



# 2019 Homeschool Iowa Conference

Valley Church & Community Center, West Des Moines | June 6-8



**ROOTED**  
*in Christ*

## **EXHIBIT • ADVERTISE • SPONSOR**

- **Exhibit Hall Options**
- **Sponsorship Options**
- **Onsite & Offsite Advertising Options**

**Exhibit Hall Coordinator: Mary Syversen | [exhibit@homeschooliowa.org](mailto:exhibit@homeschooliowa.org)**

**Marketing Coordinator: Jenn Warren | [marketing@homeschooliowa.org](mailto:marketing@homeschooliowa.org)**

**Advertising Coordinator: Joe Desaulniers | [ads@homeschooliowa.org](mailto:ads@homeschooliowa.org)**

[www.homeschooliowa.org/conference](http://www.homeschooliowa.org/conference) | Box 158, Dexter, IA 50070



# EXHIBIT HALL OPPORTUNITIES

## Exhibit Hall Booth Options

### 10'x10' Interior Single Booth

8' back drape, 3' side drape, open to the aisle at the front. Includes one 8' topped & skirted table and two chairs.

**Cost: \$275**

### 10'x10' Corner Single Booth

8' back drape, 3' side drape, open to the aisle on two sides. Includes one 8' topped & skirted table and two chairs.

**Cost: \$370**

### 10'x20' Interior Block

8' back drape, 3' side drape, open to the aisle at the front. Includes two 8' topped & skirted tables and four chairs.

**Cost: \$550**

### 10'x20' Corner Block

8' back drape, 3' side drape, open to the aisle 20' on the front and 10' on the side. Includes two 8' topped & skirted tables and four chairs.

**Cost: \$645**

### 10'x30' Interior Block

8' back drape, 3' side drape, open to the aisle 30' on the front. Includes three 8' topped & skirted tables and six chairs.

**Cost: \$825**

### 10'x30' Corner Block

8' back drape, 3' side drape, open to the aisle 20' on the front and 10' on the side. Includes three 8' topped & skirted tables and six chairs.

**Cost: \$920**

### 10'x30' Double Corner Block

8' back drape, 3' side drape, open to the aisle 30' on the front and 10' on the sides. Includes three 8' topped & skirted tables and six chairs.

**Cost: \$1015**

### 10'x40' Double Corner Block

8' back drape, 3' side drape, open to the aisle 40' on the front and 10' on the sides. Includes four 8' topped & skirted tables and eight chairs.

**Cost: \$1290**

### 20'x20' Double Corner Block

8' back drape, open to the aisle 20' on the front and two 20' sides. Includes four 8' topped & skirted tables and eight chairs.

**Cost: \$1290**

### 20'x30' Double Corner Block

8' back drape, open to the aisle on one 20' side and two 30' sides. Includes six 8' topped & skirted tables and twelve chairs.

**Cost: \$1840**

### 20'x30' Island

Open to the aisle along all sides. Includes six 8' topped & skirted tables and twelve chairs.

**Cost: \$2030**

### 20'x40' Island

Open to the aisle along all sides. Includes eight 8' topped & skirted tables and sixteen chairs.

**Cost: \$2580**

### Exhibit Booth Provisions

Each 10'x10' exhibit booth space purchased comes with ONE (1) 8' table and TWO (2) chairs and a wastebasket.

Registered exhibitors may order additional booth provisions from the facility event services provider, using a link provided in the exhibit registration confirmation email.

### Electricity

ONE (1) 110V electrical outlet \$50

### Internet Connection

The facility has free public wi-fi, which will support up to 500 device connections.

If you prefer dedicated wi-fi, you must provide your own.

### Exhibitor Workshops

Exhibitor workshops provide dedicated time and location to present your product or service to our conference attendees.

Limit of ONE (1) exhibitor workshop per registration.

If needed, an LED projector can be rented for the exhibitor workshop. Exhibitors must provide their own laptops to connect to the projector.

