees.

WORKSHOPS

Pre-Convention Workshops—\$600 ea.

Sponsor one of our pre-convention workshops focused on important topics. Company name and logo on signage at room entrance, at refreshment tables and recognition in the digital program platform (SCHED). **Morning and afternoon sponsorships available.**

School Finance Workshops—\$600 ea.

Sponsor our ever-popular school finance workshops at Convention! Company name and logo on signage at room entrance, at refreshment tables and recognition in the digital program platform (SCHED). **Six sponsorships available:**

- **School Finance 101:** morning
- **School Finance 101:** afternoon
- **School Finance 201:** morning
- **School Finance 201:** afternoon
- **School Finance 301:** morning
- **School Finance 301:** afternoon

Questions? Contact Us!

For questions regarding sponsorship or advertising opportunities, email Matt Vinsand at convention@ia-sb.org or call (515) 243-7038.