



# Iowa Meat Processors Association

## 2024 SUPPLIER OPPORTUNITIES

Membership  Newsletter Advertising  Convention & Trade Show



# CONTACT IMPA

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## 2024 MEMBERSHIP

**For only \$125, your 2024 IMPA Supplier Membership Dues provides:**

- Access to discounted advertising packages and trade show booths.
- A subscription to IMPA's newsletter.
- A listing in the Supplier Directory included in each IMPA newsletter.
- Coming in 2024, an electronic listing on the IMPA website.
- Contact information for all IMPA processor members, upon request.
- Representation on the IMPA Board of Directors and opportunities to join IMPA committees.

## 2024-2025 NEWSLETTER ADVERTISING

Boost your visibility to meat processors across Iowa by highlighting your business, products, and services with an annual newsletter advertising package.

**All advertisements should be submitted in JPG, PNG, PDF, or DOC(X) format with no bleed.** Please keep in mind that newsletters will be printed in black and white, but digital copies may be distributed in color. You may update your advertisements throughout the year, if desired.



### Full-Page

Member | \$400 7.5" wide x 10" tall  
Non-Member | \$575

### Half-Page Outside Cover

Member | \$350 7.5" wide x 4.75" tall  
Non-Member | \$525 **Only one available!**

### Half-Page

Member | \$250 7.5" wide x 4.75" tall  
Non-Member | \$425

### Quarter-Page

Member | \$150 3.5" wide x 4.75" tall  
Non-Member | \$325

### Business Card

Member | \$100 3.5" wide x 2" tall  
Non-Member | \$275





# 2024 CONVENTION & TRADE SHOW

February 15-17, 2024

Gateway Hotel & Conference Center, Ames, IA



Don't miss out on this one-of-a-kind opportunity to connect with Iowa's meat processors!

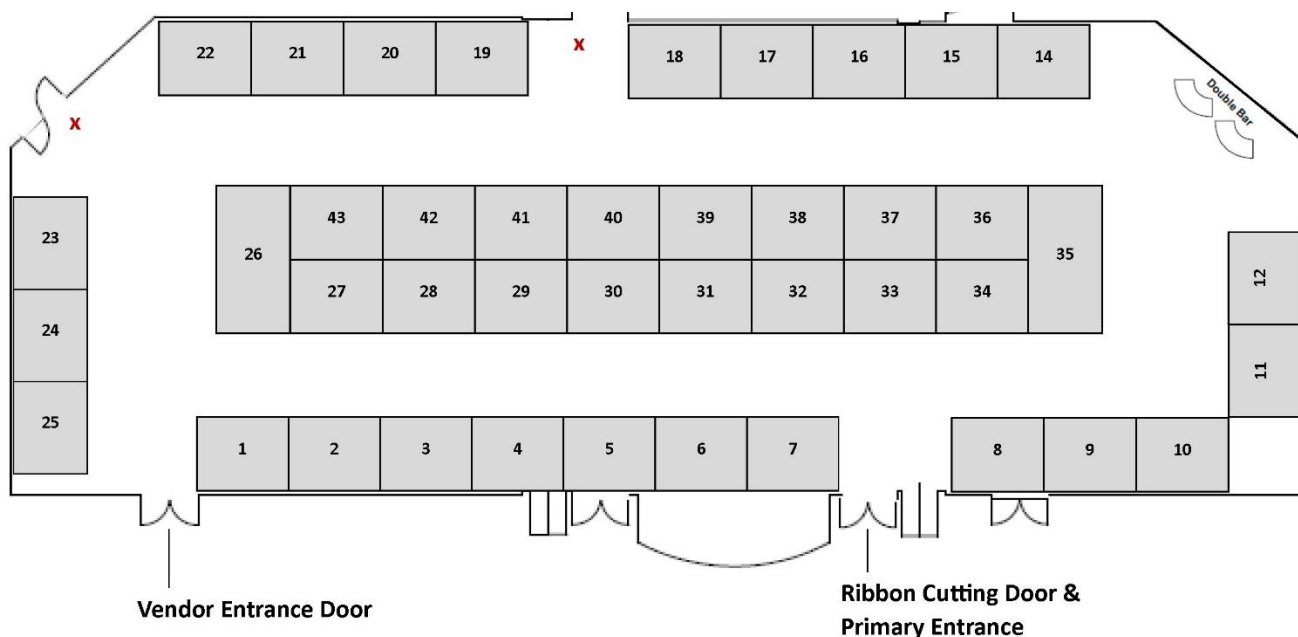
-  Establish your brand as a leader in the meat processing industry.
-  Meet targeted prospect customers and close sales.
-  Showcase your newest products in a face-to-face environment.
-  Obtain feedback and learn about evolving customer requirements.

