

*Stand Up*  
**RURAL  
AMERICA**  
*2024*  
REGIONAL FORUM

JUNE 12-13, 2024  
*Decorah, Iowa*



*acceleration*

BY DESIGN

# BE A PART OF SOMETHING AMAZING.

"Those who live in Rural America display a tremendous sense of history, heritage, work ethic, ingenuity, vision and fortitude. Please join us in our quest to lift up Rural America for new opportunities, new growth and new investment, all while preserving everything that makes our communities so unique and special."





# AN INVITATION TO SUPPORT THE IOWA 2024 STAND UP RURAL AMERICA REGIONAL FORUM

I'd like to personally invite you to participate in the Stand Up Rural America Regional Forum to be held in Decorah, Iowa on June 12-13, 2024. This Stand Up Rural America Regional Forum will feature eight nationally renowned subject matter experts, rural trailblazers, positive disruptors and successful economic development practitioners.

Topics covered in Stand Up Rural America events include planning, leadership, entrepreneurship, downtown revitalization, marketing, regionalism, business retention & expansion, effective communications, rural retail, housing, rural broadband, talent development, technology tools and much more.

I am respectfully asking you to join us at an event designed specifically for Rural America. Our participants will receive tangible tools and strategies to help cities, counties and regions grow. This event is packed with informative and dynamic panels, presentations, discussions, networking and recognizing what makes Rural America special. The Stand Up Rural America brand has hosted highly successful Summits across the USA including Tulsa, OK; Charleston, WV; Somerset, KY; Mulvane, KS; and Laurel, MS while garnering high praise for the superior level of speakers, quality content and excellent networking opportunities.

The Regional Forum is coordinated by ACCELERATION by design LLC. It has been my privilege to work with more than 400 rural communities and regions throughout my 33+ year economic development career.

This Forum is perfect for Economic Development Organizations, Chambers of Commerce, Cities, Counties, Regional Groups, Utilities, Industry Leaders, Lenders, Board Members, Elected Officials, Community Volunteers, Local Businesses and anyone with a vested interest in the growth and prosperity of Rural America.

There are many benefits available to sponsors of the Forum and we will also provide a vibrant exhibit area. Registration for the Forum will be handled directly through ACCELERATION by design LLC. Ever mindful of the limited resources of our participants, the support of the hosts and sponsors allows us to keep the registration costs affordable while insuring our commitment to a high quality learning and networking experience. We offer an abundance of host and sponsors benefits, aggressive pre-event promotion and at-event promotion of our hosts, speakers, sponsors and the host region.

We are very excited to be bringing this Stand Up Rural America Regional Forum to Decorah, Iowa and we can't wait to highlight the region to our nationwide network.

*Lorie Vincent*

Lorie Vincent, CEcD  
President  
ACCELERATION by design LLC



# SUMMIT



## EVENT DETAILS

Here it is...a game changing gathering of economic & community development stakeholders designed specifically for Rural America.

### DATES

June 12-13, 2024

### LOCATION

Hotel Winneshiek & Opera House  
104 E Water St | Decorah, IA | 52101

### HOST OBLIGATION

Host Fee is \$15,000. ABD is responsible for all other Forum expenses, including venues, speaker expenses, food & beverage, AV, marketing, registration and other fees associated with the Forum. Multiple benefits are available to the hosts, including comp registrations and promotions.

### SPONSORSHIPS

Sponsorships allow us to keep registration fees affordable for participants and ensures high quality programming. Numerous benefits are available to the sponsors including complimentary registrations, promotion and an array of other perks.

### REGISTRATION

Registration is \$179.00 per person and includes Forum materials, Wednesday hospitality event and lunch on Thursday.

### SPEAKERS

8 Presenters & Panelists

### PROGRAM

2 Keynotes, 1 Best Practices Panel & 3 General Sessions (all main stage-no breakouts), networking & exhibit area.

### PROJECTED ATTENDANCE

100-175 Rural Trailblazers from across a multi-state region.

### OTHER EVENTS

Special Wednesday evening Hospitality Event at a local venue.



# A FEW WORDS FOLLOWING PREVIOUS STAND UP RURAL AMERICA EVENTS...

"Truly one of the most impactful conferences I have ever attended..."

"The speaker line-up was fantastic..."

"It was a first class event from start to finish..."

"It was so awesome to be at an event tailored specifically towards the challenges we face in rural communities..."

"I can't wait for the next Stand Up Rural America Gathering..."

"I have attended all of the Summits and they were equally unique and outstanding..."

