



IOWA REALTORS®

SPONSORSHIP OPPORTUNITIES

2025

A WORD FROM THE CEO

Together for the better.

That's the new motto for Iowa REALTORS® and it rings true in everything we do for our members. Including providing them with the best, most-up-to-date service and program options in the real estate world.

That's where you come in.

We invite your organization to be part of this mission by taking advantage of our many partnership opportunities throughout the year.

By increasing your brand's visibility to hundreds of REALTOR® members at our industry-leading events and through our many media platforms, you will become an integral part of our members' success.

Included in this document are our 2025 sponsorship and exhibitor opportunities.

We are happy to work closely with your organization to tailor a sponsorship to meet your specific goals.

We appreciate your consideration, and hope to further our partnerships in the future.



A handwritten signature in dark ink, appearing to read 'G. Blair'.

GAVIN BLAIR,
CEO

CONTACT INFORMATION



EMILY NYREN
EVENTS MANAGER

515-309-9338
Emily@iowarealtors.com

Your contact for sponsor relations and event management.



ASHLEE KIELER
DIRECTOR OF
COMMUNICATIONS

515-309-9345
Ashlee@iowarealtors.com

Your contact for all communications and messaging questions or concerns.

IOWA REALTORS®

5950 Village View Dr.
Suite 100
West Des Moines, Iowa 50266

www.iowarealtors.com

515-453-1064

info@iowarealtors.com

Don't see an opportunity that fits your needs? We are happy to tailor a sponsorship option that fits your marketing objective. Reach out to [Emily Nyren](mailto:Emily@iowarealtors.com) for more details.

SPONSORSHIP OPPORTUNITIES

As the largest real estate professional organization in the state, Iowa REALTORS® supports and advocates for the real estate profession, fostering a culture that engages and elevates its more than 8,000 members.

IAR provides essential resources to advance the role of REALTORS® by offering innovative tools, education, and initiatives to our members.



IAR Sponsors Can Expect

- **Opportunities to network and build relationships with REALTORS® from across the state.**
- **Visibility through media platforms available to REALTORS®.**



IAR has been the trusted voice of REALTORS® in Iowa since 1949.

ANNUAL SPONSORSHIPS

PLATINUM

- Logo prominently displayed at all Iowa REALTORS® events: Capitol Conference, Summer Meetings, and Convention
- Large logo and business information displayed on Convention website
- Full page ad in the 2025 year-end magazine
- 30-second video to play between sessions at all Iowa REALTORS® Events
- 1/2 page ad in event programs
- Exhibitor booth at Convention
- Individual callout on IAR social channels
- Two tickets to inaugural and concert

\$7,500

GOLD

- Logo prominently displayed at Convention and choice of Capitol Conference or Summer Meetings
- Logo and business information displayed on Convention website
- 1/2 page ad in the 2025 year-end magazine
- 30-second video to play between sessions at at Convention and choice of Capitol Conference or Summer Meetings
- 1/4 page ad in event programs
- Individual callout on IAR social channels

\$6,000

SILVER

- Logo prominently displayed at Convention
- Logo and business information displayed on Convention website
- 1/3 page ad in the 2025 year-end magazine
- 30-second video to play between sessions at Convention
- Group recognition with other sponsors on Iowa REALTORS® social channels

\$4,500

BRONZE

- Logo prominently displayed at Capitol Conference or Summer Meetings
- Logo and business information displayed on Convention website
- 1/4 page ad in the 2025 year-end magazine
- Group recognition with other sponsors on Iowa REALTORS® social channels

