



2022 Travel Federation of Iowa (TFI)
#ThisIowa Legislative Showcase

Tuesday, February 1, 2022

Elwell Family Foods Center

Iowa State Fairgrounds, Des Moines

Exhibitor Registration Form

Organization: _____

Contact Person: _____ Email: _____

Phone: _____ Mailing Address: _____

City/State/Zip: _____

SCHEDULE:

12:30 pm — Legislative Seminar/Luncheon. 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.

2:30 PM — Building Opens for Set-up. Please be set-up & ready by 4:30 pm as some legislators arrive early.

4:00 PM — Briefing & Announcements for All Exhibitors

5:00 to 7:30 PM — Legislative Showcase. Tear down begins at 7:30 PM and we ask that you do not take down early because some legislators do not arrive until later in the evening.

REGISTRATION FEES & PAYMENT:

- Early Registration fee is \$100 - includes up to 4 attendees \$100 Received by January 5, 2022
• Regular Registration increases to \$200 after January 5 \$200 Received after January 5, 2022
• If applicable – \$25/person registration after 4 attendees \$___ = \$25 x ___ person(s)
• Legislative Seminar/Luncheon - \$30/person \$___ = \$30 x ___ person(s)

\$___ Total Amount Due

1. Choose the size of area you need. The showcase will feature an open area (no pipe & drape). Bring your display, pull-up banner(s) or other items to highlight your area, business, etc.

- _____ 8 foot wide
_____ 10 foot wide
_____ Other (example – race car), specify how many feet are needed _____

2. There will be 8-foot banquet tables available for your materials, food, beverages, etc.

- _____ Yes - we want an 8-foot table and understand table covering/skirting is not provided
_____ No – we do not want a table or will bring our own table

3. Do you need electricity? Must provide your own extension cord.

- _____ Yes _____ No

4. List special requests below (example - if you want to be placed next to or near another group).

Send registration form and payment to:

Travel Federation of Iowa | PO Box 454 | Webster City, IA 50595

Make checks payable to: Travel Federation of Iowa

Credit cards accepted by calling 515.832.4808 or

Register online at https://form.jotform.com/202664572185156

Questions: call or email Ann Vogelbacher at 515.832.4808 or ann@iowatourism.com



#ThisIowa Legislative Showcase

Tuesday, February 1, 2022

Elwell Family Foods Center, Iowa State Fairgrounds, Des Moines, Iowa

Leading Iowa's tourism industry advocacy efforts since 1996, the Travel Federation of Iowa (TFI) has hosted this important legislative event for over 25 years. The legislative showcase allows you to be a part of our unified industry message to demonstrate why travel & tourism is important to our state.

Why Attend:

- Opportunity to be a part of a unified message with other industry members from across the state.
- Showcase your attraction, business, community, area, etc.
- Introduce legislators to new projects planned for your area.
- Inform/educate legislators that tourism is a revenue generator for the entire state - **\$864 million** in state & local taxes in 2020.
- Introduce yourself to legislators from around the state.
- Network with your peers on issues that affect the travel industry.

Food & Beverages:

- Providing food or beverages is optional but encouraged to showcase Iowa and our hospitality to legislators.
- If you have local foods or beverages, this is a fantastic way to highlight unique offerings from across our state including Iowa foods, local specialties, wines, beer, spirits, etc.
- Or think about how you might tie-in with the tourism assets in your area like "trail mix" if you have bike trails; apples, cider, or apple crisp if you have an orchard; Dutch letters, Kringla, etc. to play off local heritage, festivals, etc.

Special Items/Activities:

- Consider bringing an item that showcases your area, event, business, etc. Example – hot air balloon basket from the National Balloon Classic – a great photo opportunity for legislators!
- Do you have a locally themed bag game you want to set-up, or other ideas for unique ways to inform legislators about the gems across Iowa.
- **Let us know by January 7** if you want to bring larger sized items so we can accommodate logistics for you to load-in/load-out large sized items and allow sufficient space for special activities.

Theme - It Begins With A Visit:

- Consider using this year's theme ***It Begins With A Visit*** in your discussions with legislators or in your booth materials to show the importance of travel & tourism as part of Iowa's economic development strategy. The attractions, businesses and amenities that draw visitors to your area also attract business expansions, new residents & more - ***It Begins With A Visit!***

Questions: call or email Ann Vogelbacher at 515.832.4808 or ann@iowatourism.com

Travel Federation of Iowa reserves the right to refuse participation in the showcase. Information/materials that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public area not allowed.