**\$75 workshop fee  
Limited availability**



# ADVERTISING OPPORTUNITIES

## Conference Digital Ads

**E-Blasts:** These advertisements are placed within our pre-conference promotional e-blasts to our list of over 6500 Iowa homeschooling families. Submit ad within 14 days of purchase. **\$125.00 each**

• **Ad Format: 800px wide x 600px high at 72dpi**

**Slideshow:** Slideshow advertisements are projected in a continuous presentation on big screens throughout the venue during Conference weekend. Submission Deadline = May 15 **\$50.00 each**

• **Ad Format: 1024px wide x 768px high at 96dpi**

**Conference E-Blasts**  
**Cost: \$125**

**Conference Slideshow**  
**Cost: \$50**

## Year Round Digital Advertising

### E-Blasts

Would you like to stand out? Be noticed? Drive traffic directly to your website? Tell homeschoolers about a special offer? You have an excellent way to do just that through Homeschool Iowa. Keep in touch with over 6500 households through our bi-monthly dedicated e-blasts service.

### E-BLASTS:

**Cost: \$350**

**Frequency: Bi-Monthly**

### E-Newsletter Ad

Our exclusive members-only e-newsletter, full of information on upcoming events, opportunities, and helpful resources, is mailed twice a month on the first and third Mondays of the month to a circulation of about 1000 Homeschool Iowa member families.

### E-NEWSLETTER AD:

**Cost: \$50**

**Frequency: Bi-Monthly**

### Facebook Shout-Outs

Do you need to get a message out quickly? Want to expand your social media reach outside of your own social media pages? Reach our thousands of Facebook fans and the members of our rapidly growing Homeschool Iowa Discussion Group with specific messages about your products and services.

These messages can be targeted to specific geographic areas of the state.

### Facebook Shout-Out:

**Cost: \$25**

**Frequency: Bi-Weekly**

*Digital Ad Submission Deadlines = 14 Calendar Days After Purchase*

## ADVERTISING CANCELLATION POLICY

Cancellations of advertising space will receive a 75% refund IF such request is received 30 or more days BEFORE the advertising deadline.

No refunds will be issued for cancellations received less than 30 days prior to the advertising deadline, for ads not received by stated deadlines, or for ads that do not meet specified requirements.



# ADVERTISING OPPORTUNITIES

## Conference Program Ads

Purchased Program Ads are placed within the conference programs that are distributed (one per registered family) to conference attendees. All ads are printed in black & white and must be submitted as .ai, .eps, or high-res .jpg (300 dpi or more ppi). Ad Submission Deadline = May 1.

<b>Full Page</b>	<b>\$210 (7.5"x10" vertical only, no bleed)</b>
<b>Half Page</b>	<b>\$135 (7.5"x5" horizontal; 3.75"x9.75" vertical)</b>
<b>Third Page</b>	<b>\$85 (7.5"x3" horizontal; 2.3"x9.75" vertical)</b>
<b>Fourth Page</b>	<b>\$55 (3.625"x3.75")</b>

**STAND OUT!**  
Want your ad to get extra notice?  
Add \$100 to any conference program ad purchase for a full color ad.

## Swag Bag Participation

Purchased bagged advertisement participation allows for placement of 800 items, supplied by the advertiser, in Conference bags distributed to every registered family. Bagged items must be shipped by May 15th to Crystal Wieland, whose address will be forwarded after your order is received.

<b>Single Page items</b>	<b>\$125</b>
<b>Small pamphlets (4 sheets or less)</b>	<b>\$200</b>
<b>Advertising swag (pens, key chains, etc..)</b>	<b>\$200</b>
<b>Catalogs/magazines</b>	<b>\$300</b>

**GET NOTICED!**  
Be our Swag Bag Sponsor and have YOUR LOGO on our attendee bags *and* your information placed in the bag.  
Email [sponsors@homeschooliowa.org](mailto:sponsors@homeschooliowa.org) for details!

## Homeschool Iowa Magazine

Our free, full-color, triannual magazine is distributed to 5000 households across Iowa. Additionally, each issue is made available in digital form on our website for free, further increasing your ad's reach!

### Specifications:

Artwork may be submitted in JPG, PSD, PNG, or PDF formats, and must be high resolution (300ppi). Submit color ads, including placed graphics, in CMYK format. Payment is due by ad close date.

