

# 2025 Partnership Opportunities

# IOWA

OCTOBER 19-22, 2025  
DES MOINES, IOWA

## 72ND ANNUAL CONVENTION & TRADE SHOW

**DEADLINE TO SIGN UP: SEPTEMBER 5, 2025**  
TO BE INCLUDED IN PRINTED MATERIALS & SIGNAGE

# 2025 NALMCO Partnership Opportunities

## Commitment Deadline

Partnerships (sponsorships) submitted after **Friday, September 5, 2025** are not guaranteed to be listed on printed materials/signage or receive a display plaque for your booth.

Premium exhibit spaces have been reserved for partners (sponsors). The spaces are assigned on a first-come, first-served basis. A map is available on page 4.



## Expand Your Reach!

On average, the [interNational Association of Lighting Management Companies \(NALMCO\)](#) Convention & Trade Show attracts **over 250 attendees**, including business owners, senior level management, design staff, and lighting technicians.

There are ample opportunities to connect with attendees in 2025, including:

- Speed dating networking event
- One-on-one appointments on-site
- Receptions on Sunday, Monday, and Tuesday evenings
- Golf tournament

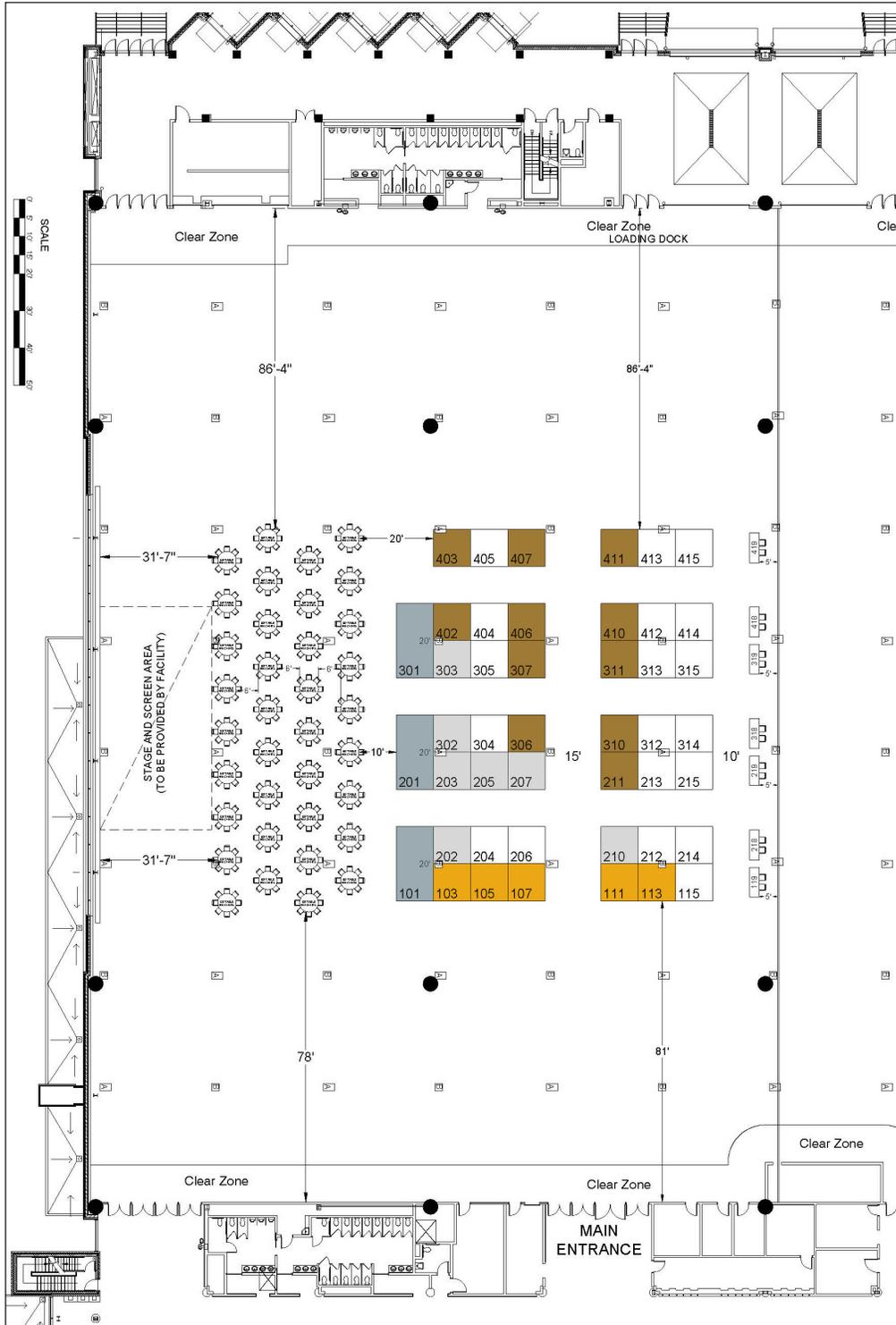
## All-Inclusive Benefits\*

**All partnership levels on the following page include:**

- Complimentary registrations (see chart on next page for details)
- Booth space
- Access to all educational sessions and public events
- One-on-one appointments with general members on-site
- Access to attendee list
- Company logo on event website and PowerPoint presentation
- Company logo recognition on all signage (if submitted by September 5, 2025)
- Sponsor plaque with partnership level for display during conference and back at the office (if submitted by September 5, 2025)
- Mentions during conference announcements
- Golf tournament recognition (see chart on next page for details)

<b>*All-Inclusive Benefits Listed Above, PLUS:</b>	<b>Platinum Partner</b> Only 3 available  Members: \$13,000 Non-Members: \$14,500	<b>Gold Partner</b> Only 5 available  Members: \$10,000 Non-Members: \$11,500	<b>Silver Partner</b> Only 7 available  Members: \$7,500 Non-Members: \$9,000	<b>Bronze Partner</b> Only 11 available  Members: \$5,500 Non-Members: \$7,000