\$3,000



info@iowarealtors.com



800-532-1515



www.iowarealtors.com

ANNUAL SPONSORSHIPS

Details	Platinum \$7,500	Gold \$6,000	Silver \$4,500	Bronze \$3,000
Logo prominently displayed at IAR events	✓ Capitol Conference, Summer Meetings, and Convention	✓ Convention & choice of Summer Meetings or Capitol Conference	✓ Convention	✓ Capitol Conference or Summer Meetings
Logo and business information displayed on Convention website	✓	✓	✓	✓
Ad in the 2024 year-end magazine	✓ Full Page	✓ 1/2 Page	✓ 1/3 Page	✓ 1/4 Page
Callout on IAR social channels	✓ Individual callout	✓ Individual callout	✓ Group recognition with other sponsors	✓ Group recognition with other sponsors
30-second video to play between sessions at IAR event	✓ Convention, Summer Meetings, & Capitol Conference	✓ Convention & choice of Summer Meetings or Capitol Conference	✓ Convention	✗
Ad in Convention program	✓ 1/2 Page	✓ 1/4 Page	✗	✗
Exhibitor booth at Convention	✓	✗	✗	✗
Two tickets to inaugural and concert	✓	✗	✗	✗

CAPITOL CONFERENCE
FEBRUARY 5 - 6
DES MOINES

SUMMER MEETINGS
JULY 14-15
OKOBOJI

CONVENTION
SEPT. 30 - OCT. 2
DES MOINES

SUMMER MEETINGS

Summer Meetings bring together Iowa REALTORS® most engaged members. The event offers time for our members to share their voice in the future of real estate and network with their fellow REALTORS®.

Your participation at Summer Meetings will garner face-to-face interaction with members looking to further their business while staying on top of the ever-changing real estate industry.

Ask us about Summer Meetings-specific opportunities by emailing Emily.Nyren.

WHEN: Monday, July 14 -
Tuesday, July 15

WHERE: Bridges Bay Resort
630 Linden Dr,
Arnolds Park, IA 51331

REACH: Approximately 150
REALTORS® from
across the state attend
Summer Meetings
each year.

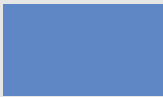
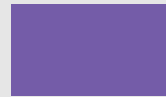
Sponsorship Opportunities

KICK OFF SPONSOR - \$3,000

Help welcome Iowa REALTORS® to Okoboji by sponsoring our fun-filled kick off event. Receive a shoutout during the event programming and prominent logo display on signage. Plus an invite to our event.

KICK OFF FOOD SPONSOR - \$2,000

Signage on food stations and shoutout during the event programming. Plus an invite to the festivities.



KICK OFF BAR SPONSOR - \$2,000

Signage at the bar and shoutout during the event programming. Plus an invite to our event.

BOX LUNCH SPONSOR - \$1,500

Signage at the lunch table and shoutout during the meetings on Tuesday.



CONVENTION

Convention is the Iowa REALTORS® signature event each fall.

Hundreds of REALTORS® from across the state of Iowa take part in the multi-day event specifically tailored to real estate professionals and the industry.

On Wednesday and Thursday, engaging speakers discuss the newest trends and ideas in real estate, Association committees meet, exhibitors showcase their services and REALTORS® attend educational courses during the convention.

Wednesday evening is all about fun and fundraising, with IAR's Fun Night event.

Thursday evening, members gather to celebrate accomplishments of the past year, recognize leadership and install the incoming IAR President and Leadership team.

Convention offers a wealth of opportunities for sponsors to showcase their businesses and network with REALTORS®, brokers and others from their communities.

WHEN: Tuesday, Sept. 30 15 to Thursday, Oct. 2

WHERE: Downtown Marriott
700 Grand Avenue
Des Moines, Iowa

REACH: Approximately 650 REALTORS® from across the state attend IAR Convention each year.



CAPITOL CONFERENCE

REALTOR® voices are powerful. And that's never more on display than at the Iowa REALTORS® Capitol Conference each winter.

More than 300 REALTOR® members from across the state gather to advocate for their profession. From our luncheon featuring renowned speakers to a visit to the Iowa Capitol and a legislative reception, there's plenty of time to highlight your business.

As a sponsor for this highly-attended event, you'll showcase your business to those dedicated to the real estate profession from across Iowa.

Ask us about Capitol Conference-specific opportunities by emailing Emily.Nyren.