### Sizes:

- Full Page (8.75"x11.25" vertical only, with bleed)
- Half page (3.6"x9.75" vertical, 7.5"x4.8" horizontal)
- Third page (2.3"x9.75" vertical, 7.5"x3" horizontal)
- Quarter page (3.6"x4.8" vertical, 4.875"x3.6" horizontal)
- Sixth page (2.3"x4.8" vertical 4.875"x2.3" horizontal)
- Eighth page (3.6"x2.3" horizontal only)
- Directory (2.3"x1.5" horizontal only)

### Deadlines:

- Conference Issue:**
- April 5 - ad close deadline
- April 10 - artwork due
- April 25 - mailing date

- Back-To-School Issue:**
- July 5 - ad close deadline
- July 10 - artwork due
- August 1 - mailing date

- Winter Issue:**
- Dec 1 - ad close deadline
- Dec 10 - artwork due
- Dec 27 - mailing date

<b>Cost/Issue:</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Outside Back	\$900	\$1620	\$2160
Inside Front	\$675	\$1215	\$1520
Inside Back	\$600	\$1080	\$1440
Full Page	\$450	\$810	\$1080
Half Page	\$350	\$630	\$840
Third Page	\$250	\$450	\$600
Quarter Page	\$175	\$315	\$420
Sixth Page	\$125	\$225	\$300
Eighth Page	\$75	\$135	\$180
Directory	\$35	\$60	\$75



# SPONSORSHIP OPPORTUNITIES

Our sponsors receive outstanding brand exposure and exclusive benefits before, during and after the Homeschool Iowa Conference. Please review the packages below or contact us to create a custom sponsorship at [sponsor@homeschooliowa.org](mailto:sponsor@homeschooliowa.org).

## Sponsorship Packages

### INFORM Sponsorship \$250

- Sponsor name noted in the *Homeschool Iowa* magazine Conference 2019 issue
- Sponsor mentioned in Conference Facebook event
- Sponsor mentioned on sponsor signage at Conference
- 1/4 page black & white ad in Conference program

### REACH Sponsorship \$500

- Sponsor logo with hyperlink to your website or Facebook page highlighted on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2019 issue.
- Sponsor highlight post in our Conference Facebook event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor name displayed on sponsor signage at Conference
- Sponsor-provided flyer or other swag included in Conference attendee registration bag
- 1/3 page advertisement in Conference program
- One family admission for Conference (Add-on programming for additional fees)

### CONNECT Sponsorship \$1000

All benefits of the Inform level Sponsors PLUS:

- Sponsor highlight post on our main Facebook page
- Sponsor spotlighted in announcements at Conference
- Sponsor slide in the Conference slideshow presentation
- Sponsor may provide a banner to be displayed at the Conference
- 1/2 page advertisement in Conference program
- Two family registrations for Conference (Add-on programming for additional fees)

### IMPRESS Sponsorship \$1500

All benefits of Inform and Connect level Sponsors PLUS:

- Sponsor logo on the back of our Conference volunteer shirts
- Sponsor highlight post in our closed Facebook Homeschool Iowa Discussion Group
- One dedicated e-blast to NICHE members anytime in the 2019 calendar year
- Full page advertisement in Conference program

### For All Sponsors:

10'x10' Interior Booth available in the Exhibit Hall for an additional \$250

### Be a Conference Friend \$100 Donation

Your donation helps us provide scholarships to homeschooling families in need across the state.

### Customized Sponsorships

Would you like to sponsor a specific area of Conference for extra exposure? We can create a Conference package just for you! To initiate this opportunity email [sponsor@homeschooliowa.org](mailto:sponsor@homeschooliowa.org)

### Possible Custom Sponsorships:

#### Check-in Bag Sponsorship

Provide branded reusable bags for use as attendee check-in bags OR provide a donation to have bags produced with your logo on them.

#### Children's Program Sponsorship

Provide swag for the Conference Children's Program attendees and information for their parents.

#### Moms & Muffins/Dads & Donuts Breakfast Event Sponsorships

Provide a brief video presentation about your business to be played prior to the speaker for these events, OR provide special swag for the attendees of these events.

#### Thursday Mini Conference Sponsorship

Opportunities to reach out to new homeschoolers or families with special needs children.