

Sponsor the 2026 Iowa Tourism Conference

Elevate Your Brand. Empower Iowa's Tourism.

Why Sponsor?

The Iowa Tourism Conference is the premier annual gathering for professionals dedicated to promoting Iowa's destinations and attractions. By sponsoring, your brand will be front and center with the people who shape how Iowa is experienced by visitors. Connect with tourism professionals, destination marketers and industry leaders from across Iowa.

The Benefits of Sponsorship

- Direct access to decision-makers
- Brand visibility
- Networking opportunities

Who Attends?

- Destination marketing organizations
- Chambers of commerce
- Economic development
- Attractions and museums
- Hotels and hospitality professionals
- Travel writers and influencers
- State and local tourism officials



Let's Grow Iowa Together

Sponsoring the Iowa Tourism Conference isn't just about visibility — it's about impact. Your support helps drive innovation, education and collaboration across Iowa's tourism sector.

Gold Sponsor: \$3,000 Benefits

- Four (4) registrations.
- One (1) premium exhibitor spot.
- Sponsor recognition throughout the two-day event.
- Sponsor logo and web link included on the conference website.
- Recognition in all conference correspondence emails to attendees.
- Conference attendee list shared post-event.
- Keynote sponsorship recognition
 - Includes schedule recognition, opportunity to address attendees either in person or through a pre-recorded video or commercial (1 minute or less), as well as introduce the speaker.
 - When securing your sponsorship through registration, **choose your preferred keynote**. Selections are first come first served.
 - ~~Thursday lunch keynote~~
 - ~~Thursday afternoon keynote~~
 - Friday morning keynote

Silver Sponsor: \$2,500

Benefits

- Three (3) registrations.
- One (1) exhibitor spot.
- Logo recognition on signage.
- Sponsor logo and web link included on the conference website.
- Recognition in all conference correspondence emails to attendees.
- Conference attendee list shared post-event.
- Plus **choose one** of the following additional benefits. Opportunities are first come first served.
 - ~~Lanyard sponsor – Logo included on the lanyards given to attendees to wear throughout the conference~~
 - ~~Name badge sponsor – Logo included on the front of the badge stock given to attendees to wear throughout the conference~~
 - ~~Thursday lunch – Schedule recognition and logo on signage by buffet lines~~
 - Thursday social activity sponsor - Schedule recognition and logo on signage at event
 - ~~Thursday social food sponsor – Schedule recognition and logo on signage at event~~
 - ~~Friday breakfast – Schedule recognition and logo on signage by buffet lines~~

Bronze Sponsor: \$1,750

Benefits

- Two (2) registrations.
- One (1) exhibitor spot.
- Recognition at event
- Sponsor Logo and web link included on the conference website.
- Conference attendee list shared post-event.
- Plus **choose one** of the following additional benefits. Opportunities are first come first served.
 - One (1) breakout session (~~nine~~ 3 available) - Schedule recognition, logo on session sign and recognition at beginning of session by room moderator. Sponsor can provide write up of 300 characters max to be read.
 - ~~All coffee/tea and water stations – Schedule recognition and logo on signage by beverage station~~
 - ~~Thursday Snack Break – Schedule recognition and logo on signage by snack station~~

EXHIBITOR: \$1,000

Benefits

- Two (2) registrations.
- One (1) exhibitor spot.
- Listed as an exhibitor on the conference website.



To Reserve a Sponsorship

When you are ready to sign up [reserve your sponsorship here](#).
To ensure inclusion in print materials, please abide by the return date of January 23, 2026. Sponsorships received after this date are accepted, but benefits may vary.

Exhibitor Dates & Details

All the conference details can be found at traveliowa.com/conference

Book a Room: Rooms start at \$134/night + all applicable taxes. [Reserve your hotel room here](#).

Adjust the date time frame if you plan to stay Wednesday night as well.

Exhibit Booths

Each exhibit booth is 10' wide. It includes one 8' table, two chairs, a wastebasket and electricity.

Packages can be shipped directly to the Meadows Events & Conference Center. Shipments of more than ten (10) boxes and any boxes heavier than 70 lbs. must receive prior approval. Handling and storage fees for large shipments will apply.

Incoming packages and boxes to The Meadows are to be addressed as follows:

Prairie Meadows
Iowa Tourism Conference 3/12/26 – Booth name or number
1 Prairie Meadows Drive
Altoona, Iowa 50009



Booth Staffing Schedule

Attendees are told that exhibitors will be at their booth during networking breaks. We do not ask exhibitors to work booths during meals, but be aware there may be traffic at the beginning and end of mealtimes.

Wednesday, March 11

5 p.m. to 7 p.m. - Set-up

Thursday, March 12

8 a.m. to 9:30 a.m. - Set-up

10 a.m. – Conference Begins

11 a.m. to 11:15 a.m. – Networking Break

Noon to 2 p.m. – Luncheon & Keynote

2 p.m. to 2:30 p.m. – Networking Break

3:15 p.m. to 3:30 p.m. – Networking Break

5:00 p.m. Social

Friday, March 13

9 a.m. to 10:30 a.m. – Breakfast & Keynote

10:30 a.m. to 11:00 a.m. – Networking Break

11:45 a.m. to 12:00 p.m. – Networking Break

12:00 p.m. to 1:30 p.m. – Awards Luncheon

Tear Down following Awards Luncheon

For More Information

Sponsorship Sales Inquiries

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Sponsorship Logistics & Fulfillment

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