



homeschool iowa

NETWORK OF IOWA CHRISTIAN HOME EDUCATORS

ONE DAY SPECIAL TRACK EXHIBITORS & SPONSORS INFORMATION PACKET

2020 HOMESCHOOL IOWA CONFERENCE

June 12-13, 2020 | Friday-Saturday

Valley Church & Valley Community Center

4343 Fuller Road, West Des Moines, IA 50265

Limited
Eligibility!

SPECIAL TRACK HOURS

Special Needs | Friday: 1-7pm

High School & Beyond | Saturday: 10:30am-4:30pm

NEW THIS YEAR! Special Needs and High School & Beyond One Day Exhibitor Tables

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



TABLE OF CONTENTS

Advertising Information.....	5-6
Airport Information	9
Bagged Advertisements/Attendee Swag.....	6
Dates, Times, Location.....	1
Electrical Connections.....	4
Exhibitor Badges.....	4
Exhibitor Guidelines.....	10-11
Exhibitor Workshops	6
HI Bucks Promotion	8
Hold Harmless Clause	11
Hotel Information.....	9
Meal Arrangements.....	4
Payment Information	7
Sales Tax Permit Information	8
Social Media	7
Special Track Exhibitor Table Details	2
Sponsorship Opportunities.....	3
Wi-Fi Connections.....	4



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 Full Conference (Friday & Saturday Exhibitors) Exhibit Hall at Valley Community Center <i>(Across the street from the church and part of the church campus)</i>
Full 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 Noon-7pm <i>Lower level at Valley Church Setup 11am-Noon Friday Morning LIMITED TO: Exhibitors who specialize in serving Iowa homeschooling families with special needs students.</i>
Saturday High School & Beyond Track Exhibit Tables	Saturday, June 13 9:30am-4:30pm <i>Lower level at Valley Church Setup 8:30-9:30am Friday Morning Limited to colleges, universities, trade schools, and apprenticeship programs open to Iowa homeschooled students.</i>

Tables Must be Staffed During All Exhibit Hours



ONE DAY SPECIAL TRACK EXHIBITOR TABLES

Table Details:

Each 8' table includes the following:

- One table covering
- Two folding chairs
- Two non-transferable exhibitor badges

Location:

Special Tracks will be hosted in the lower level of the Valley Church. Exhibitor tables will be set-up in the wide hallways outside of the Special Track session rooms.

Exhibitor-Only Refund Policy:

- Exhibitor cancellations before April 1, 2020, will receive a 75% refund of table rental space.
- After April 1, 2020, but before May 1, 2020, a 50% refund of table rental will be issued but only if the vacated space is sold to another exhibitor.
- After May 1, 2020, no exhibitor refunds will be issued.

Homeschooling Special Needs Track

Friday Exhibitor Table Information - Cost \$150:

- Special Needs Special Track Exhibit Tables should be set-up by noon Friday. Tear down will be between 7-8pm on Friday.

High School and Beyond Track

Saturday Exhibitor Table Information - Cost \$200:

- High School and Beyond Special Track Exhibit Tables should be set-up by 9:30am Saturday. Tear down will be between 4:30-5:30pm on Saturday.
- Table fee includes placement of promotional materials in our High School & Beyond Special Track attendee bags (quantity 250 items.) Shipping information will be provided after registration.

The Special Needs Track -

basically a conference hosted inside a conference! Exhibitors will be accessible to both full-conference and Friday-only conference attendees. The special needs workshop speaker is Peggy Ployhar of the SPED Foundation.

Our High School and Beyond

Track is another conference hosted inside a conference! Exhibitors will be accessible to both full-conference and Saturday-only conference attendees. This special track is geared to meet the needs of homeschooling families with teens entering their middle and high school years who are planning what career or college track they want to take as they finish their homeschool journey. Our speaker for the parent workshops is Lee Binz, The Homescholar. We will also have workshops geared towards teen's interests.



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.



EXHIBITOR BADGES

All persons gaining admission to the conference through exhibitor registrations must wear exhibitor name badges. Each special track exhibit table purchased comes with **two nontransferable adult exhibitor name badges**.

ELECTRICITY & WI-FI

Electrical Connections

Electrical outlets are intermittently available in the Special Track exhibit area. We recommend that exhibitors who need electricity bring their own power strip and/or extension cord.

Wi-Fi Connections

If dedicated, reliable wi-fi is needed, exhibitors should provide for their own Internet connections during the conference.

If you have questions, please contact us at exhibit@homeschooliowa.org.

MEAL ARRANGEMENTS

Friday and Saturday Lunches:

There are no onsite lunch purchase options available in this year's venue. However, there are also no restrictions against bringing in outside food. You are welcome to bring your own lunches. We will, of course, be providing water and coffee throughout the event. Snacks will also be available for purchase at our snack bar. We will also offer an advance purchase box lunch option on the exhibitor registration form. Box lunches will be delivered directly to exhibitors' tables by our volunteers.