WHEN: Wednesday, Feb. 5 to Thursday, Feb. 6

WHERE: Curate
322 E Court Ave,
Des Moines, Iowa

REACH: Approximately 300 REALTORS® from across the state attend Capitol Conference each year.



BECOME AN EXHIBITOR

WHY BE AN EXHIBITOR?

- Maximize your exposure at the biggest IAR event of the year!
- Opportunity to market your products and services to 600+ Iowa REALTORS® and affiliates.



EXHIBITOR RATE

6' table
\$700

EXHIBITOR HOURS

7:30 A.M.
- 5 P.M.

WHAT'S INCLUDED?

- Placement of your company name and logo on exhibitor card, conference program and event website
- Recognition on official IAR social channels
- Advance notice of additional Convention advertising and sponsorship opportunities
- Exhibit table with two chairs
- Free wireless Internet in the expo area
- Lunch for two each day of the conference.
 - *Must select lunch and name exhibitors at time of registration.*

À LA CARTE SPONSORSHIPS

Showcase your business to hundreds of Iowa REALTORS® members during Convention with these general sponsorship opportunities. Each include your company logo on the event website and program.

REGISTRATION SPONSOR - \$2,250

Help us welcome hundreds of Iowa REALTORS® to Des Moines as our registration sponsor. You'll receive a prime exhibitor booth location and present your logo on all registration signage at the event.

WIFI SPONSOR - \$1,000

Keep us all online and connected! Your company name and logo will be on signage at the registration table.

CONFERENCE NOTEBOOK SPONSOR - \$2,500

Name & logo printed on notebooks handed to each attendee at check-in.

HOTEL KEYCARD SPONSOR - \$1,500

Name & logo printed on hotel keycards for event. Available until filled or by September 17.

CHARGING STATION SPONSOR - \$1,250

Company name & logo on signage at charging stations located in the main ballroom.

EXPO REFRESHMENT SPONSOR - \$1,500

Company name & logo on signage near the complimentary beverages.

PHOTO BOOTH SPONSOR - \$1,750

Help us capture the fun of IAR's Convention. Your logo on the photo booth machine.

- Kick-Off Event - \$600
- Wednesday Convention - \$600
- Thursday Convention - \$600



EDUCATION SPONSORSHIPS

Iowa REALTORS® Convention offers members the opportunity to obtain CE through a variety of educational courses, presentations, and activities.

Help Iowa REALTORS® showcase our superior education department while highlighting your business through a unique education sponsorship.

TUESDAY CLASS SPONSORSHIP - \$1,000

Logo or signage in large classroom during pre-convention night or course. Name on drink tickets to be used at kick-off event.

LARGE ROOM SPONSOR - \$3,000

Put your name on the large education room. When members look for their class, they'll look for your name!

At our most sought after classes give a 90-second shoutout during one course on Wednesday.

SMALL ROOM SPONSOR - \$1,500

Put your name on the small education room. When members look for their class, they'll look for your name!

Give a 60-second shoutout during one course on Wednesday.

COURSE SPONSOR - \$1,500

IAR's education department provides a number of engaging and informative education courses during Convention. Your business can be the presenting sponsor for one of these sought after courses.

Give a 60 second shoutout during a chosen course. (Keynotes excluded)



LISA BLUDER: KEYNOTE

The name Lisa Bluder is synonymous with Iowa women's basketball.

For more than two decades Bluder elevated not only her team, but the sport of women's basketball, quietly rising to an icon and legend in the sport.

With unwavering passion, Bluder tackled failures and hardships, while savoring the victories, creating a blueprint to inspire all those who crossed her path.

She brings this same energy and optimism to the stage as a keynote speaker for the Iowa REALTORS® 2025 Convention.

Be part of something great: Become a sponsor for this unique, engaging keynote session.



