



2025 IPTA Annual Conference Trade Show Booth Registration and Sponsorship Information



IOWA PUPIL TRANSPORTATION ASSOCIATION



The Iowa Pupil Transportation Association (IPTA) was founded over 60 years ago with a mission to support school transportation professionals across the state of Iowa—and that mission remains as strong as ever today. Each July, transportation directors, bus drivers, mechanics, and other transportation staff gather in Des Moines for our annual conference and trade show, which has earned a reputation as one of the premier state events in the nation.

We take great pride in this conference and trade show, and we continually strive to enhance the experience in order to provide our member districts with the latest information, best practices, and products that will support their work—and help them avoid potential challenges along the way. This year will be no exception. We are already in the process of planning another exceptional event, and we would like to invite you to be a part of it.

Enclosed, you'll find information on booth registration for our trade show, as well as sponsorship opportunities. Both are excellent ways to support the IPTA and its mission. As I mentioned earlier, we are committed to bringing in nationally recognized speakers who regularly present at much larger events. We believe it's the best way to ensure our members receive the highest-quality information. Of course, this often comes at a higher cost, which makes our sponsors' contributions all the more critical.

This year, we're excited to introduce hands-on training sessions designed to offer additional professional development opportunities. These interactive sessions are aimed at deepening knowledge and enhancing skills, making our conference even more valuable for attendees.

I often say that the high caliber of our conference is due to the generous support of sponsors like you. Without your backing, this event would not be possible, and we are incredibly grateful for your continued support.

Please take a moment to review the enclosed information. If you have any questions or need additional details, feel free to contact me directly via the email below. Booth registrations can be completed through our website, while sponsorship inquiries should be directed to me personally.

I look forward to the opportunity to work with you, and once again, thank you for your invaluable support of the IPTA.

David Johnson
Executive Director
Iowa Pupil Transportation Association

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2025 IPTA Trade Show Booth Registration Information

We're excited to share that at our historic 60th Annual Conference last year, we reached another milestone — our trade show SOLD OUT! This achievement is a testament to the incredible value our event brings to the industry. The trade show provides a unique networking opportunity, allowing you to showcase your products and services while staying informed about the latest trends and developments in the field of pupil transportation.

We would like to invite you to participate in the 2025 IPTA Annual Conference Trade Show, taking place July 15th, 2025, from 9:00 AM to Noon. With the success of last year's event, we encourage you to reserve your spot early as prime booth spaces are expected to fill quickly.

Conference Details:

- Dates: July 14-16, 2025
- Trade Show: July 15th, 2025 | 9:00 AM – Noon
- Location: Airport Holiday Inn and Conference Center, 611 Fleur Drive, Des Moines, Iowa

Booth Information:

- Booth Cost: \$600 (includes 1 table, 2 chairs, electricity, and Wi-Fi)
- Additional Booths: \$330 each
- School Bus Parking: \$800 per bus
- 2nd Bus: \$1,000

What You Get with Your Booth Registration:

- Inclusion in the list of IPTA Sustaining Members for 1 year
- Quarterly IPTA newsletters and access to the member website
- Company listing on the IPTA website with a direct link to your company's site
- Inclusion in IPTA publications and quarterly newsletters

To Register:

Visit www.4ipta.org, go to the "Conference and Meeting" section, and select "2025 Exhibitor Trade Show Booth Registration." Then, simply click on "Booth Registration" to secure your spot!

We look forward to having you join us for another successful event and a fantastic opportunity to connect with decision-makers and influencers in the pupil transportation industry. Should you have any questions, please don't hesitate to reach out.

Thank You for Your Support



Invitation to Support the 2025 IPTA Annual Summer Conference

We would like to extend our sincere gratitude for your invaluable support as one of our esteemed vendors during last year's historic 60th Annual Conference. Your generous contribution played a crucial role in making the event a success, and we truly appreciate your continued partnership.

We regularly hear glowing feedback from across the country about the impact and reputation of our conference here in Iowa. Much of this success can be directly attributed to supporters like you, and we are deeply grateful for your involvement.

As we begin preparations for the 2025 Annual Summer Conference, we hope to once again count on your support — and, if possible, an increase in your involvement. This year's conference is shaping up to be another exciting event, with nationally recognized speakers traveling from across the country, including from as far north as Canada and as far south as Texas. Our goal is to provide our members with the best conference experience, offering them cutting-edge insights, resources, and connections that will have a lasting impact on their work.

We offer a variety of affordable sponsorship levels, starting at just \$500, with options up to \$3,500. Each sponsorship level helps ensure the continued success of the conference and strengthens the professional community of pupil transportation providers across Iowa. Your support enables the IPTA to deliver a high-quality event that directly benefits our member districts and the students they serve.

In addition to making a significant contribution to the success of the conference, sponsoring the event also provides your organization with valuable exposure to influential transportation professionals across the state. Past sponsors have reported increased visibility and new partnerships that have continued to benefit their businesses long after the conference concluded. We would be happy to discuss how we can further tailor your sponsorship to meet your goals.

To secure your spot and maximize your brand's exposure, we encourage you to confirm your sponsorship early. Confirmation will ensure inclusion in our event promotions and printed materials, allowing you to get the most out of your partnership.

We would be honored to have you continue as a partner for this important event. Please feel free to reach out if you have any questions, would like more details about the sponsorship levels.

Thank you again for your past support. We look forward to collaborating with you once more to make the 2025 conference an even greater success.

**DIAMOND****Diamond Sponsorship - \$3,500.00**

1. Company logo on the front page of the conference program
2. Full-page company advertisement inside the conference program
3. Company logo included on sustaining members logo page
4. Company logo signs - posted in the main conference hall during the conference.
5. Company name listed as a **Diamond** Sustaining Member in the quarterly newsletter.
6. The 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 the back page of the conference program
2. One 1/2-page company advertisement inside the conference program
3. Company logo included on sustaining members logo page
4. Company logo signs - posted in the main conference hall during the conference.
5. Company name listed as a **Gold** Sustaining Member in the IPTA quarterly newsletter.
6. The company logo is listed with a direct link on the front page of the IPTA Website.
7. The company logo is 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 the conference program
2. Company logo included on sustaining members logo page
3. Company logo signs – posted before the sponsored event.
4. Company name listed as a **Silver** Sustaining Member in the IPTA quarterly newsletter.
5. The company logo is listed with a direct link on the front page of the IPTA Website.

Silver includes sponsorship of Morning or Afternoon Breaks.

**BRONZE****Bronze Sponsorship - \$500.00**

1. One 2" x 3" company advertisement inside the conference program
2. Company logo included on sustaining members logo page
3. Company name listed as a **Bonze** Sustaining Member in the IPTA quarterly newsletter.
4. The company logo is 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, conference flash drives, and other conference materials, etc.*

Thank You



On behalf of the IPTA Board of Directors, we sincerely thank you for your invaluable support of the Iowa Pupil Transportation Association and your dedication to ensuring the safe transportation of students. Your commitment plays a vital role in strengthening our mission and making a positive impact on the lives of the students we serve.



The mission of the Iowa Pupil Transportation Association is to serve as a resource for school administrators, supervisors, mechanics, drivers, and the Iowa Department of Education in the upgrading of Iowa's pupil transportation program