

**Application for Booth Space**  
**CITR Travel Iowa Marketplace – Thursday, November 2, 2023**  
**Kent Campus Center, Simpson College**  
**Indianola, Iowa**

Applications for 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) Organization Name for Booth Sign (limited to 39 characters (including spaces):

\_\_\_\_\_

2) **Booth Registration Fees**

- Registration fee is \$320 (includes one person in the booth) \$320 – received by July 31
- Registration fee increases to \$420 after July 31 \$420 – received after July 31
- Will you have a second person in your booth? **If yes, add \$50** \$ \_\_\_\_\_
- Do you need electricity? **If yes, add \$75.** *Electricity available on a first request basis. We cannot guarantee requests to locate you near or next to other exhibitors if electricity is needed.* \$ \_\_\_\_\_
- Total Booth Registration Fees due \$ \_\_\_\_\_

\_\_\_\_ Payment enclosed \_\_\_\_ Payment to follow by August 31. Checks payable to Central Iowa Tourism Region  
Credit cards accepted by calling the CITR Office (additional fee applies)

Exhibitors are allowed to have a maximum of two people per booth. Booth fee includes one person and there is 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 space to accommodate additional staff if needed.

3) Provide a brief (30 words or less) description highlighting your community, business, etc. Descriptions will be included in the information planners receive.

\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_

5) We agree to purchase a space at the 2023 marketplace. \_\_\_\_\_

*Signature of authorized person – typed signature allowed*

Return your completed application form to the Central Iowa Tourism Region  
Mail: PO Box 454, Webster City, IA 50595-0454 ~ Email: [ann@iowatourism.com](mailto:ann@iowatourism.com)

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# CITR Travel Iowa Marketplace

Thursday, November 2, 2023

Kent Campus Center, Simpson College, Indianola, Iowa

The Central Iowa Tourism Region is proud to sponsor the 25<sup>th</sup> Travel Iowa Marketplace. Plan to participate in this proven industry opportunity showcasing Iowa to group tour planners.

## 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.
- Travel Iowa Marketplace has a proven track record with 100% of tour planners indicating they would incorporate a destination or activity in a future tour as a result of meeting with an exhibitor at the marketplace.
- Almost 40% of the planners attending in 2022 had never attended Travel Iowa Marketplace before.

## Registration Rates and Deadlines:

Early registration is \$320 (if registered by July 31) and increases to \$420 after this date.

See registration form for additional fees for a second person in your booth or if you need electricity.

Payment is due by August 31.

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## Exhibit Booth Size

Booths are 8 feet wide by 8 feet deep.

## What Does My Registration Fee Include?

- 8' x 8' booth space
- One 6' table
- Small booth sign
- List of all registered planners
- Lunch and refreshment break for one person
- Additional charges for second person and for electricity. See registration form for information.

## Booth Giveaways

You are encouraged to provide packets for promotional materials, brochures, etc. Planners will receive a shopping bag for promotional materials.

Exhibitors may give away other promotional gift items. Contact the CITR office with any questions.

## Tentative Schedule – Thursday, November 2, 2023

8:00 - 10:00 AM	Exhibitor Set-up
10:00 AM – 12:15	Exhibits Open
12:15 to 1:15 PM	Luncheon
1:15 to 2:00 PM	Exhibit Booth Tear Down

Exhibitors can set-up the day/evening before the show on Wednesday, November 1 (times to be announced).

## Prizes

Exhibitors may offer a grand prize to be given away during drawings conducted at the marketplace. 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 August 31, 2023
- 50% refund September 1-29, 2023
- No refund after September 29.

For more information or questions contact the CITR Office

515-832-4808 or 800-285-5842

ann@iowatourism.com