FRIDAY BOX LUNCH	\$8.50
SATURDAY BOX LUNCH	\$8.50



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.



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



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.

SOCIAL MEDIA

Homeschool Iowa 2020 Conference - Social Media Cheat Sheet for Exhibitors:

What our marketing team is doing for you: Pre-Conference

- Minimum of one post to our Facebook Special Track Event Page highlighting you as an exhibitor. We will tag your Facebook page and/or link back to your website. Conference Sponsors do get additional exposure on our social media channels.
- If you tag us in a post on any social media outlet we will respond to your tag.
- Have a giveaway you want to promote prior to conference? Or a giveaway to donate to our Pre-Conference Facebook Party? Let us know! You can PM Homeschool Iowa on Facebook or email socialmedia@homeschooliowa.org or marketing@homeschooliowa.org.

Homeschool Iowa

Social Media Handles:

We are on Facebook,
Instagram, Twitter and
Pinterest as
@homeschooliowa

2020 Conference Hashtags

#HICon2020
#homeschooliowa



HI BUCKS

ENCOURAGING ONSITE SALES!

We're providing incentive for our conference attendees to make purchases when visiting our Homeschool Iowa Conference Exhibit Hall.

We'll be selling HI Bucks on our attendee registration form, allowing registrants to purchase vouchers at a cost 90% below their actual usage value. (For example, \$100 of HI Bucks costs \$90.) *And*, we're absorbing the 10% cost to increase your onsite sales!

Exhibitors will indicate on the exhibitor registration form whether or not they are willing to accept HI Bucks as payment at their booths. Homeschool Iowa will regularly exchange the HI Bucks for full cash value throughout the conference.

INCREASE SALES!

Participate in our HI BUCKS program to incentivize attendee onsite purchases. Sign up on our conference exhibitor registration form. Questions? Email: exhibit@homeschooliowa.org

TEMPORARY SALES TAX PERMIT

The Iowa Department of Revenue no longer issues temporary tax permits. All conference exhibitors must apply for a permanent Iowa Sales Tax permit, which allows the permit holder to conduct taxable sales or perform taxable services in Iowa at any time during the year. When participating in a temporary event, such as the Homeschool Iowa Conference, you need only to provide the event sponsor with your name, address, and tax permit number.

More information is available from Iowa Department of Revenue Taxpayer Services at: idr@iowa.gov • (800) 367-3388 • (515) 281-3114 • <https://tax.iowa.gov/special-events-tax-permits>

What do you need to do?

- Complete and submit the Iowa Business Tax Registration form on the Iowa Department of Revenue website: <https://tax.iowa.gov/businesses/business-permit-registration>.
- Provide your permanent Iowa Sales Tax permit information to our exhibit hall coordinator on the exhibitor registration form, or by email: exhibit@homeschooliowa.org.



HOTEL INFORMATION

We have blocked rooms at several hotels located at a convenient distance from our conference facilities. Our contracts include special pricing and amenities for those who make reservations in connection with our conference.

Courtyard Des Moines West/Jordan Creek

410 S 68th Street, West Des Moines, IA 50265
(515) 223-9800

ROOM RATE: \$119

Includes free wi-fi and complimentary breakfast for 2 persons per room reservation

REGISTRATION DEADLINE: May 27th

Fairfield Inn & Suites Marriott

7225 Vista Dr, West, Des Moines, IA 50266
(515) 225-6100

ROOM RATE: \$125

Includes free wi-fi and complimentary breakfast for 2 persons per room reservation

REGISTRATION DEADLINE: May 12th

AIRPORT INFORMATION

The Des Moines International Airport is conveniently located only twelve miles from Valley Church and Community Center. Under normal traffic conditions, it is only a sixteen minute drive to the church.

The following airlines serve the Des Moines International Airport and provide direct connections to cities throughout the United States: Allegiant Air, American Airlines, Delta, Frontier, Southwest, and United.

Several rental car agencies are located in the terminal in the baggage claim area and include the following: Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, and Thrifty.