<b>Company representatives included:</b>	Three (3)	Two (2)	Two (2)	Two (2)
<b>Booth space:</b>	10' deep x 20' long (includes all booth benefits on next page)	10' deep x 10' long (includes all booth benefits on next page)	10' deep x 10' long (includes all booth benefits on next page)	10' deep x 10' long (includes all booth benefits on next page)
<b>2-minute live address to attendees on sponsored reception day:</b>	Yes	No	No	No
<b>Project spotlight editorial in LM&amp;M Magazine:</b>	Yes	No	No	No
<b>Golf tournament recognition:</b>	One (1) golf hole sponsorship	One (1) golf hole sponsorship	One (1) golf hole sponsorship	See below
<b>Company named as a designated sponsor of <u>one</u> of the following:</b>	<ul style="list-style-type: none"> <li>• Sunday Evening Reception</li> <li>• Monday Evening Reception</li> <li>• Tuesday Evening Reception</li> </ul>	<ul style="list-style-type: none"> <li>• Headshot Lounge</li> <li>• Monday Awards &amp; Annual Meeting Luncheon</li> <li>• Tuesday Luncheon</li> <li>• Monday Breakfast</li> <li>• Tuesday Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Monday Beverage Station</li> <li>• Tuesday Beverage Station</li> <li>• Monday Break Station</li> <li>• Tuesday Break Station</li> <li>• Attendee Name Badge Lanyards (due by 8/2)</li> <li>• Hotel Room Keycards</li> <li>• Convention Shuttle ATV</li> </ul>	<ul style="list-style-type: none"> <li>• Golf Tournament Hole (only 5 available)</li> <li>• Golf Tournament Beverage Cart</li> <li>• Golf Tournament Breakfast</li> <li>• Golf Tournament Luncheon &amp; Awards Ceremony</li> <li>• Golf Tournament Prizes</li> <li>• Electronic Charging Station</li> <li>• Event Directional Signage</li> </ul>

# Exhibit Hall Floor Plan



Indicate your preferred booth location from the options above on the Partnership Registration Form on page 10.

## Exhibitor Booth Only

To purchase an exhibitor booth or tabletop display **without a partnership**, please contact Kerigan Hunziker at [meetings@nalmco.org](mailto:meetings@nalmco.org) or 515-334-1049 for availability.

