

Application for Booth Space

CITR/IGTA Travel Iowa Marketplace - Thursday, November 2, 2017

Vermeer Global Pavilion - Pella, Iowa

Applications for booth space are accepted on a first-reservation basis and while we hope to accommodate all exhibitors, registration is not guaranteed. A waiting list will be established if all booth spaces are filled.

*This application form serves as your invoice. You will not receive another invoice unless you request one.
Please make a copy of this form for your records if needed.*

Organization: _____ Contact Person: _____
 Mailing Address: _____
 City, State, Zip: _____
 E-mail: _____ Phone: _____

- 1) Affiliation with CITR or IGTA is required to participate in the marketplace. Please check **all** that apply:
- Full member of Iowa Group Travel Association
 - Private business/organization member of CITR
 - County appointed representative to CITR

2) Organization name for booth sign (limited to 39 characters - including spaces)

- 3) **Booth Registration Fees**
- Registration fee is \$295 (includes 1 person in the booth) \$295 – received by September 15
 - **Registration fee increases to \$395 after September 15** **\$395 – received after September 15**
 - Will you have a second person in your booth? If yes, add \$50 \$ _____
 - Do you need electricity? If yes, add \$55 \$ _____
 - **Total Booth Registration Fees due** **\$ _____**

Payment enclosed Payment to follow by October 10 Checks payable to Central Iowa Tourism Region.

Exhibitors are allowed to have a maximum of two people per booth. Booth fee includes 1 person and there's an additional \$50 for a second person in your booth. These must be the same two people throughout the show. You cannot bring additional people to the luncheon or show. Exhibitors can purchase more than one booth space to accommodate additional staff if needed.

- 4) Provide a brief (30 words or less) description highlighting your community, business, etc. Consider what will appeal to tour planners so they will plan to stop by your booth at the marketplace. Descriptions will be featured in the exhibitor list tour planners receive.
- _____
- _____

5) List special requests below (example - if you would like to be placed next to or near another exhibitor).

6) We agree to purchase a space at the 2017 marketplace. _____
Signature of authorized person

CITR/IGTA Travel Iowa Marketplace

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The Central Iowa Tourism Region and Iowa Group Travel Association are sponsoring the 22nd annual Travel Iowa Marketplace. Plan to participate in this opportunity that showcases Iowa's group tour opportunities.

Exhibitor Benefits:

- Excellent and affordable opportunity to meet one-on-one with tour planners interested in traveling in Iowa.
- Tour planners invited include bank clubs, senior groups, motorcoach companies, church groups, etc.
- Also attending will be planners participating in IGTA's multi-day FAM (familiarization tour) of Iowa.
- The marketplace has a proven track record with 100% of last year's planners indicating they planned to incorporate a destination or activity in a future tour as a result of meeting with an exhibitor at the marketplace.

Registration Rates and Deadlines:

We are offering the same registration rate as in previous years **(\$295) if registration received by September 15**. Rate increases to \$395 for registrations received after September 15.

See registration form for additional fees to have a second person in your booth or if you need electricity. Payment due by October 10. Checks payable to Central Iowa Tourism Region.

Eligibility

Exhibit space is available to full members of IGTA, private members of CITR, or county appointed representatives from a CITR county in good standing.

Booth Size

Booths are 8 feet wide by 8 feet deep and include one, 6 foot skirted table. If you require special booth arrangements such as an extra table, etc. please **contact us by October 2** and we will try to accommodate your needs. Additional charges apply for extra tables, etc.

What Does My Booth Fee Include

- 8' x 8' booth with pipe and drape.
- One 6' skirted table
- Small booth sign
- List of all registered planners
- Luncheon and refreshment breaks for 1 person
- Additional charge for second person and for electricity. See registration form for information.

Food & Beverage Giveaways

Exhibitors are allowed to give away food & beverage items from their booths at our location in Pella. Contact the CITR office with any questions.

Confirmation Materials

We will confirm your registration after receipt of your application form.

Marketplace Schedule-Thursday, November 2, 2017

8:00 - 10:00 AM	Exhibitor Set-up
10:00 AM - 12:15	Exhibits Open
12:15 to 1:15	Luncheon attended by exhibitors & tour planners. This provides time for additional networking.
1:15 to 2:00 PM	Exhibit Booth Tear Down

Exhibitors can also set-up the day before the show on Wednesday, November 1 from 1:30 to 4:30 p.m.

Prizes

Exhibitors can offer a grand prize to be given away during drawings that will be conducted at the end of the luncheon. Participation with a grand prize is optional. Ideas: a weekend getaway, nice gift basket, etc.

Refund/Cancellation Policy

100% of the registration fee will be refunded to any applicant who does not receive an exhibit space if space sells out. Should an exhibitor need to cancel, or is unable to participate, a refund will be issued based on the following schedule:

- 75% refund through September 1, 2017
- 50% refund September 2 - October 2, 2017.
- No refund after October 3, 2017

**For more information or questions contact CITR at 515-832-4808 or 800-285-5842
or by e-mail to: ann@lowatourism.com**