

**IOWA**  
COMMERCIAL REAL ESTATE

**EXPO**

## Sponsorship and Exhibitor Opportunities

Dear Supporter,

Planning is underway for the **2013 Iowa Commercial Real Estate Expo** being held on **Tuesday, October 1, 2013** at the West Des Moines Sheraton. The Expo board is proud to announce this year will mark the 17th annual Expo and continues to build upon the already strong programming each year to make the 2013 event even better.

The Iowa Commercial Real Estate Expo is presented by two premier organizations supporting the Iowa commercial real estate industry, the Iowa Certified Commercial Investment Member (CCIM) Chapter and the Iowa Commercial Real Estate Association (ICREA).

We are excited to have secured afternoon keynote speaker and wrestling gold medalist, **Dan Gable**. Mr. Gable currently serves as Assistant to the Director of Athletics for the University of Iowa, and as an athlete he was a championship wrestler at every level including national championships and Olympic gold medal achievements. As a coach he was even more dominant in leading the Iowa Hawkeyes to an unprecedented 15 National Championships in 21 seasons. Gable's success as an athlete and coach is a direct result of his dedication and ability to get the very most of himself and others. Gable is a renowned speaker on topics of overcoming adversity, team buildings, performance enhancement and motivation.

In addition to Mr. Dan Gable, we will also feature morning speaker, **Jeff Beals**. Mr. Beals is an award winning author, keynote speaker and radio talk-show host. He is the executive vice president at World Group Commercial Real Estate and Seldin Company. Beals supervises marketing for 11,000 apartment units and 3.3 million square feet of commercial real estate space in six states.

Our economic update will feature, **Chris Kuehl, PHD**. Dr. Kuehl Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He is the chief economist for several national and international organizations – Fabricators and Manufacturers Association, National Association of Credit Management, Finance, Credit and International Business and the Business Information Industry Association. He is also the economic analyst for several state accounting societies – Missouri, Kentucky, Tennessee and Kansas.

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As an exhibitor or sponsor, your company will enjoy multiple benefits including branding exposure on our website ([www.iowaexpo.com](http://www.iowaexpo.com)), electronic and printed communications in the months leading up to the Expo, Expo Day Program and at the event itself. The day long event consistently attracts over 250 attendees from across Iowa and surrounding states, all practicing in the commercial real estate field as bankers, architects, engineers, contractors, brokers, attorneys, property managers, developers, and appraisers, amongst other specialties.

**Now is the time to secure your spot at the event as an Exhibitor or Sponsor!**

Attached is a summary of the available exhibitor and sponsorship opportunities.

We appreciate your company's consideration to participate and support the 2013 Iowa Commercial Real Estate Expo. It will be an event you do not want to miss.

A member of our board will be following-up with you to discuss an exhibitor or sponsorship commitment. Should you require immediate assistance, please feel free to contact **Dustin Whitehead** at **(319) 277-8000** or **TJ Jacobs** at **515-471-4400**.

Sincerely,

Thomas (TJ) Jacobs, CCIM  
2013 Expo Co-Chair

Dustin Whitehead, CCIM  
2013 Expo Co-Chair

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## Exhibitors

Exhibitors will fall under one of two classifications: General or Civic. Both General and Civic Exhibitors will be in the middle of the action throughout the day. Attendees will gather in both areas of the Sheraton during registration, breakfast, morning and afternoon refreshments, session breaks and the evening cocktail reception.

Please reference the enclosed floor plan layout of Exhibitor booth / table locations. Note: preferred location requests should be made on the enclosed Exhibitor Commitment Form and will be assigned on a first come first served basis.

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### **General Exhibitor: \$750**

As a general exhibitor, you will have the opportunity to set up a booth or utilize a table on the main floor of the Sheraton. This area will also be used for breakfast, refreshments during breaks and the evening cocktail and networking reception. If you have a service or product to sell, this spot is for you.