## Booth and Tabletop Display Fees

<p style="text-align: center;"><b>10' x 10' Booth</b></p> <p style="text-align: center;">Members: \$3,000 Non-Members: \$4,000</p>	<p style="text-align: center;"><b>6' x 30" Tabletop Display</b></p> <p style="text-align: center;">Members: \$2,000 Non-Members: \$2,500</p>
<ul style="list-style-type: none"> <li>• 1 complimentary registration</li> <li>• Back wall &amp; side rail drape</li> <li>• Standard booth ID sign</li> <li>• 6' x 30" skirted table</li> <li>• Up to 2 side chairs</li> <li>• Recyclable wastebasket</li> <li>• Pre-, post-, and daily cleaning in the aisles outside of booth space</li> </ul>	<ul style="list-style-type: none"> <li>• 1 complimentary registration</li> <li>• Standard booth ID sign</li> <li>• 6' x 30" skirted table</li> <li>• Up to 2 side chairs</li> <li>• Recyclable wastebasket</li> </ul>

## Large Equipment

For the first time ever, NALMCO exhibitors are welcome to bring large equipment into the exhibit space. Please contact Kerigan Hunziker at [meetings@nalmco.org](mailto:meetings@nalmco.org) or 515-334-1049 to coordinate. Certain restrictions apply:

- Drive-on access Halls B/C: Two (2) overhead 23' x 20' rollup doors
- Only trained and certified personnel must operate forklifts and material handling devices.
- Operating vehicles and engines shall not be left unattended.
- Any vehicles which drip oil or other staining solutions must have drip pans or dry absorption powder under the parked vehicles and engines.
- Motor vehicles utilizing flammable fuels shall have no more than 1/5 tank or five (5) gallons of fuel in the tank.
- All fuel tanks shall be locked or effectively sealed and at least one battery cable shall be disconnected from the ignition system.

## Electrical and Audio/Visual Equipment

Electricity is available directly through the Iowa Events Center. For all your audio/visual needs, the Iowa Events Center partners with Markey's as their preferred vendor.

Both electricity and A/V can be purchased through the Iowa Events Center exhibitor portal at <https://www.iowaeventscenter.com/convention-center/exhibitors> – just search for “NALMCO.”

# Hotel Information

## Hilton Des Moines Downtown

435 Park Street, Des Moines, Iowa 50309  
Phone: 515-241-1456

## Hotel Reservations & Rates

**Standard King/Queen: \$209 + taxes & fees before Thursday, September 25, 2025**

[Click here to book your hotel room\(s\) online](https://www.hilton.com/en/attend-my-event/dsm dih-98y-3a90b859-93ee-402a-81a7-494ad2483efe/), or copy and paste this link into your browser:  
<https://www.hilton.com/en/attend-my-event/dsm dih-98y-3a90b859-93ee-402a-81a7-494ad2483efe/>

**Please make your hotel room reservation(s) early!** While the hotel will guarantee the discounted room rate until **Thursday, September 25, 2025**, they cannot guarantee that rooms will be available. There are a limited number of rooms set aside at the hotel for NALMCO attendees. Rooms are assigned on a first-come, first-served basis.

## NALMCO Hotel Room Block Includes:

- Discounted room rate of **\$209 + taxes & fees**
- Complimentary WiFi in guest rooms
- Complimentary access to fitness center

## Third-Party Services

NALMCO **does not** use a third-party service to book hotel rooms. If you are contacted by a company other than NALMCO to book your hotel room, please ignore the message and use the correct booking link or phone number above. If you are unsure, please contact Kerigan Hunziker at [meetings@nalmco.org](mailto:meetings@nalmco.org) or 515-334-1049.

# Exhibitor Dates & Events

## Trade Show Hours

Trade Show Set-Up	Trade Show Tear-Down
Sunday, October 19, 2025 1:00 pm - 5:00 pm CST	Tuesday, October 21, 2025 3:30 pm - 5:00 pm CST

## Exhibitor Activities (subject to change)

Welcome Reception	Sunday, October 19, 2025 6:30 pm - 8:30 pm CST
Breakfast, 1-on-1s*, & Networking	Monday, October 20, 2025 7:00 am - 3:45 pm CST
Monday Evening Reception	Monday, October 20, 2025 6:00 pm - 8:00 pm CST
Breakfast & 1-on-1s*	Tuesday, October 21, 2025 7:30 am - 3:30 pm CST
Tuesday Evening Reception	Tuesday, October 21, 2025 6:30 pm - 8:30 pm CST
Golf Tournament	Wednesday, October 22, 2025 7:00 am - 3:00 pm CST

### \*One-on-One Appointments/Networking Event

Like speed dating, this fast-paced networking event is designed to have **each general member** speak to **each associate member** for 1-2 minutes. It is **not** designed to display products/ services; rather, associate members need to be prepared to give their elevator speech.