\$10,000 GOLD KEYNOTE SPONSOR

- Reserved table for 10 in prime location
- Company name on signage in classroom during session
- Recognition of sponsorship from the stage
- Chance to introduce Lisa Bluder
- Group photo with Lisa Bluder
- Autograph from Lisa Bluder

\$5,000 BLACK KEYNOTE SPONSOR

- Five reserved seats in a prime location
- Company name on signage in classroom during session
- Recognition of sponsorship from the stage
- Group photo with Lisa Bluder

LIMITED QUANTITY

DAILY SPONSORSHIPS

TUESDAY, SEPTEMBER 30

WELCOME NIGHT SPONSOR - \$2,500

Help us usher in another amazing Convention. Receive a shoutout during the event programming and prominent logo display on signage. Plus an invite to our event.

WELCOME NIGHT FOOD SPONSOR - \$1,500

Signage on food station and shoutout during the event programming. Plus an invite to the festivities.

WELCOME NIGHT BAR SPONSOR - \$2,000

Signage at the bar and shoutout during the event programming. Plus an invite to our event.



WEDNESDAY, OCTOBER 1

BREAKFAST BUFFET - \$1,500

Name & logo on signage on the breakfast buffet.

IAR 360 SPONSOR - \$1,500

Name & logo on signage and acknowledgement during session.

KEYNOTE LUNCHEON SPONSOR - \$1,500

Name & logo on signage and acknowledgement during session.

FUN NIGHT SPONSOR - \$2,500

Name & logo featured on event signage, in registration signage, acknowledgement at event and social media and website shoutout.



DAILY SPONSORSHIPS

THURSDAY, OCTOBER 2

BREAKFAST BUFFET - \$1,500

Name & logo on signage on the breakfast buffet.

LUNCHEON SPONSOR - \$1,500

Name & logo on signage and acknowledgement during session.



INAUGURAL SPONSORSHIPS

SHUTTLE SPONSOR - \$1,500

Help our REALTOR® members get home safe! Name and logo on signage for the shuttle.

BAR SPONSOR - \$2,500

Signage at the bar during inaugural.

COCKTAIL NAPKIN SPONSOR - \$1,750

Keep attendees hands clean from drink sweat! Put your name and logo on our cocktail napkins.

DINNER SPONSOR - \$2,500

REALTORS® have to eat! Sponsoring dinner means you get a special shoutout during dinner and signage on the food tables.

DESSERT SPONSOR - \$1,500

Put a sweet end to the evening by adding your signage to the dessert table.

CONCERT SPONSOR - \$2,000

Signage at the bar during our evening concert.

LATE NIGHT SNACK SPONSOR - \$1,500

End the night on a high note by adding your signage to the snack table.

IOWA REALTORS®

2025 EXHIBITOR BOOTH RENTAL AGREEMENT

1. AGREEMENT – Each exhibitor, and their employees, agree to abide by the following conditions.
2. ASSIGNMENT OF SPACE – Assignment of space will be based on date of booth reservation and the discretion of the Iowa Association of REALTORS®.
3. PAYMENT – The balance due must be paid at the time of registration.
4. CANCELLATION BY EXHIBITOR – Should the exhibitor be unable to occupy and use the exhibit space contracted for and should the exhibitor notify the Association at least 30 days prior to the first day of Convention (October 15, 2024), all sums paid by the exhibitor, less \$300 of your payment.
5. LIABILITY – The Iowa Association of REALTORS® undertakes no duty to exercise care, nor assumes any responsibility for the protection and safety of the exhibitor, his/her officials, agents or employees, or for the protection of the exhibitor's property or his/her representatives, or property used in connection with the exhibit, from theft, damage, destruction by fire, accident or any other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safe-keeping by the exhibitor. Any protection exercised by the Association shall be deemed purely gratuitous on its part and shall in no way be construed to assume liability on behalf of exhibitor. The exhibitor agrees to indemnify and hold the Iowa Association of REALTORS® harmless from any claims or liability of any nature whatsoever arising from the activities of the exhibitor and any of his/her representatives or from the property of the exhibitor. The Iowa Association of REALTORS® shall not be liable for the fulfillment of this agreement as to delivery of space, if non-delivery is due to any one of the following causes: destruction of or damage to the building or the exhibit area by fire or act of God, act of public enemy, strikes, the authority of the law, or any cause beyond its control. The Association will, however, in the event it is not able to hold an exhibit for any of the above-named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by the Iowa Association of REALTORS® for advertising, administration, etc. If, at the sole discretion of the Iowa Association of REALTORS®, the convention or exhibit hall is cancelled, all monies will be refunded to exhibitor.
6. INSURANCE – In all cases, exhibitors wishing to insure their goods must do so at their own expense.
7. PROTECTION OF THE EXHIBIT FACILITY – Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the convention hall exhibit area without permission from the proper authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, or convention hall manager or their designees.
8. BOOTHS – Standard booth equipment as stated in the Exhibitor Information Form will be provided by the Iowa Association of REALTORS® without cost to the exhibitor if ordered in advance. If an exhibitor plans to install a completely constructed display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part thereof the exhibitor's display, shall project as to obstruct the view of adjacent booths. No display may exceed a height of eight feet on the back wall nor be higher than side wall specifications, except with the specific permission of the Exhibits Manager.
9. INSTALLATION AND DISMANTLING – The specific requirements as to time for installation and dismantling exhibits shall be supplied to each exhibitor for the particular convention for which a lease has been granted. Such requirements shall be binding upon the lease as though fully set forth herein. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may immediately be re-assigned for other purposes by the Association. Anyone dismantling their booth prior to the allotted time will lose their priority standing for the next year's convention.

