



The IPTA began fifty-seven years ago and is non-profit association. Your participation in this year's 57th Annual School Transportation Conference and Trade Show would be a win/win for your company or organization. The conference will be held on **July 19th, 20th, & 21st** at the Airport Holiday Inn and Conference Center. The address for that location is, 611 Fleur Drive, Des Moines, Iowa. Go to www.4ipta.org to register for a booth or to see our previous year's conference photos, and information by scrolling down and looking under the yellow *Sustaining Member Info* heading in the bottom right corner of the website. Registration begins for the 57th Annual Trade Show on **March 1st, 2021**.

This letter should provide you and your sales team the information you need for planning your conference tradeshow agenda. IPTA Board of Directors would like to welcome back our sustaining members and invite you and your company or organization to become a new sustaining member of the IPTA. To become a sustaining member of the IPTA all you need to do is register for a booth and participate in our annual tradeshow on **July 20th**. Our booths go for \$550.00 for one booth and that includes: *one table, two chairs, electricity and Wi-Fi*. If you need a second booth it is an additional \$300.00, same as last year. School bus display parking outside or inside the main showroom hall will also remain the same as last year, \$750.00 for one bus with an additional \$1,000.00 for a second school bus. Break out rooms are \$200.00 and are nice for small group gatherings. However there are a limited number of rooms available. (Call IPTA office for availability).

Many conferences charge for every item but we continue to make every effort to keep our costs lower while maintaining a great list of conference programs for all attendees and our sustaining members. With a booth registration your company is added to our list of IPTA Sustaining Members for one year, and that includes (8) IPTA Newsletters, and access to our member website. Your company will also be included on the IPTA Sustaining Members section of our website providing access directly to your company website. Additional benefit, all sustaining member companies are listed on the majority of all of our IPTA publications and in every IPTA newsletter.

The IPTA also offers optional conference sponsorships that are listed below:

Early Bird Refreshments, General Sessions Breaks (*3 available, 2 are Sold*)
Evening Dinners (Mon.) (*Hoglund Bus Company*) & (Tues.) (*Truck Center Companies*)
Luncheon Sponsor (Mon.) _____ *Sponsorship Opportunity available*
Breakfast Sponsor (Tues.) _____ *Sponsorship Opportunity available*
Luncheon Sponsor (Tues.) (*Auto Jet Muffler Corp.*)
Luncheon Sponsor (Wed.) _____ *Sponsorship Opportunity available*
Sponsorship of keynote speaker expenses, conference notebooks, promotional pens, attendee bags, conference flash drives and other conference materials, etc.

The IPTA Board of Directors has implemented four optional sustaining member categories, ***Diamond, Gold, Silver and Bronze Sponsorship Partners*** and each level would provide companies opportunities to have better company name recognition throughout the year and during the 57th Annual School Transportation Conference and Trade Show. This type of optional sponsorship benefits the IPTA and the contributing companies with more exposure along the same lines of what other associations like, NAPT, NASDPTS, STN and IASB. If you are interested in this type of optional sponsorship please sign up on the website www.4ipta.org or for more information contact Chris Darling, IPTA Executive Director at 712-830-3242.

Save the trade show date of **July 20, 2021**, booth registration will begin on **March 1st, 2021**, at (www.4ipta.org).

We want **you** to be a part of the Iowa Pupil Transportation Association at whatever level you choose.

Yours Truly,

Chris Darling
IPTA Executive Director

"Serving Iowa Pupil Transportation Programs Since 1963"

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IPTA Sustaining Member – Optional Partnership Sponsorship Levels



DIAMOND

Diamond Sponsorship - \$3,500.00

1. Company logo on front page of the conference program
 2. Full page company advertisement inside conference program
 3. Company logo included on sustaining members logo page
 4. Company logo signs - posted in main conference hall during the conference.
 5. Company name listed as a **Diamond** Sustaining Member in monthly newsletter.
 6. Company logo listed with a direct link on the front page of the IPTA Website.
- Diamond** includes sponsorship of an evening dinner, luncheon, or breakfast.



GOLD

Gold Sponsorship - \$2,500.00

1. Company logo on back page of the conference program
 2. One 1/2 page company advertisement inside conference program
 3. Company logo included on sustaining members logo page
 4. Company logo signs - posted in main conference hall during the conference.
 5. Company name listed as a **Gold** Sustaining Member in the IPTA monthly newsletter.
 6. Company logo listed with a direct link on the front page of the IPTA Website.
 7. Company logo listed with a direct link on the front page of the IPTA Website.
- Gold** includes sponsorship of a luncheon or breakfast.



SILVER

Silver Sponsorship - \$1000.00

1. One 3" x 4" company advertisement inside conference program
 2. Company logo included on sustaining members logo page
 3. Company logo signs – posted before sponsored event.
 4. Company name listed as a **Silver** Sustaining Member in the IPTA monthly newsletter.
 5. Company logo listed with a direct link on the front page of the IPTA Website.
- Silver** includes sponsorship of a Morning or Afternoon Breaks.



BRONZE

Bronze Sponsorship - \$500.00

1. One 2" x 3" company advertisement inside conference program
 2. Company logo included on sustaining members logo page
 3. Company name listed as a **Bronze** Sustaining Member in the IPTA monthly newsletter.
 4. Company logo listed with a direct link on the front page of the IPTA Website.
- Bronze** includes sponsorship of *unsponsored breaks, speaker expenses, conference notebooks, promotional pens, attendee bags, and conference flash drives and other conference materials, etc.*

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