## Trade Show Schedule

<b>Shipments:</b>	The Trade Show venue will accept shipments beginning Tuesday, February 13	
<b>Move-In:</b>	10:30 am – 4:00 pm	Friday, February 16
<b>Trade Show Hours:</b>	4:30 pm – 7:30 pm	Friday, February 16
<b>Supplier Meeting:</b>	8:30 am – 9:00 am	Saturday, February 17
<b>Trade Show Hours:</b>	9:00 am – 1:00 pm	Saturday, February 17
<b>Move-Out:</b>	1:00 pm – 6:00 pm	Saturday, February 17

## Trade Show Diagram

**New layout!** Please look closely – exhibit space locations have changed.



## Trade Show Space & Meal Ticket Pricing

### Standard Exhibit Space

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Member | \$450  
Non-Member | \$625

A Standard Exhibit Space is 10-feet wide by 8-feet deep and includes one six-foot table, two chairs, and a waste basket.

Each standard space includes three registrations. Additional representatives may be registered for \$10 each.

### Extra-Large Exhibit Space

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Member | \$900  
Non-Member | \$1,250

Extra-Large Exhibit Spaces (Booths #26 & #35) are 16-feet wide by 8-feet deep with traffic on three sides. Complimentary supplies offered with these spaces include two six-foot tables, four chairs, and two waste baskets.

Each extra-large space includes six registrations. Additional representatives may be registered for \$10 each.

***With only two available, these premium spaces will go fast!***

### Exhibit Space Power

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Standard Power | \$40

Power your demonstrations and stay connected to the office with standard 110-volt power in your exhibit space.

*Contact IMPA to discuss pricing for other needs.*

### Reception & Meal Tickets

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Connect with attendees, build new relationships, and join in the celebration!

Presidential Welcome Reception | Included

**Thursday, 7:00 PM – 10:00 PM**

*Meet IMPA leaders and greet convention attendees over drinks and snacks.*

Friday Dinner & Entertainment | \$30

**Friday, 7:30 PM**

*Immediately following Trade Show hours, join attendees for this dinner buffet alongside live music, games, and silent auction. Lenten meal available.*

Saturday Blue-Ribbon Breakfast | \$20

**Saturday, 7:30 AM – 9:00 AM**

*Kick-start your day before heading to the Supplier Meeting and Trade Show with a breakfast buffet featuring the 2023 Grand Champion Bacon from Dayton Meat Products in Malcom as well as the Grand Champion Smoked Sausage from Edgewood Locker in Edgewood.*

Saturday Lunch | \$20

**Saturday, 11:30 AM – 1:00 PM**








***NEW FOR 2024:*** *Grab-and-Go Hot Beef Sundaes will be served in the Trade Show area to encourage attendees to participate in the show.*

Saturday Evening Awards Banquet | \$45

**Saturday, 6:30 PM**

*Enjoy a delicious meal featuring prime rib prepared by the Iowa State University Meat Lab and celebrate the Cured Meat Competition winners.*

