



homeschool iowa

NETWORK OF IOWA CHRISTIAN HOME EDUCATORS

ADVERTISER/SPONSOR INFORMATION PACKET

2020 HOMESCHOOL IOWA CONFERENCE

June 12-13, 2020 | Friday-Saturday

Setup: Thursday, June 11th

Valley Church & Valley Community Center

4343 Fuller Road, West Des Moines, IA 50265

EXHIBIT HALL HOURS

Friday: 10am-7pm

Saturday: 10am-5:30pm

NEW THIS YEAR! Exhibit Hall Only Pass & One Day Passes

exhibit@homeschooliowa.org | www.homeschooliowa.org/conference



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DATES | TIMES | LOCATIONS

Conference Dates	Friday, June 12 Saturday, June 13
Conference Site	4343 Fuller Road, West Des Moines, IA 50265 Workshops at Valley Church Exhibit Hall at Valley Community Center <i>(Across the street from the church and part of the church campus)</i> Exhibitor Workshops at Valley Community Center <i>These exhibitor workshops are open to the general public</i> Exhibitor Workshops at Valley Church <i>These exhibitor workshops are available to registered attendees</i>
Exhibit Hall Hours	Friday, June 12 10am-7pm <i>(Exhibit Hall Feature Times: 11:30am-2:30pm & 5-7pm)</i> Saturday, June 13 10am-5:30pm <i>(Exhibit Hall Feature Times: 10:30am-1:00pm & 4:30-5:30pm)</i>
Friday Special Needs Track Exhibit Tables	Friday, June 12 10am-6pm <i>Lower level at Valley Church</i>
Saturday High School & Beyond Track Exhibit Tables	Saturday, June 13 10am-5pm <i>Lower level at Valley Church</i>

Booths Must be Staffed During All Exhibit Hall Hours



FULL CONFERENCE 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.

Sponsorship Packages

INFORM Sponsorship \$250

- Sponsor name noted in the *Homeschool Iowa* magazine Conference 2020 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 2020 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 2020 calendar year
- Full page advertisement in Conference program

For All Sponsors:

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

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

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.

Lunch & Learn with

Heidi St. John Sponsorship

Provide a brief video presentation about your business to be played prior to the speaker for this event, OR provide special swag for the attendees!



ONE DAY SPECIAL TRACK SPONSORSHIP OPPORTUNITIES

SPONSOR - Getting Started Homeschooling Track \$500

- Sponsor logo with hyperlink to your website or Facebook page highlighted on our Getting Started Homeschooling Track website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2020 issue.
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor given Exhibitor Table outside the Thursday evening pre-conference Homeschool 101 session room and the Friday morning Getting Started Homeschooling Track room



ANNUAL SPONSOR - Homeschool 101 \$1000

- All the benefits of the Homeschool 101 at Conference Sponsor PLUS:
- Sponsor mentioned in online and printed promotion of all local Homeschool 101 events across the state.
These events are hosted by our Homeschool Iowa Regional Reps at libraries, churches, and other public spaces in our 18 regions around the state.
- Sponsor provided materials distributed to attendees throughout the year at these regional meetings
- Sponsor given a directory ad in each issue of the *Homeschool Iowa* Magazine for the 2020 Calendar year.
- **BONUS:** Sponsor may purchase a package of 3 half page ads in the *Homeschool Iowa* magazine for an additional \$840 (value \$1050) or 3 full page ads for an additional \$1080 (value \$1350). The *Homeschool Iowa* magazine is mailed to 4000 households in April, August and December.
- *If interested in this sponsorship please email marketing@homeschooliowa.org.*

SPONSOR - Friday Homeschooling Special Needs Track \$500

- Sponsor logo with hyperlink to your website or Facebook page highlighted on our Special Needs Track website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2020 issue.
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor given Exhibitor Table outside of the Special Needs Track workshop room
- Sponsor given opportunity to offer a 30 minute presentation during the track

SPONSOR - Saturday High School and Beyond Track \$500

- Sponsor logo with hyperlink to your website or Facebook page highlighted on our High School and Beyond Mini Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2020 issue.
- Sponsor highlight post in our Conference Facebook Event
- Sponsor noted in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other advertising swag included in High School & Beyond attendee bag
- Sponsor given Exhibitor Table outside of the High School and Beyond workshop room
- Sponsor given opportunity to offer a 15 minute presentation during the High School & Beyond Track

ATTENDEE BAG - High School and Beyond Track \$50

Purchased bagged advertisement participation allows for placement of 250 items, supplied by the advertiser, in High School & Beyond Track attendee bags. Bagged items must be shipped by May 15th to Kim Blom, whose address will be forwarded after your order is received.



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).

Full Page	\$225 (7.5"x10" vertical only, no bleed)
Half Page	\$150 (7.5"x5" horizontal; 3.75"x9.75" vertical)
Third Page	\$100 (7.5"x3" horizontal; 2.3"x9.75" vertical)
Fourth Page	\$75 (3.625"x3.75")

NEED AN AD DESIGNED?

We've got a designer who can help you! Contact marketing@homeschooliowa.org for more information.

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 an address will be forwarded after your order is received.

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

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 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:**
- August 5 - ad close deadline
- August 10 - artwork due
- August 25 - mailing date

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

Cost/Issue:

Outside Back	\$900
Inside Front	\$675
Inside Back	\$600
Full Page	\$450
Half Page	\$350
Third Page	\$250
Quarter Page	\$175
Sixth Page	\$125
Eighth Page	\$75
Directory	\$35



FULL CONFERENCE 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 **\$75.00 each**

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

Conference E-Blasts
Cost: \$125

Conference Slideshow
Cost: \$75

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.



PAYMENT INFORMATION

Payment Online

Payment can be made via credit card directly on the registration site.

Payment by Check

If you select check payment, print a copy of your registration form (or write a note with your name, your company name and "2020 Conference" on it) and mail it **immediately**, with your check made payable to Homeschool Iowa, to:

Homeschool Iowa
PO Box 158
Dexter, IA 50070

Payment Policy

A payment deadline of 14 days after completed registration is applied to all registrations with check payment selected. Payments for pre-conference advertising or sponsorship and exhibitor package benefits must be received before the purchased advertising and/or benefits will be produced and/or delivered.

Check payments MUST BE received within 14 days of registration.