



2026 IPTA Annual Conference Trade Show Booth Registration and Sponsorship Information





The Iowa Pupil Transportation Association (IPTA) has proudly supported school transportation professionals across Iowa for more than 60 years. Our mission—to provide resources, education, and networking opportunities that empower transportation teams—remains as strong and essential today as it ever has been.

Each July, transportation directors, bus drivers, mechanics, and other transportation staff come together in Des Moines for our annual conference and trade show, an event recognized as one of the premier state gatherings of its kind nationwide. This year, we are excited to continue that tradition with an even more engaging and impactful experience.

Our 2026 conference will feature a blend of nationally recognized speakers, hands-on training sessions, and interactive workshops designed to deepen knowledge, enhance skills, and provide attendees with practical strategies they can apply immediately in their districts. We are committed to bringing in top-tier experts whose insights are typically seen at larger national events—ensuring our members receive the highest-quality information available.

Enclosed, you will find details on booth registration for our trade show and sponsorship opportunities. Both provide an excellent way to support the IPTA and its mission while gaining meaningful visibility with Iowa's school transportation professionals. Your contributions as a sponsor are vital to the success of this event, helping us bring exceptional programming to our members.

We take great pride in the high caliber of our conference, and it would not be possible without the generous support of organizations like yours. Your involvement ensures that transportation professionals across Iowa have access to the resources, training, and networking opportunities they need to excel in their work.

Please take a moment to review the enclosed information. Booth registrations can be completed through our website, and sponsorship inquiries may be directed to me personally at the email below. Should you have any questions or need additional information, I am happy to assist.

We look forward to partnering with you for another outstanding IPTA conference, and we sincerely thank you for your continued support of school transportation in Iowa.

David Johnson
Executive Director
Iowa Pupil Transportation Association

david@4ipta.org
www.4ipta.org



2026 IPTA Trade Show Booth Registration Information

We're excited to share that our conference trade show sold out again last year, underscoring the strong demand and the value our event brings to the industry. The trade show offers outstanding networking opportunities and gives you the chance to showcase your products and services to key decision-makers in the field of pupil transportation.

We would like to invite you to participate in the 2026 IPTA Annual Conference Trade Show, taking place July 21, 2026, 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 20-22, 2026
- Trade Show: July 21st, 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: ****REGISTRATION OPENS JULY 5TH 2026 ****

Visit www.4ipta.org, go to the "Conference and Meeting" section, and select "2026 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 2026 IPTA Annual Summer Conference

As we begin planning for the 2026 IPTA Annual Summer Conference, we would like to extend a warm invitation to you to become a valued partner for this exciting event. Whether you supported us last year or are joining us for the first time, we sincerely appreciate your consideration of this opportunity to connect with influential transportation professionals across Iowa.

For those of you who were part of our Annual Conference last year, we are deeply grateful for your contributions, which helped make the event a resounding success. Your support played a pivotal role in elevating the experience for all involved, and we continue to hear positive feedback about the lasting impact of your involvement.

If you were unable to attend last year, we would love to have you join us in 2026. Our conference has built a strong reputation for being one of the premier events in the industry, attracting nationally recognized speakers and providing unparalleled opportunities for networking, learning, and growth. We are committed to bringing together thought leaders from across the country—including experts from coast to coast—who will share cutting-edge insights and resources.

We are excited to offer a range of affordable sponsorship levels starting at just \$500, with options available up to \$3,500. Your sponsorship helps ensure the continued success of the conference, benefiting the professional community of pupil transportation providers across Iowa. Your involvement also contributes to the delivery of high-quality content and experiences for our member districts and the students they serve.

In addition to supporting a great cause, becoming a sponsor provides your organization with valuable exposure to key decision-makers and influencers in the transportation industry across Iowa. Past sponsors have reported increased visibility and new business partnerships that have continued to yield positive results long after the event concluded. We would be happy to work with you to tailor your sponsorship to meet your specific goals and maximize your impact.

To ensure your participation and secure the best possible brand exposure, we encourage you to confirm your sponsorship early. Doing so will guarantee your inclusion in our event promotions and printed materials, helping you make the most of this opportunity.

We would be honored to have you join us for this important event, whether as a returning partner or a first-time sponsor. Please feel free to reach out if you have any questions or would like additional details about sponsorship options.

Thank you for considering this partnership. We look forward to working with you to make the 2026 conference an even greater success.

~IPTA Sponsorship Levels~

Platinum – \$3,500

Our highest-impact opportunity for organizations seeking maximum visibility.

- Logo on the front cover of the program
- Full-page advertisement inside program
- Signage in the main conference hall
- Platinum Sustaining Member recognition
- Logo + link on IPTA homepage
- Includes sponsorship of a meal event
- Social media recognition: 4 dedicated posts throughout the year, including conference highlights and special campaigns, tagged and visually featured

Premier – \$2,500

A strong, high-value presence for organizations wanting standout exposure.

- Logo on back cover of program
- Half-page advertisement
- Logo on Sustaining Members page
- Signage in main hall
- Premier Sustaining Member recognition
- Logo + link on IPTA homepage
- Includes luncheon or breakfast sponsorship
- Social media recognition: 3 posts throughout the year highlighting your support and tagging your organization

Partner – \$1,000

A professional and polished option ideal for solid brand visibility.

- 3×4" program advertisement
- Logo on Sustaining Members page
- Event signage
- Partner Sustaining Member recognition
- Logo + link on IPTA homepage
- Includes conference break sponsorship
- Social media recognition: 2 posts throughout the year highlighting your support and tagging your organization

Supporter – \$500

A budget-friendly way to support IPTA while maintaining conference visibility.

- 2×3" program advertisement
- Logo on Sustaining Members page
- Supporter Sustaining Member recognition
- Logo + link on IPTA homepage
- Supports breaks, speakers, and promo items
- Social media recognition: included in a general "Sponsor Shoutout" post during the year

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