



## BE AN EXHIBITOR AT THE IOWA DOWNTOWN CONFERENCE!

Vendors are invited to exhibit goods and services in the exhibit hall at the annual Iowa Downtown Conference, the premier statewide annual conference for professionals and volunteers involved in preservation based commercial district revitalization in Iowa.

There will be a limited number of spaces available on a first come, first served basis. Don't miss this opportunity to meet face to face with dedicated and passionate professionals and volunteers who either purchase or influence purchases for their city, neighborhood and/or downtown improvement program.

### GENERAL CONFERENCE INFORMATION

The 2022 Iowa Downtown Conference will be held in Pella, Iowa. The conference will draw community leaders from small towns, midsize cities, and urban neighborhood districts from across Iowa and the Midwest who are interested in preservation based downtown revitalization. The event will include two full days of comprehensive downtown revitalization training, tours and plenty of time to network in Pella.

The Iowa Downtown Conference is presented by the Iowa Economic Development Authority's Iowa Downtown Resource Center, in partnership with #VisitPella and Central College.

### VISIBILITY AND ACCESS

Exhibitors at previous events found the conference to be a highly visible, cost-effective way to reach local, state and regional audiences as they gather to learn about new ideas and solutions for downtown revitalization.

We expect approximately 250 attendees. All of Iowa's 950 plus communities and neighboring states' communities will be invited to participate and learn about the latest trends and strategies in downtown renewal.

Participants at past conferences have included downtown development supporters, Main Street program directors and volunteers, bankers, architects, chambers of commerce and economic development organization executives, preservation advocates, consultants and enthusiasts, design professionals and city officials.

### LOCATION

The Exhibit Hall will be in the atrium of Graham Conference Center.

### EXHIBIT HALL IS OPEN ONE-DAY ONLY! TUESDAY, AUGUST 2

- Set up: Mon., August 1 from Noon - 5 p.m. and Tues. August 2 at 8:00 a.m. (Must be set up by 10 a.m.)
- Exhibit Hall Hours: Tues., August 2 from 10 a.m. – 4:15 p.m.
- Tear down: Tues., August 2 by 5 p.m.

### TRAFFIC BUILDING ACTIVITIES

- Registration area with refreshments 10 a.m. – 4:15 p.m.
- Networking Breaks:
  - 10:00 – 10:30 a.m.
  - 11:30 – 11:45 a.m.
  - 2:15 – 2:45 p.m.
  - 3:45 – 4:00 p.m.
- Opportunity to attract attendees to your booth to have a "passport" stamped to be eligible for prizes

## \$250 EXHIBITOR FEE INCLUDES

- Exhibit space
- Table
- Cover and skirting for the table
- One chair
- Electricity, upon request
- Booth identification sign with your corporate name
- One complimentary, full conference registration per booth
  - Option to register additional individuals for \$40, which covers meal costs
- Electronic attendee list for use after the conference
- Listing with contact information in the Exhibitor Section of the electronic conference program
- Invitation to all booth staff for the networking activities on Monday and Tuesday evenings
- Opportunity to provide a product demonstration to attendees
- Business name on a “passport” drawing, requiring attendees to visit your booth to be eligible to win prizes

## TO RESERVE A SPACE

To apply, please complete the [Exhibitor Application](#).

## REGISTRATION AND PAYMENT

Upon submission of your completed Exhibitor Application, you will receive a confirmation of receipt. Selected exhibitors will be invited to pre-register for the conference in April and will be asked to provide more detailed information to populate the conference website and marketing materials. Payment information will be provided through the pre-registration portal.

## QUESTIONS? PLEASE DO NOT HESITATE TO ASK!

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