



The IPTA began Sixty years ago and is a non-profit member association. Your participation in this year's Historic 60th Annual School Transportation Conference and Trade Show would be a win/win for your company or organization. The conference will be held on **July 15th, 16th, & 17th** at the Airport Holiday Inn and Conference Center. The address for that location is 611 Fleur Drive, Des Moines, Iowa. Registration has begun, by going to the IPTA Home Webpage: www.4ipta.org, scroll along the top of the page and click on, **Conferences & Meetings**, then you will see, **2024 Exhibitor Tradeshow Booth Registration**, and then click on: **Booth Registration: [Click Here!](#)**

This letter should provide you and your sales team with the information you need for planning your conference and tradeshow agenda. The IPTA Board of Directors would like to welcome back our sustaining members and invite you and your company or organization to become a ***new or remain*** a sustaining member of the IPTA. To be a sustaining member of the IPTA all you need to do is register for a booth and participate in our annual tradeshow on **July 16th, 2024**. Our booths go for \$600.00 for one booth and that includes: *one table, two chairs, electricity, and Wi-Fi*. If you need a second booth it is an additional \$330.00. The school bus display parking outside or inside the main showroom hall is, \$800.00 for one bus with an additional \$1,000.00 for a second school bus. Breakout rooms are \$200.00 and are nice for small group gatherings. There is only a limited number of breakout 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 our quarterly 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 in the majority of all our IPTA publications and in every quarterly IPTA newsletter.

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

Early Bird Refreshments, General Sessions Breaks (*5 available for Bronze or Silver Sponsorship*)

Evening Dinner (Mon.) (*Hoglund Bus Company*)

Evening Diner (Tues.) (*Truck Center Companies*)

Luncheon Sponsor (Mon.) (*Premier Wireless Solutions*)

Breakfast Sponsor (Tues.) (*Iowa Renewable Fuels Association*)

Tradeshow Refreshments (Tues) (*BYD School Buses*)

Luncheon Sponsor (Tues.) (*Auto Jet Muffler Corp.*)

Luncheon Sponsor (Wed.) _____

Bronze and Silver Sponsorship Opportunities are available: For Sponsorship of keynote speaker expenses, conference notebooks, promotional pens, attendee bags, commemorative coins 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 Historic 60th Annual School Transportation Conference and Trade Show. This type of optional sponsorship benefits our non-profit organization, 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 16, 2024**, booth registration is open 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"

Chris Darling
Executive Director
7211 Bryn Mawr Drive
Urbandale, Iowa 50322

E-Mail: 2015ipta@gmail.com

Direct Phone: 712-830-3242
Web Site: www.4ipta.org



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 quarterly 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 quarterly 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 quarterly 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 quarterly newsletter.
 4. Company logo listed with a direct link on the front page of the IPTA Website.
- Bronze** includes sponsorship of *un-sponsored breaks, speaker expenses, conference notebooks, promotional pens, attendee bags, and conference flash drives and other conference materials, etc.*

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