Benefits include:

- Dedicated table or area at the Expo to set-up and display your information
- Placement on the Expo Website and Expo Program
- Ability to distribute printed materials on ballroom tables
- 1 complimentary attendee admissions (\$100 value)

### **Civic Exhibitor: \$750**

Be a part of the new civic exhibitor opportunity this year. The upper floor just outside the main ballroom will be dedicated to city, municipalities, economic development corporations, and other civic oriented organizations. If your organization is best exemplified in one of these categories you will not want to miss the opportunity to showcase your organization to attendees.

Benefits include:

- Dedicated table or area at the Expo to set-up and display your information
- Placement on the Expo Website and Expo Program
- Ability to distribute printed materials on ballroom tables
- 1 complimentary attendee admissions (\$100 value)

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## Sponsorship

No need for a display booth, then choose from a variety of sponsorship levels (Platinum, Gold, Silver, or Bronze) to meet every budget level to showcase your company or organization. Depending on your desired level, you will be featured on the website, print materials and banners.

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### **Platinum Level: \$5,000**

Benefits include:

- Priority Placement on Website, Expo Program and Platinum Banner
- Opportunity to introduce speaker at the Expo
- Ability to set-up a table / booth in the ballroom
- Ability to distribute printed materials on ballroom tables
- 5 complimentary attendee admissions (\$500 value)

### **Gold Level: \$2,500**

Benefits include:

- Placement on Website, Expo Program and Gold Banner
- Ability to set-up a table / booth in the ballroom
- Ability to distribute printed materials on ballroom tables
- 3 complimentary attendee admissions (\$300 value)

### **Silver Level: \$1,500**

Benefits include:

- Placement on Website, Expo Program and Silver Banner
- Ability to distribute printed materials on ballroom tables
- 2 complimentary attendee admissions (\$200 value)

### **Bronze Level: \$750**

Benefits include:

- Placement on Website, Expo Program and Bronze Banner
- Ability to distribute printed materials on ballroom tables
- 1 complimentary attendee admission (\$100 value)

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## Meal Sponsorships

**Breakfast Host:** **\$2,000**

Benefits include:

- Booth available for samples during breakfast hour
- Placement on Website, Expo Program and Silver Banner
- Ability to distribute printed materials on ballroom tables
- 2 complimentary attendee admissions (\$200 value)

**Lunch Host:** **\$3,000**

Benefits include:

- Placement on Website, Expo Program and Gold Banner
- Ability to set-up a table / booth in the ballroom
- Ability to distribute printed materials on ballroom tables
- 3 complimentary attendee admissions (\$300 value)

**Cocktail Reception Host:** **\$5,000**

Benefits include:

- Priority Placement on Website, Expo Program and Platinum Banner
- Opportunity to introduce speaker at the Expo
- Ability to set-up a table / booth in the ballroom
- Ability to distribute printed materials on ballroom tables
- 5 complimentary attendee admissions (\$500 value)



## Exhibitor / Sponsorship Commitment Form

*(Please check one)*

- Sponsor – Platinum \$5,000
- Sponsor – Gold \$2,500
- Sponsor – Silver \$1,500
- Sponsor – Bronze \$750

- Breakfast Host \$2,000
- Lunch Host \$3,000
- Cocktail Reception Host \$5,000

- Exhibitor – General \$750
- Exhibitor – Civic \$750

*Preferred Booth Number (available on first come basis): 1<sup>st</sup> Choice \_\_\_\_\_, 2<sup>nd</sup> Choice \_\_\_\_\_*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Complimentary Ticket 1 Name: \_\_\_\_\_

Complimentary Ticket 2 (if applicable): \_\_\_\_\_

Complimentary Ticket 3 (if applicable): \_\_\_\_\_

Complimentary Ticket 4 (if applicable): \_\_\_\_\_

Complimentary Ticket 5 (if applicable): \_\_\_\_\_

**Please make your check payable to:**

Iowa Commercial Real Estate Expo  
c/o Sponsorship - Exhibitors  
P.O. Box 71334, Clive, Iowa 50325

**Questions - contact:**

Justin Lossner  
2013 Iowa Sponsor Chair  
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(515) 974-5452