

# IN 2019, GET ON THE SIDE OF GAMING!

*We invite you to participate in the 2019 ASSOCIATE MEMBER PROGRAM!*

## 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

Here's what each level of membership gets you:

### **Silver (\$500):**

- IGA Casino Cup Golf Hole signage and introduction at luncheon
- Casino Gift Cards: \$25 at each casino (\$475 value)
- 2 eShowcase features a year
- Vendor Appreciation Reception – networking opportunities and one-minute introduction
- IGA Website – Listing in member directory
- Preferred Vendor Seal usage

### **Gold (\$1,000)**

- Everything listed in Silver, plus the enhancements underlined here
- Guaranteed bid with casinos
- IGA Casino Cup Golf Hole signage, introduction at luncheon and a +1 complimentary registration
- Casino Gift Cards: \$50 at each casino (\$950 value)
- 2 eShowcase features a year
- Vendor Appreciation Reception – networking opportunities and one-minute introduction
- IGA Website – Listing in member directory with social media links
- Preferred Vendor Seal usage

### **Diamond (\$2,500)**

- Everything listed under Gold, plus the enhancements underlined here
- Presentation with the IGA board, 10-12 minutes
- Guaranteed bid with casinos with priority for corporate presentation access
- Mini meet and greets with key decision makers
- 1 eSpotlight (an in-depth digital article)
- IGA Casino Cup Golf Hole signage, introduction at luncheon, a +2 complimentary registration and priority for complimentary tee presence
- Casino Gift Cards: \$75 at each casino (\$1,425 value)
- Vendor Appreciation Reception – networking opportunities, VIP introduction, IGA packet featuring products/services
- 2 eShowcase features a year
- IGA Website – Listing in member directory with social media links, as well as an embedded video if your company has one to feature
- Preferred Vendor Seal usage

## Platinum (\$5,000)

- Everything listed under Diamond, plus the enhancements underlined here
- Presentation with the IGA board, 15-20 minutes
- IGA Casino Cup Golf Hole signage, introduction at luncheon, a +3 complimentary registration and priority for complimentary tee presence
- Casino Gift Cards: \$100 at each casino (\$1,900 value)
- Guaranteed bid with casinos with priority for corporate presentation access
- Mini meet and greets with key decision makers
- 1 eSpotlight (an in-depth digital article)
- Vendor Appreciation Reception – networking opportunities, VIP introduction, IGA packet featuring products/services
- 2 eShowcase features a year
- IGA Website – Listing in member directory with social media links, as well as an embedded video if your company has one to feature
- Preferred Vendor Seal usage

Benefit	What It Is
IGA Casino Cup	Our annual golf outing is a great way to network with our casino personnel. It's held at one of our members' beautiful courses.
Casino Gift Cards	Each casino provides a credit that can be used toward gambling, food, beverage, hotel, etc. Take us up on this offer and see the innovation at each location – these are businesses that <i>you're</i> supporting!
eShowcase	Our eShowcase is sent weekly to each casino's purchasing personnel, senior management and the IGA Board. Each week showcases an Associate Member's company. A writer will reach out to you before each edition for ideas on what to feature. Your company will be featured twice a year. You can see last year's editions <a href="#">here</a> .
Vendor Appreciation 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. <b>Diamond</b> and <b>Platinum</b> levels have their products or services featured in a special VIP recognition packet.
IGA Website Directory	At iowagaming.org, your company will be listed as an Associate Member, with a description of your company, contact information, and links to your website and any social media channels. For <b>Diamond</b> and <b>Platinum</b> members, we will also embed a video if you have one available.
Preferred Vendor Seal Usage	When you contact our casino members, you will have use of our 2019 preferred vendor seal, which will remind casino personnel of your support of our organization.
Guaranteed Bid with Casinos	<b>Gold</b> -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). <b>Platinum</b> and <b>Diamond</b> levels receive priority for presenting contracts to the casino company's corporate teams for review and bid evaluation.
Presentation with the IGA Board	<b>Platinum</b> and <b>Diamond</b> 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 & Greets	<b>Platinum</b> and <b>Diamond</b> levels are invited to attend casual reception opportunities with key decision makers the night before IRGC meetings.

## THANK YOU!

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.