## Convention Sponsorship Packages

	Platinum \$1,500	Gold \$750	Silver \$400	Bronze \$250
<b>Get Recognized</b>				
Premium recognition as <b>sole sponsor</b> of ONE of the following Platinum items: <sup>1</sup> <ul style="list-style-type: none"> <li>Friday Night Drinks for Dinner Participants</li> <li>Friday Night Dinner Protein*</li> <li>Friday Night Entertainment (Hawk McIntyre Concert + Games)</li> <li>Saturday Lunch Protein*</li> <li>Saturday Night Awards Banquet Prime Rib</li> <li>Cured Meats Competition</li> </ul> <p><i>*Direct in-kind donation of the protein may be accepted in lieu of the \$1,500 sponsorship payment with pre-approval</i></p>				
Recognition as a Blue-Ribbon Breakfast sponsor <sup>2</sup>				
Recognition in printed conference program:				
Alongside listing of your Platinum item	Logo			
Sponsor List	Large Logo	Small Logo	Large Name	Small Name
<b>Extend Your Reach</b>				
Opportunity to present a 30-minute educational webinar promoted to all IMPA members <sup>3</sup>				
Copy of attendee list	Excel	PDF	PDF	PDF

1

### Premium Recognition as Sole Sponsor of ONE Platinum Item

Each Platinum Sponsor will be promoted as the **sole sponsor** of one major convention element. This premium recognition includes logo on dedicated conference signage, in the printed convention program, and in various event marketing materials, as well as verbal thank yous throughout the convention.

Sponsor's choice of recognition is based on availability, and full payment is required to secure your preference.

2

### Recognition as a Blue-Ribbon Breakfast Sponsor

Gold Sponsors' recognition as Blue-Ribbon Breakfast sponsors includes logos on dedicated convention signage, as well as verbal thank yous throughout the convention. The Blue-Ribbon Breakfast will take place from 7:30-9:00 am on Saturday, and features the 2023 Cured Meats Competition Grand Champion Bacon from Dayton Meat Products in Malcom, Iowa as well as the Grand Champion Smoked Sausage from Edgewood Locker in Edgewood, Iowa.

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### Opportunity to Present a 30-Minute Educational Webinar

Each Platinum Sponsor will have the opportunity to present a 30-minute educational webinar at a mutually agreeable date and time following the convention. The webinar will be promoted to all IMPA members and convention attendees, extending Platinum Sponsors' reach to additional processors and providing an opportunity to further showcase their expertise and build industry relationships.

Want to support the IMPA Annual Convention but have something else in mind? Contact us to discuss.

## Silent Auction Donations



A silent auction will take place during Friday night's dinner and entertainment. Proceeds will be donated to Iowa State University's Meat Judging Endowment Fund, used to fund coaching positions and support judging teams.

IMPA is seeking donations of items or gift cards to include in the auction. Donations may be brought directly to the event, or shipped to a committee member at your convenience for transportation to the venue.

To participate, indicate your interest on your Convention & Trade Show Registration. A committee member will follow-up to confirm your details and answer any questions you may have.

## Convention Hotel Reservations



### Gateway Hotel & Conference Center, Ames, IA

The Gateway Hotel's newly renovated sleeping rooms are comfortable and stylish. Amenities include complimentary Wi-Fi, a mini fridge, a flat-screen TV, a coffee maker, and more.

Rooms are offered at \$139 per night, plus applicable state and local taxes. Rooms may be booked online at <https://reservations.travelclick.com/2958?groupID=4072496>, or you may call 800-FOR-AMES (800-367-2637) and ask for a room in the Iowa Meat Processors Association block. Reservations must be made by **Wednesday, January 24, 2024**.

## NEXT STEPS

### Participating in the 2024 Convention & Trade Show?

Save time by completing your Membership, Advertising, Trade Show, and Sponsorship purchases in one transaction via our online registration and payment system. Visit <https://iowameatprocessors.ticketspice.com/2024-annual-convention> and select a Supplier/Exhibitor ticket to begin.

Exhibit Spaces and Sponsorships are limited and reserved on a FIRST-PAID basis. All payments are due no later than January 24, 2024.

### Only Need Membership and/or Advertising?

Visit our online form to make your selections. You may either send your payment by check, or elect to be invoiced by email with the option to pay by credit card. Visit [bit.ly/475JXq3](https://bit.ly/475JXq3) to begin.