



conference 2020

June 12-13 • Valley Church & Community Center, West Des Moines

- **Exhibit Hall**
- **Conference Sponsorship Options**
- **Special Track Exhibitor Tables**
- **On Site and Off Site Advertising Options**



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Exhibitor 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: \$1280

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

EXHIBITOR HALL

EXHIBIT BOOTH PROVISIONS

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

Registered exhibitors may order additional booth provisions from the facility event services provider, using contact information provided in the exhibitor registration confirmation email.

ELECTRICITY

- 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 WiFi, you must supply your own.

EXHIBITOR WORKSHOP

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

Limit of 1 exhibitor workshop per registration. If needed, an LED projector can be rented for the exhibitor workshop. Exhibitors must supply their own laptops to connect to the projector.

2 Options for Exhibitor Workshop:

- 1 Hour Session - held during other workshops at the church facility
- 30 Minute Session - held during Exhibit Hall Only hours at the Community Center.

\$75 each

Limited availability



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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 advertising swag included in Conference attendee registration bag
- 1/3 page black & white ad 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 Power Point Presentation
- Sponsor may provide a banner to be displayed at the Conference
- 1/2 page black & white ad 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 black & white ad in Conference Program

For All Sponsors:

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

CONFERENCE SPONSORS

Be a Conference Friend \$100 Donation

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

Custom Sponsorship Packages

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 and include your logo on the bags.

Children's Program Sponsorship

Provide swag for the 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 during this event. OR provide special swag for the attendee's of this event.

Teacher Track Sponsorship

Do you want to reach out to supervising teachers and other teachers who use the conference to fulfill part of their continuing education requirements? This sponsorship is for you!



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Sponsorships and Exhibit Tables

SPECIAL TRACKS

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

SPONSOR - 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

FRIDAY EXHIBITOR TABLES - Special Needs Track \$150

- One 8' table with table covering outside of the Special Needs Track workshop room
 - Limited to exhibitors who specialize in serving families of students with special needs. Preference is given to service providers located in Iowa.

SPONSOR - 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

SATURDAY EXHIBITOR TABLES - High School and Beyond Track \$200

- One 8' table with table covering outside of the High School Track workshop room
- Sponsor-provided flyer or other advertising swag included in High School & Beyond attendee bag
 - Limited to colleges, universities, trade schools, and apprenticeship programs

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.

NEW ANNUAL SPONSORSHIP- 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 sponsor@homeschooliowa.org.*



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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")

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 Kim Blom, whose 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

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 1 - 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

PRINT AD OPPORTUNITIES

NEED AN AD DESIGNED?

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

GET NOTICED!

Be our Swag Bag Sponsor and have YOUR logo on our Attendee bags along with your information in the bag. Email: sponsors@homeschooliowa.org for more details!



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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. **\$125.00 each**

Slideshow: Slideshow advertisements are projected on big screens throughout the venue and in some of the workshops rooms during Conference weekend. **\$50.00 each**

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-Newsletter Ad

Our exclusive members-only e-newsletter, full of information on upcoming events and opportunities, devotional thoughts, and current happenings is mailed twice a month on the first and third Monday's of the month, to a circulation of about 1000 Homeschool Iowa member families.

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.

DIGITAL ADVERTISING OPPORTUNITIES

Conference E-Blasts

Cost: \$125

Conference Slideshow

Cost: \$50

E-BLASTS:

Cost: \$350

Frequency: Bi-Monthly

E-NEWSLETTER AD:

Cost: \$50

Frequency: Bi-Monthly

Facebook Shout-Out:

Cost: \$25

Frequency: Bi-Weekly