



conference 2022

EXHIBITOR | ADVERTISER | SPONSOR

Opportunities



EXHIBITOR OPTIONS

- Conference Exhibit Hall Booths for Full 2-Day Reach
- Special Track Tables for 1-Day Targeted Exposure



ADVERTISER OPTIONS

- Digital Ads: E-blast, Facebook, Projected
- Print Ads: Magazine, Program, Attendee Bag Inserts



SPONSOR OPTIONS

- Expand Your Reach with Bundles of Benefits
- Full Conference & Special Track Sponsorships

Complete details and registration available here:
<https://homeschooliowa.org/conference/exhibit-advertise-sponsor-info/>



Exhibit Hall

Showcase Options

Exhibit Hall Booths

- Full Range of Booth Size and Placement Options:
 - 10'x10' Interior or 10'x10' Corner
 - 10'x20' Interior or 10'x20' Corner
 - 10'x30' Interior or 10'x30' Corner
 - 10'x30' Double Corner or 10'x40' Double Corner
 - 20'x20' Double Corner or 20'x30' Double Corner
 - 20'x30' Quad Corner or 20'x40' Quad Corner

Exhibit Booth Details

- Each 10'x10' has 1 Topped/Skirted Table & 2 Chairs
- All Booths Have 8' Back Drape & 3' Side Drape
- Each 10'x10' Provides 2 Exhibitor Badges
- Limited Additional Badges May Be Purchased
- Wi-fi and an Exhibitor Lounge Provided
- Electrical Hookups Available for Purchase
- Setup Times Assigned on Thursday Before Conference

Exhibitor Workshops

- Exhibitor Workshops May Be Purchased for \$75
- 60-minute Sessions Within the 2-day Workshop Schedule
- Limited Availability – One Per Exhibit Hall Registrant



Special Track

Display Options

>> **Special Needs** *Special Track*

- Our "Conference Within a Conference" on Friday
- Display Tables Available in Special Track Workshop Room
- Focus is on Homeschooling Special Needs Students
- A Special Needs Track Display Table is \$150

>> **High School & Beyond** *Special Track*

- Our "Conference Within a Conference" on Saturday
- Display Tables Available in Special Track Workshop Room
- Focus is on Homeschooling High School & on Post-Secondary Options, Including a College Fair
- A High School & Beyond Track Display Table is \$200

>> **Special Track Display Details**

- Each Display Has a Topped & Skirted Table & 2 Chairs
- Each Display Comes with 2 Displayer Badges
- Wi-fi Is Provided by the Facility
- Setup Is the 90-minute Period Before the Special Track



Advertising

Digital Options

Conference E-Blast Ads

- Sent to Our Full Mailing List of ~7500 Families
- Open Rates Averaging ~15-20%
- \$125 Per Ad Inserted Within a Conference Promotion
- You Supply Desired Graphic & URL
- Ad Format: 800px wide x 600px high at 72dpi

Facebook Event Page Ads

- Posted on our Conference Facebook Event Page
- \$50 Per Ad Featuring Your Content Only
- You Supply Desired Graphic and/or Text
- Ad Format: 1200px wide x 630px high at 96dpi

Conference Projected Ads

- Projected on Screen Before Onsite Keynotes
- \$75 for an Ad Slide Featuring Your Content Only
- You Supply Desired Graphic
- Ad Format: 1024px wide x 768px high at 96dpi



Advertising

Print Options

>>> **Magazine Advertisements**

- In Our Biannual Print Magazine Sent to ~4500 families
- \$920 Outside Back Cover Ad
- \$720 Inside Front Cover Ad
- \$620 Inside Back Cover Ad
- \$470 Full Page Ad
- \$370 Half Page Ad
- \$270 Fourth Page Ad
- \$170 Eighth Page Ad

>>> **Conference Program Ads**

- In Our Conference Program Distributed to ~500 Families
- \$300 Full Page Ad
- \$150 Half page Ad
- \$75 Fourth Page Ad

>>> **Conference Bag Insert**

- Inserts Placed in Attendee Bags for ~500 families
- \$125 for Single-Page Items
- \$200 for Small Pamphlets (4 Pages or Less)
- \$200 for Advertising Swag (Keychains, Pens, etc.)
- \$300 for Catalogs or Magazines



Sponsorship

Bundled Options

>>> **Conference Sponsorships**

- Conference Sponsorships Range from \$250 to \$3000
- Benefits Include Advertising & Onsite Exposure
- Sponsorship Benefits Increase with Fee Levels
 - Website Listings, E-blast Ads, Facebook Ads
 - Magazine Ads, Program Ads, Swag Bag Inserts
 - Keynote Slide Show Ads
- An Exhibit Hall Booth Can Be Added at a Discount
- The Impress Sponsorship Allows You to Offer a 10-Minute Video Before a Conference Keynote

>>> **Special Track Sponsorships**

- All Special Track Sponsorships are \$500
 - Getting Started Homeschooling Track Sponsorship
 - Homeschooling Special Needs Track Sponsorship
 - High School & Beyond Track Sponsorship
- All Include a 15-Minute Presentation at Special Track
- All Include a Display Table Inside the Special Track Room

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