



## The tool you need to build group tour business.

**Iowa Group Travel Association (IGTA) offers three membership categories, one will be right for you and your business.**

### **FULL MEMBER \$225**

- Receive ALL leads from trade shows, mailings, advertisements and website
- Have the opportunity to work at trade shows on behalf of IGTA (cost of booth paid)
- Receive one vote and serve on IGTA committees
- Referrals for all inquiries in your area
- Attend general membership meetings and educational sessions
- Receive quarterly newsletter
- Network with industry professionals
- Eligible to exhibit at Travel Iowa Marketplace
- Featured in Profile Directory available at all trade shows
- Included in IGTA's direct sales "lure piece"
- Access to Ready, Set, Sell Resource Guide CD
- Highlighted on IGTA's website ([www.iowagrouptravel.org](http://www.iowagrouptravel.org))
- Exhibit at Tour Iowa Showcase

### **MULTI PROPERTY MEMBERS**

Dues are based on the number of properties; contact IGTA office for tiered pricing.

- Designated properties receive ALL leads from trade shows, mailings, advertisements and website
- Have the opportunity to work at trade shows on behalf of IGTA (booth cost paid)
- Receive two votes and serve on IGTA committees
- Referrals for all inquiries in your area
- Attend general membership meetings and educational sessions
- Receive quarterly newsletter
- Network with industry professionals
- Eligible to exhibit at Travel Iowa Marketplace
- Featured in Profile Directory available at all trade shows
- Included in IGTA's direct sales "lure piece"
- Access to Ready, Set, Sell Resource Guide CD
- Highlighted on IGTA's website ([www.iowagrouptravel.org](http://www.iowagrouptravel.org))
- Exhibit at Tour Iowa Showcase

### **GRASSROOTS MEMBERS \$65**

- Attend general membership meetings and educational sessions
- Receive quarterly newsletter
- Network with industry professionals

## **What does Iowa Group Travel Association (IGTA) membership do for you?**

### **LODGING PROPERTIES**

- Builds connections with area attractions and DMOs that assist in developing packages
- Provides leads from trade shows, mailings, advertisements and website
- Allows full members to exhibit at the Travel Iowa Marketplace and highlighted on IGTA's website
- Lists your property in the IGTA lure piece distributed at group travel trade shows and mailed to key decision makers
- Creates an opportunity for full members to participate in a lottery selection to work the IGTA booth at several group travel trade shows on behalf of all members
- Educates staff on current trends within the group travel industry

### **ATTRACTIONS**

- Educates staff and volunteers on current strategies to make sites come alive and provide unique travel experiences
- Provides leads from trade shows, mailings, advertisements and website
- Builds connections with lodging properties and DMOs from around the state
- Allows full members to exhibit at the Travel Iowa Marketplace and highlighted on IGTA's website
- Lists your attraction in the IGTA lure piece distributed at group travel trade shows and mailed to key decision makers
- Creates an opportunity for full members to participate in a lottery selection to work the IGTA booth at several group travel trade shows on behalf of all members

### **DESTINATION MARKETING ORGANIZATIONS (DMOs)**

- Educates staff on how to package and market group travel experiences
- Provides leads from trade shows, mailings, advertisements and website
- Builds connections with tourism industry members around the state and provides networking opportunities to discover potential cooperative marketing partners
- Allows full members to exhibit at the Travel Iowa Marketplace and highlighted on IGTA's website
- Lists your attraction in the IGTA lure piece distributed at group travel trade shows and mailed to key decision makers
- Creates an opportunity for full members to participate in a lottery selection to work the IGTA booth at several group travel trade shows on behalf of all members

### **TRAVEL SERVICES**

- Provides leads from trade shows, mailings, advertisements and website
- Builds connections with tourism industry suppliers from around the state
- Allows full members to exhibit at the Travel Iowa Marketplace and highlighted on IGTA's website
- Lists your attraction in the IGTA lure piece distributed at group travel trade shows and mailed to key decision makers
- Creates an opportunity for full members to participate in a lottery selection to work the IGTA booth at several group travel trade shows on behalf of all members

**BECOME AN IOWA GROUP TRAVEL ASSOCIATION MEMBER TODAY!**

Please complete the following membership information:

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Name of Contact Person

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Organization

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Address (mailing address / City / State / Zip)

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Phone

Fax

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E-mail

Website

**IGTA NEEDS YOUR INPUT AND IDEAS.**

LISTED BELOW ARE IGTA COMMITTEES, ALONG WITH BRIEF DESCRIPTIONS OF THEIR FOCUS. CHECK THE COMMITTEE YOU WOULD LIKE TO SERVE ON AND THE CHAIRPERSON WILL CONTACT YOU.

MARKETING

EDUCATION

MEMBERSHIP

Determines overall marketing plan and theme, travel / trade show schedule, direct mail campaign, marketing pieces, advertising and sales blitz trips.

Organizes and assists with educational programs offered throughout the year, including special seminars, and the State Tourism Conference.

Coordinates membership drive.

Region in State (select one)  Eastern  Western  Central

Member Category (select one)  Attraction / Event  Tour Services  
 Lodging / Dining  Destination Marketing Organization

Please keep a copy and return this portion with payment made out to Iowa Group Travel Association to:

**Iowa Group Travel Association  
259 Parkridge Drive  
Mason City, IA 50401**

**Ph: 641-420-9003 / Fax: 641-423-5739 / E-mail: [igta@mchsi.com](mailto:igta@mchsi.com)  
Website: [www.iowagrouptravel.org](http://www.iowagrouptravel.org)**

## **What members / leaders say about the Iowa Group Travel Association**

**Ginger Williams, Charles City Area Chamber of Commerce** "Since becoming involved with IGTA, I have made countless connections with other members and these connections have proved to be a valuable source of knowledge exchange! I have also had the wonderful opportunity to attend trade shows as a representative of IGTA and meet with group travel planners from across the country. Additionally, the leads received from other trade show attendees gives me a chance to present my community to tour planners who might not have considered Charles City, or Iowa, as a tour destination."

**Megan Grandgeorge, Iowa State Fair** "The Iowa State Fair is proud to be a member of IGTA. IGTA generates leads from several shows the Fair does not have the budget to attend. IGTA also puts the Fair in touch with other Iowa destinations that provide group travel and helps the Fair make connections to build itineraries and increase business."

**Brenda Balk, Winneshiek County Convention & Visitors Bureau** "Through the annual lottery program IGTA has provided our organization with amazing tradeshow opportunities. We've represented IGTA in Prior Lake, Minnesota and even Gettysburg, Pennsylvania!"

**Katie Schwint, King's Pointe Resort** "With King's Pointe Resort being a new attraction the IGTA is an excellent resource for learning what tour planners want and putting our resort in front of those planners. The opportunity to attend tradeshow is yet one more opportunity that helps us get our name out to these planners."