"The value of our sponsorship greatly exceeded our expectations..."

"High energy from start to finish...what a ride!"



# SUMMIT SCHEDULE

## WEDNESDAY, JUNE 12, 2024

- 1:00 pm | Exhibits Open
- 1:00 pm | Registration & Networking Opens
- 3:00 pm | Forum Begins
- 3:15 pm | Session One
- 4:15 pm | Networking Break & Exhibits
- 4:30 pm | Session Two
- 6:30 pm | Special Hospitality Event

## THURSDAY, JUNE 13, 2024

- 7:30 am | Registration & Exhibits
- 8:30 am | Forum Sessions begin
- 8:45 am | Session Three
- 9:45 am | Networking Break & Exhibits
- 10:00 am | Session Four
- 11:00 am | Session Five
- 12:00 pm | Networking Luncheon
- 1:30 pm | Session Six
- 2:30 pm | Session Seven
- 3:30 pm | Forum Adjourns

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR | \$5,000 (EXCLUSIVE)

- Six (6) complimentary registrations (value \$1,074)
- 1 Exhibitor Package (optional)
- Marketing Video displayed during the Forum (provided by Sponsor)
- Complimentary full-page ad in Forum Journal
- Special recognition from the podium
- Advance social media recognition & website hot links
- Special signage at the Forum
- Option to place promotional item/marketing materials in participant bags

## PLATINUM SPONSOR | \$3,000

- Four (4) complimentary registrations (value \$716)
- 1 Exhibitor Package (optional)
- Complimentary half-page advertisement in Forum Journal
- Special recognition from the podium
- Advance social media recognition & website hot links
- Special signage at the Forum
- Option to place promotional item/marketing materials in participant bags

## GOLD SPONSOR | \$1,500

- Three (3) complimentary registrations (value \$537)
- Exhibitor Package (optional)
- Complimentary quarter page advertisement in Forum Journal
- Advance social media recognition & website hot links
- Special signage at the Forum
- Option to place promotional item/marketing materials in participant bags

## SILVER SPONSOR | \$750

- Two (2) complimentary registrations (value \$358)
- Exhibitor Package (optional)
- Advance social media recognition & website hot links
- Special signage at the Forum
- Recognition in the Forum Journal

## FORUM CONTRIBUTOR\* \$100

- Opportunity to place a marketing item in the participant bags
  - Opportunity to place a marketing item on the Forum tables
  - Listed as a Contributor in the Forum Journal
- \*Does not include registration*

## SPECIAL SUMMIT BAG SPONSOR EXCLUSIVE \$1,000

- One (1) complimentary registration
- Exclusive logo brand on the bag
- Advance social media recognition
- Recognition in the Forum Journal
- Deadline for this sponsorship is May 1, 2024

## Vendor Partner \$500

### Package includes:

- One (1) registration
  - One (1) 8' space
  - One (1) 6' table
  - One (1) chair
  - Electricity available upon request
- Tabletop displays preferred*

# SIGN US UP!

We would like to host, sponsor or exhibit at the 2024 Stand Up Rural America Regional Forum in Decorah, Iowa.

Sponsorships and Registrations are available online at [www.StandUpRuralAmerica.com](http://www.StandUpRuralAmerica.com) or can be invoiced directly from ACCELERATION by design.

Contact Lorie Vincent, CEcD  
ACCELERATION by design LLC  
806-683-2553  
[lorie@accelerationbydesign.com](mailto:lorie@accelerationbydesign.com)



*"It has been my privilege to work with more than 400 rural communities and regions throughout my 30+ year economic development career. I have witnessed the needs and challenges that face Rural America for economic growth and sustainability. Bringing these topics, presenters and participants together will put viable and tested tools into the hands of the change makers in rural communities and create an environment for innovative and immediate action. We are very excited to bring our trailblazing initiative out to the beautiful and dynamic regions across the USA "*

*~ Lorie Vincent ~*

Situated in the heart of Decorah, Hotel Winneshiek blends 21st Century comfort with 19th Century charm. This historic hotel first opened in 1905, setting a standard for elegance. More than a century later, Hotel Winneshiek gleams brighter than ever, honoring the past while making every stay a treasured part of your own history.

For more information about Decorah, Iowa and the Hotel Winn go to: [www.visitdecorah.com](http://www.visitdecorah.com)



# THANK YOU!



*acceleration*  
BY DESIGN

lorie@accelerationbydesign.com  
www.AccelerationByDesign.com | www.StandUpRural America.com  
806.683.2553