IOWA REALTORS®

2025 EXHIBITOR BOOTH RENTAL AGREEMENT

10. DEFAULT OCCUPANCY – Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying for such space at the full rental price and the Iowa Association of REALTORS® shall have the right to use such space as it sees fit, provided such booth space is not occupied one hour before the official Exhibit Hall Grand Opening.

11. USE OF SPACE – Exhibits shall be shown only in the official exhibit area as established by the Iowa Association of REALTORS®. Neither the exhibitors or non-exhibitors shall be permitted to display articles, equipment or services in private suites or rooms during the convention in accordance with prior agreements between the Iowa Association of REALTORS® and the host Hotel/Convention Center or officials of hotels and convention bureau in the locale of the convention. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted them, nor shall they display articles not manufactured or sold normally by them. Co-participation by any other corporation, entity, firm or its representatives in space assigned to the original applicant must be by written permission of the Iowa Association of REALTORS® and may be subject to an additional charge of \$50.00 per day per additional participant for the duration of the exhibit hall.

12. CONFLICTING MEETINGS & SOCIAL ACTIVITIES – In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings or otherwise encourage the absence of Iowa Association of REALTORS® members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition.

13. EXHIBIT HOURS – The exhibit area will be open between the following hours, which are subject to change:
Wednesday, October 1, 2024 7:30 am - 5:00 pm
Thursday, October 2, 2024 7:30 am - 5:00 pm

14. HOLD HARMLESS CLAUSE – The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims rising out of exhibitor's activities on the Hotel/Convention Center premises and will indemnify, defend, and hold harmless the Hotel/Convention Center, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

15. PHOTO/VIDEO POLICY - IAR or its photographers will take photos/videos of functions and events associated with the IAR Annual Convention. By registering you agree/consent that your likeness may appear in photos/videos of the IAR convention that may be posted in online galleries, social media, websites, apps, or future promotional material. Recording of any IAR function is strictly prohibited. Audio, Video, Digital Recording Policy applicable to IAR conferences, educational courses, and general meetings or conference sessions: For copyright and other reasons, recordings of any kind are PROHIBITED without prior written consent of both the meeting chair person or presenter/instructor AND the Iowa Association of REALTORS®. These guidelines apply to individual or group users and to any electronic recording device, including but not limited to cellular telephones, digital cameras, stand-alone video cameras, Internet accessible webcams, video recorders, audio recorders, and software designed to monitor computer use by a specific user.

16. ENTIRE AGREEMENT - The terms and conditions of this written document constitute the entire agreement between the parties. Any changes or modifications must be agreed between both parties in writing. The Iowa Association of REALTORS 2024 Exhibitor Booth Rental

Agreement is required to be completed online.