

It Pays to Meet in Iowa!

Cash Incentives for Your 2023

Iowa Meeting, Conference, or Event

Receive up to \$25,000 in reimbursement toward your 2023 Iowa meeting or event through a meeting incentive program from the Iowa Economic Development Authority and Iowa Tourism Office.

Given the tremendous success of the Meet In Iowa program in 2022 the program has been extended into 2023. Because of the longer time period and limited funding, modifications have been made to the program*.

An application portal can be found at www.meetinia.com.

*New to 2023

Eligible meetings and events include:

- Business conferences
- Meetings and events NOT open to the general public
- Mid-week group leisure travel

Festivals, fairs and sporting events do not qualify.

- All events must add a pre- or post-event tourism experience
- Flat 25% reimbursement rate applied to all eligible hard cost categories.

Eligible Hard Costs

- Event space/venue rental
- Event equipment rentals
- Entry fees for leisure activities
- Entertainment (including paid speakers)
- Food & beverage (excluding alcohol)
- Audio visual support
- Temporary help
- Event merchandise

See application at meetinia.com for a detailed list of eligible hard costs.

Eligible Applicants

- Applicants must be the primary organizer of the event, however an outside meeting planner is able to submit the application on behalf of the primary organizer.
- For events held in communities with fewer than 10,000 in population, a minimum 10 hotel nights and a budget of \$2,500 must be attributable to the event.
- For communities larger than 10,000 in population, a minimum of 25 hotel nights and a budget of at least \$10,000 must be attributable to the event.
- Events that are recipients of Sports Tourism Grants, Regional Sports Authority, or Iowa Tourism Grants, as well as state funded entities, are not eligible for this program.

It Pays to Meet in Iowa!

One-Stop Application Portal

Applications for the meeting incentive are made through an online portal found at www.meetinia.com.

- Once an application is submitted and reviewed, applicants will receive a pre-approval letter for their potential reimbursement. After post-event documentation is uploaded through portal, the final reimbursement amount will be confirmed and reimbursements issued from the IEDA to the event organizer.
- Funds will be granted on a first-come, first-approved basis while the funds are available.
- Applications must be received 30 days prior to the event to ensure adequate pre-approval).

Increase Hotel Nights with an Added Tourism Experience

The goal of the Meet in Iowa Meeting and Incentive Program is to attract, retain, and expand in-person overnight events, as well as incentivize meeting planners to help participants experience local tourism attractions across Iowa.

How Events Qualify

Eligible events must take place in calendar 2023 to be eligible for the program. Additionally, groups must increase the projected hotel night stays affiliated with the event by 33% by adding a local tourism experience. For example, a meeting that starts at 11 a.m. on a Tuesday and ends at 3:00 on Wednesday has an expected hotel stay for all participants on Tuesday night. By adding a tourism experience on Monday evening or Wednesday night, thus increasing hotel night stays the day before the opening of the agenda or after the close of the agenda qualifies. Tourism experiences can include anything from a visit to an attraction to a private dining or culinary experience, to group tours or tickets to an amusement park, sporting event, or museum. Anything that showcases the community or area likely helps your entire meeting or event qualify for the reimbursement program.

Questions? Visit meetinia.com or call 515-276-1454