Des Moines International Airport

5800 Fleur Drive
Des Moines, Iowa 50321

General information is available at (515) 256-5050
For more information, go to <https://www.dsmaairport.com/>



EXHIBITOR GUIDELINES

1. Exhibitors will conduct themselves in a professional manner at all times and refrain from conduct or language that would discredit the Homeschool Iowa Conference, or home education in general.
2. Exhibits must be staffed at ALL times during the hours that the hall is open.
3. There will be an Exhibitor Lounge available near the exhibit hall for use throughout the Homeschool Iowa Conference for registered exhibitors.
4. Each exhibit space (10'x10') will be allowed 2 exhibitor representative badges. Additional badges may be purchased. Children under the age of 13 must be under the supervision of an adult at all times. **Name badges may not be transferred or shared.**
5. All exhibitors and their staff must be dressed appropriately for a business function.
6. Booth assignments are final. Exhibitors may not move exhibits to different locations.
7. Exhibitors may install or remove their displays only during designated hours when the Exhibit Hall is closed to the public, and/or approved by the Exhibit or Conference Coordinator.
8. Displays at the front of the booth must not interfere with the visibility of adjoining exhibitors. Displays may not extend beyond the confines of the exhibit space.
9. Exhibitors may offer materials, brochures, advertising, and/or other promotional literature only within the confines of their purchased booth space.
10. Exhibitors may not use additional tables, unless they receive approval from the Homeschool Iowa Conference or the Exhibit Coordinator. Custom displays, including display racks and counters, may be used as long as they do not interfere with the visibility or operation of adjoining booths.
11. Homeschool Iowa reserves the right to require the removal of any material, including an entire display, which in Homeschool Iowa's judgment is offensive or inappropriate for display at the conference. Homeschool Iowa assumes no financial liability if such action becomes necessary. If you have questions concerning the acceptability of your material, it may be submitted for advance approval.
12. Only items specified on the exhibitor registration may be displayed. Exhibitors may not display material from other companies without prior approval from the Homeschool Iowa Conference.
13. No exhibitor who has behaved rudely or defrauded home educators in the past will be permitted to exhibit. Any customer complaints brought to the attention of Homeschool Iowa will be handled as follows:
 - a. Homeschool Iowa will direct the customer to the exhibitor to seek a remedy and will notify the exhibitor of this contact.
 - b. If the customer is not satisfied within 10 days, Homeschool Iowa will consider the customer's complaint and notify the exhibitor, who will have 10 days to present their position in writing to Homeschool Iowa.
 - c. If after considering booth positions, it is the opinion of Homeschool Iowa that the exhibitor has defrauded the customer, Homeschool Iowa may:
 - i. Report this matter to the church in authority over the exhibitor, when applicable.
 - ii. Deny the exhibitor status at future Homeschool Iowa events.



EXHIBITOR GUIDELINES

14. A primary purpose of the Homeschool Iowa Conference Exhibit Hall is to present a variety of curricula, products, and services for home educators' use. Exhibitors must agree not to recruit potential patrons at the Homeschool Iowa Conference for future multi-level marketing purposes.
15. Noise emitting devices such as record, tape, or video players; televisions; or computers may only be operated if they do not create a nuisance. Homeschool Iowa may prohibit the use of such devices if their operation results in complaints from attendees or surrounding exhibitors. No public address systems may be operated from an exhibit space.
16. In the unfortunate event that the Homeschool Iowa Conference is canceled for unforeseen circumstances; all fees except those paid for advertising that has already been distributed, will be refunded.
17. Exhibitors must remove all their boxes and paper from the exhibit areas at the close of the Homeschool Iowa Conference. Dumpsters will be provided for this purpose outside of the Valley Community Center.
18. No signs may be posted on painted surfaces. No glue, adhesives, nails, or other product may be used anywhere in the facility without permission from the Homeschool Iowa Conference or the Exhibit Coordinator.
19. The use of helium balloons, glitter, and/or confetti decorations is prohibited by Valley Community Center.

HOLD HARMLESS CLAUSE

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold Homeschool Iowa (also known as the Network of Iowa Christian Home Educators), the Homeschool Iowa Conference, the Valley Church and the Valley Community Center, their employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Homeschool Iowa, or the Valley Church and the Valley Community Center. In addition, the Exhibitor acknowledges that neither Homeschool Iowa, the Homeschool Iowa Conference, nor the Valley Church and the Valley Community Center maintain insurance covering Exhibitors property, and that it is the sole responsibility of the Exhibitor to obtain business interruption and/or property damage insurance covering such losses by the Exhibitor.

Upon receipt of the Exhibitor or Sponsor registration application by Homeschool Iowa (including payment), and confirmation of approval by Homeschool Iowa, this agreement shall become binding between the Exhibitor or Sponsor and Homeschool Iowa. For the purpose of this contract an emailed confirmation of registration application does not denote confirmation of Exhibitor or Sponsor approval by Homeschool Iowa.

Upon receipt of the Advertiser registration application by Homeschool Iowa (including payment), and confirmation of approval by Homeschool Iowa, this agreement shall become binding between the Advertiser and Homeschool Iowa. For the purpose of this contract an emailed confirmation of registration application does not denote confirmation of Advertiser approval by Homeschool Iowa.