Each general member company will have its own small table. Associate members will meet with the general members, one-on-one, for 1-2 minutes at the general member's table. Music signals associate members to move to the next general member table.

To be prepared for this event, associate members will want to bring at least 100 additional business cards and a game plan for making one-on-one appointments. Appointment sheets will be provided.

# Exhibitor Rules & Regulations

## 1. Conditions To Exhibit

Anyone interested in offering any product or service to the interNational Association of Lighting Management Companies (NALMCO) audience MUST register in advance. Anyone offering any product or service to the NALMCO audience without proper registration will be subject to immediate dismissal from the Convention and Trade Show. The Exhibit contract becomes valid and space is reserved only upon receipt of payment for the total cost of exhibiting.

## 2. Exhibit Space

The space contracted for herein is to be used for the Exhibitor whose name appears on the contract for space. Exhibitors may not sublet or resell any portion of their contracted space nor allow their badges to be used by unauthorized persons. Firms, companies or organizations that have not contracted for exhibit space or paid the exhibit hall rate, will NOT be permitted to solicit business within the exhibit area. NALMCO reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the NALMCO Trade Show or the exhibit area. Partners are given premium exhibit space, otherwise, exhibit space is assigned on a first-come, first-served basis. NALMCO has the right to modify the exhibit hall floor plan if necessary.

## 3. Unoccupied Space

If unoccupied on opening day, said space is considered forfeited. NALMCO reserves the right to rent such space to any other Exhibitor or use said space in any other manner. NALMCO has the right to modify the exhibit hall floor plan if necessary.

## 4. Exhibitor Personnel

During official exhibit hours, a representative for the exhibiting company must be in the booth at all times during exhibition hours. Booth registration includes one (1) representatives per purchased booth space. Additional representatives may be added by registering at the appropriate fee listed on the registration form.

## 5. Security

The exhibit hall will be locked during after-exhibit hours; however, hotel personnel will have access at all times. NALMCO has no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause.

## 6. Indemnity

It is expressly understood and agreed that the Exhibitor will hold harmless and make no claim against NALMCO or its officers, members or agents for any loss, damage to or destruction of property, nor for any injury that may occur to the Exhibitor, its agents or its employees while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation thereof. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

## 7. Damages to Exhibit Facilities

The exhibiting company must leave space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, ceiling, etc.

## 8. Change of Floor Plan

NALMCO reserves the right to change the exhibit hall floor plan and/or exhibit locations without prior permission from the Exhibitor.

## 9. Non-Endorsement

The exhibiting of products and services at the NALMCO Convention and Trade Show does not constitute an endorsement by NALMCO for any product or service exhibited. Exhibitors are not permitted to represent in any manner that NALMCO has endorsed goods or services.

## **10. Amendments**

These Rules and Regulations have been formulated for the best interest of the Exhibitors and NALMCO Convention and Trade Show. All matters and questions not covered by these Rules and Regulations may be amended at any time by NALMCO and all amendments so made shall be equally binding on all parties affected by them as the original Rules and Regulations.

## **11. Compliance with Laws**

Exhibitor/Sponsor shall abide by all laws, rules, regulations, and ordinances of any applicable government authority and all rules of the venue, including but not limited to compliance with the Americans with Disabilities Act.

## **12. Governing Law**

This Agreement shall be governed in accordance with the laws of the State of Iowa without giving effect to any choice or conflicts of law principles. The parties agree to submit to the exclusive personal jurisdiction and venue of the state courts in Polk County, Iowa, or the federal court in the Southern District of Iowa for disputes relating to this agreement.

## **13. Cancellation of Contracted Space by Exhibitor**

Cancellations received prior to August 30, 2025, will be refunded less a \$300 processing fee. No refunds will be given on or after August 30, 2025. No refunds will be given for no-shows.

## **14. Cancellation of Contracted Space by Partner (Sponsor)**

No refunds will be given for Partnership (sponsorship) cancellations. NALMCO will work with the sponsoring company to ensure proper exposure before, during and after the event to honor the sponsorship.

## **15. Cancellation/Postponement Alternative Options if Executed by NALMCO**

### **A. Cancellation**

Should any cause (such as fire, strike, or Acts of God, epidemic, pandemic, etc.) beyond the control of NALMCO arise prior to the opening date of the Trade Show causing its cancellation, it is understood and agreed that NALMCO will attempt to reschedule the event as near the original date and site as possible.

