

Good afternoon,

The 2021 **Iowa Employment Conference** on **April 7th & 8th** is well underway. The Iowa Employment Conference is the largest of its kind in the state of Iowa offering the most up-to-date topics and the best speakers available to covering **EMPLOYMENT, TRAINING, BENEFITS AND WELLNESS**.

The target audience is made up of professionals in the following fields: human resource, payroll, insurance, legal, accounting, and municipalities all wanting to learn or network within a wide variety of disciplines and industries.



WHY SHOULD I CONSIDER SPONSORSHIP AT THE IOWA EMPLOYMENT CONFERENCE?

The reasons are endless! Here are a couple of good reasons:

- Show your company and team members you support continued education
- Brand awareness and exposure
- Generate strong leads
- Make your products more recognizable
- The chance to grow your company visibility
- Potential to have your company speak at the conference
- Opportunity to be in front of a large audience.
- Your company acknowledged in the program and on website
- Visibility to other companies or municipalities for networking
- Reconnect with your customers
- Engage with your targeted audience
- Accessible to the IEC subject matter experts
- Access to expand your members knowledge and certifications
- Visibility to a wider audience - key decision makers, HR professionals, business owners, municipalities
- Registration fee discounts
- Gain credibility for your organization
- Increase your reach and exposure to potential new clients, existing clients and businesses
- Deliver great return on investment (ROI)
- Increase your community involvement and improve loyalty
- Strengthen customer relationships through interaction
- Find new partnerships and meet like-minded professionals
- Block your competition. Understand your competition. Expand your vendor network for members

Recap of the spring conference: [**CLICK HERE**](#)

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