



2018 Travel Federation of Iowa (TFI) & Professional Developers of Iowa (PDI)

# #ThisIowa Legislative Showcase

Tuesday, January 30, 2018

at the Paul R. Knapp Animal Learning Center

Iowa State Fairgrounds, Des Moines

## Exhibitor Registration Form



Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Which Region are you located in? \_\_\_\_\_ Western \_\_\_\_\_ Central \_\_\_\_\_ Eastern

It is vital that you attend this year's showcase to share with legislators the impact tourism makes on the State of Iowa and how funding to the Iowa Tourism Office benefits each region, community and attraction, ultimately bringing in more tax revenue. We are collaborating this year with PDI and changing the format to a more reception type event. This registration form is for members of the Iowa travel industry.

### SCHEDULE:

**12:30 pm — Legislative Seminar(TFI ONLY).** Program will include updates from industry leaders, TFI lobbyists, and others to assist you in preparing to speak with the legislators at the evening event. Seminar will be held at **Tursi's Latin King**, 2200 Hubbell Avenue, Des Moines. **Cost for the legislative seminar is \$30 per person (lunch included) and register below.**

**3:00 PM — Animal Learning Center Opens for Set-up.** Banners must be set-up by 4:00 pm as some legislators arrive early.

**4:30 to 7:30 PM — Legislative Showcase.** Banner tear down begins at 7:30 PM. We ask that you do not take down your banner early as some legislators do not arrive until later in the evening.

### PARTICIPATION OPTIONS:

**OPTION A:** Attendee can bring one stand-alone banner (33" x 86") and 1 person to attend the event. If you need a larger area or want to bring multiple banners, please multiply the fee by the number of banners.

**OPTION B:** One person attend event-no banner. Multiply fee for multiple people, if needed.

**Legislative Seminar:** Additional fee is per person attending lunch and legislative seminar. Not included within participation options A or B.

### PAYMENT:

Type	Fee	Quantity	Amount Due
Option A: 1 Banner & 1 Person	\$75	X _____	= _____
Option B: 1 Person Attend only	\$50	X _____	= _____
Legislative Seminar	\$30	X _____	= _____
<b>TOTAL DUE:</b>			_____

**NOTE: \$50 late fee will be applied if registration is received after January 19.**

**Send your payment and registration form to: Western Iowa Tourism Region, 615 Main St., Sac City, IA 50583.**

**Make checks payable to:** TFI. Space filled on a first-paid basis. Questions - call or email Shirley Philips at 712-830-6768 or shirley@visitwesterniowa.com

**LIST NAME(S) OF ATTENDEES:**

**EMAIL:**

_____	_____
_____	_____
_____	_____
_____	_____

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**FOOD & BEVERAGES:**

It is optional if attendees want to bring food or beverages. In order to showcase Iowa, attendees are encouraged to bring with them food or beverages that represent **unique Iowa made products** to share with our guests. Food from attendees will be placed in various regional locations around the reception, so each attendee needs to bring a platter or container to serve their item. There is no electricity so keep this in mind. Also encouraged is to bring a small sign to indicate what the item is and where it is from. Beverages will be served from various bar areas. Make sure to bring all that is needed to serve beverages this includes any specialty glassware if needed. Table service of napkins, plates, silverware and cups will be provided by TFI. Exhibitors are encouraged to plan for around 125-150 attendees.

Do you plan to bring a food or beverage item?  No  Yes-List Item: \_\_\_\_\_

**PROMOTIONAL ITEMS:**

If attendees have specialty promotional items such as notepads, etc. they would like to provide, please bring 125-150 items. All specialty items will be placed together around the room in various locations.

Do you plan to bring a promotional item?  No  Yes-List Item: \_\_\_\_\_

**CANCELLATION POLICY:** If needed due to weather, a decision to postpone the 2018 showcase will be made by noon on Monday, January 29. If postponed; the TFI luncheon and showcase will be held on Tuesday, February 6, 2018 at the same locations and times.

The Iowa Group Travel Association (IGTA) and Central Iowa Tourism Region (CITR) will host a Media Training Seminar on Wednesday January 31, 2018 at the Courtyard by Marriott, 2405 SE Creekview Drive, Ankeny, IA. A room block is available for the evening of Tuesday, January 30 at a rate of \$129 plus tax if booked by January 8. Make reservations directly with the hotel by calling 515.422.5555. Mention group name **Central Iowa Tourism**. Contact the CITR office at 800.285.5842 for seminar information or visit [iowatourism.com](http://iowatourism.com).