NALMCO is not responsible for any other costs incurred by pre-registrants in connection with the conference.

This policy may be reviewed and altered on a case by case basis by the NALMCO Board of Directors.

### **B. Postponement**

In the event the NALMCO Annual Convention and Trade Show is postponed for any reason, all fees associated with the event will be transferred to the new dates. If you are not available on the new dates, a refund for attendee registrations will be given minus a \$50 processing fee.

Exhibitor registrations for those unable to attend the new dates will be refunded, less a \$100 processing fee.

No refunds will be given for Partnership (sponsorship) cancellations. NALMCO will work with the sponsoring company to ensure proper exposure before, during and after the event to honor the sponsorship.

NALMCO is not responsible for any other costs incurred by pre-registrants in connection with the conference.

### **C. Virtual Alternatives**

In the event the NALMCO Annual Convention and Trade Show is offered virtually or semi-virtually because of forced cancellation, no refunds beyond the standard refund policy will be given unless a reduced registration fee is offered for virtual attendance (whether attendees, exhibitor or sponsor). If a reduced fee is offered, the difference between the virtual registration fee and live registration fee will be refunded.

This policy is in place only if a live event is forced to change to a virtual event or to add a virtual component.

If the event was originally planned as a live event with a virtual component, and the attendee, exhibitor or sponsor registered under the live event fee, then decided to attend virtually, the events registration and/or cancellation policy will be in effect.

NALMCO is not responsible for any other costs incurred by pre-registrants in connection with the conference.

Please note that Partnership, exhibitor and convention registration fees do not include hotel accommodations, airfares or optional tours and activities. Spouses, significant others and children must pay the applicable registration fee if attending convention functions. Only those individuals who register and have NALMCO convention name badges/tickets may attend convention events.

# Partnership Registration Form

Company Name

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Street Address

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City

State

Zip Code

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Email Address

Phone Number

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## Partnership Level Selection

### Platinum Partner – Only 3 available

(Members: \$13,000 / Non-Members: \$14,500)

- Sunday Evening Reception
- Monday Evening Reception
- Tuesday Evening Reception

### Silver Partner – Only 7 available

(Members: \$7,500 / Non-Members: \$9,000)

- Monday Beverage Station
- Tuesday Beverage Station
- Monday Break Station
- Tuesday Break Station
- Attendee Name Badge Lanyards (due by 8/2)
- Hotel Room Keycards
- Convention Shuttle ATV

### Gold Partner – Only 5 available

(Members: \$10,000 / Non-Members: \$11,500)

- Headshot Lounge
- Monday Awards & Annual Meeting Luncheon
- Tuesday Luncheon
- Monday Breakfast
- Tuesday Breakfast

### Bronze Partner – Only 11 available

(Members: \$5,500 / Non-Members: \$7,000)

- Golf Tournament Hole (only 5 available)
- Golf Tournament Beverage Cart
- Golf Tournament Breakfast
- Golf Tournament Luncheon & Awards Ceremony
- Golf Tournament Prizes
- Electric Charging Station
- Event Directional Signage

## Booth Selection

Select your preferred booth location as shown on floor plan on page 4.

Choice 1:

Choice 2:

Choice 3:

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## Payment Information

**Online via credit card:** <https://nalmco.memberclicks.net/2025-partnership-opportunities>

**Check:** Mail to NALMCO at 1255 SW Prairie Trail Parkway, Ankeny, IA 50023

*Partnership will not be recognized until payment is received. Do NOT email payment. NALMCO will not be responsible for credit card security if credit card information is email to the association.*

*By signing this partnership registration form and submitting payment (online or via check), you agree to abide by the NALMCO Exhibitor Rules & Regulations. All payments must be in U.S. currency. Registration cannot be processed without payment. Payment may be deducted as an ordinary and necessary business expense. Consult your tax advisor for further advice. NALMCO Tax ID #54-1080259. The NALMCO W-9 form can be found at [nalmco.org](http://nalmco.org) or by emailing [meetings@nalmco.org](mailto:meetings@nalmco.org).*

Signature

Date

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**Questions?** Contact Kerigan Hunziker at [meetings@nalmco.org](mailto:meetings@nalmco.org) or 515-334-1049.