

IN 2018, GET ON THE SIDE OF GAMING!

We invite you to participate in the 2018 ASSOCIATE MEMBER PROGRAM!

Exposure, exposure, exposure! When your company becomes an Associate Member of the Iowa Gaming Association, it's investing in itself as well as Iowa's robust gaming industry.

ABOUT OUR ASSOCIATE MEMBER PROGRAM

The IGA Associate Member program allows gaming-conscious businesses to support the IGA in advocating for Iowa's commercial casinos. With four different levels – **Silver, Gold, Diamond** and **Platinum** – there are opportunities for any business. Our Associate Members enjoy heightened exposure to our casino board members and decision makers, and are recognized for their gaming industry support in many ways, including direct emails, face-to-face networking and on the IGA website. **It's our goal to promote Associate Members and give you real value for your support.**

HOW YOU BENEFIT

Your Company Name, on Repeat

- **Listing on IGA website:** Associate Members are listed on our website (www.iowagaming.org) including key contact information, a company summary and a link to your website.
- **eShowcase News:** Our eShowcase News is sent weekly to each casino's purchasing personnel, plus IGA Board and senior management. Associate Members are listed in the directory; each member is featured twice a year. The eShowcase is also posted on our website, with links to your website.
- **GO IN DEPTH! Custom article:** **Platinum** and **Diamond** levels can share a more meaningful, in-depth view of their company through a 500-word article about any source of news they would like to promote. Whether it's a new product, a success story in the Iowa market or a get-to-know-us piece, your company has the platform. The article is sent to board members via email and published on our website (which promotes your URL's search engine optimization credibility), and you can use it as a marketing piece if desired.

Privileged Access

- **Preferred Vendor Seal:** Associate Members receive a 2018 Preferred Vendor Seal that recognizes your business as a valued industry partner. Associate Members use the seal on correspondence with casino management and purchasing personnel.
- **Be Our Guest:** Based on the level of support, each casino provides a credit of \$100, \$75, \$50 or \$25 that can be used toward gambling, food, beverage, hotel, etc. (A value of \$1,900, \$1,425, \$950 or \$475 respectively.) Take us up on this offer and see the innovation at each location – these are businesses that you're supporting!
- **Guaranteed Bid Opportunities on Non-Contracted Items:** **Gold**-Level Associates and above have access to casinos' procurement personnel directory and are allowed for bid consideration on non-contracted items (understanding that factors such as price, quality, volume and transportation determine a successful bid acceptance). **Platinum** and **Diamond** levels receive priority for presenting contracts to the casino company's corporate teams for review and bid evaluation.

Networking Face-to-Face

- **IGA Casino Cup:** Our annual golf outing provides Associate Members recognition signage per their level, complimentary or discounted registrations to participants, and an invitation to a luncheon

where you will receive recognition and meet with a majority of the IGA members. Plus, there are great networking opportunities with the key decision makers during a reception following the afternoon golf event. **Platinum** and **Diamond** levels receive top priority for a complimentary presence on the course. The IGA Casino Cup Golf Classic is held each summer at a member casino's golf course.

- **Vendor Reception:** All Associate Members are invited to a vendor reception in November to interact with the purchasing personnel and senior management from all casinos. This event allows Associate Members to present their products or services to each casino's decision makers. **Platinum** and **Diamond** levels have their products or services featured in a special VIP recognition packet.
- **Presentation to IGA Board:** **Platinum** and **Diamond** levels have the opportunity for either a 15 – 20- or 10 – 12-minute presentation before the IGA Board (comprised of senior management from each casino property) to share about their company products, trends and more.
- **Mini Meet-and-Greets:** **Platinum** and **Diamond** levels are invited to attend casual reception opportunities with key decision makers the night before IRGC meetings.

THANK YOU!

The support of our Associate Members is critical to helping us advocate for the gaming business. Through your partnership and loyalty, we are able to continue our work on behalf of Iowa's commercial casinos and keep the industry thriving in our state. Our members spend millions of dollars each year on goods and services; it's our privilege to put outstanding brands in front of them for extra consideration.