



ONE-DAY SPECIAL TRACKS DETAILS | EXHIBITS | SWAG

Special Track Location:

Special Track presentations and exhibits will be located in the RecPlex Hardwood Courts area.

Special Track Exhibit Table Details:

Each 8' table includes the following:

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

FRIDAY Homeschooling Special Needs

Special Track Exhibitor Table **\$150**

- Special Needs Track event hours will be Noon-5:00pm on Friday.
- Special Needs Track Exhibit Tables should be set up Friday between 8:30-9:30am. Tear down will be between 5:00-5:30pm on Friday.

SATURDAY High School and Beyond

Special Track Exhibitor Table **\$200**

- High School and Beyond Track event hours will be 12:30-5:30pm on Saturday.
- High School and Beyond Track Exhibit Tables should be set up Saturday between 11:30am-12:30pm. Tear down will be between 5:30-6pm on Saturday.
- Table fee includes the placement of a promotional item in our special swag bag distributed to the High School & Beyond Track attendees. (Quantity: 250 exhibitor-provided items) Shipping information provided after registration.

High School and Beyond Track

Attendee Swag Bag Insert Only **\$50**

- Place a promotional item in our High School & Beyond Track attendee swag bags, even if you're not exhibiting onsite. (Quantity: 250 advertiser-provided items) Shipping information provided after registration.

Our Special Needs Track

is basically a specialized conference hosted inside a conference!

Exhibitors will be accessible to *both* our two-day conference attendees and our Friday-only attendees.

The special needs track workshop speaker is Peggy Ployhar of the SPED Foundation.

Our High School and Beyond Track

is also a conference within a conference!

Exhibitors will be accessible to *both* our two-day conference attendees and our Saturday-only attendees.

This special track is geared to meet the needs of homeschooling families with teens entering their middle and high school years and considering what career or college path they want to take as they finish their homeschool journeys.

Special Track Exhibitor-Only

Refund Policy

- Exhibitor cancellations before April 1, 2021, will receive a 75% refund of table fees.
- After April 1, 2021, but before May 1, 2021, a 50% refund of table rental fees will be issued, but only if the vacated space is resold to another exhibitor.
- After May 1, 2021, no exhibitor refunds will be issued for cancelled registrations.
- A \$5 processing fee will be assessed to cancellation refunds.



ONE-DAY SPECIAL TRACK SPONSORSHIPS

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 2021 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 2021 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

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 2021 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



NEW ANNUAL SPONSORSHIP

ANNUAL SPONSOR - Homeschool 101 \$1000

- All the benefits of the Getting Started Homeschooling Track Conference Sponsorship listed above PLUS:
- Sponsor highlighted in online and printed promotion of all local Homeschool 101 events across the state during the entire calendar year. *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 2021 calendar year.
- *If interested in this sponsorship please email marketing@homeschooliowa.org*



CONFERENCE DIGITAL ADVERTISING OPPORTUNITIES

Conference Digital Ads

E-Blasts: These banner advertisements are placed within our pre-conference promotional e-blasts to our list of 8,000 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 in the venue during the 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. Send your ad out to 8,000 homeschool households through our bi-monthly dedicated e-blasts service.

E-BLASTS:

Cost: \$360

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 all of our Homeschool Iowa member families.

E-NEWSLETTER AD:

Cost: \$60

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: \$30

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. A \$5 processing fee is charged for refunds.

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.



ADDITIONAL 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 full-color, bi-annual magazine is distributed free to 4200 households across Iowa.

Each print issue is also offered in digital form on our website, 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:

- March 20 - Ad registration deadline
- March 25 - Ad artwork due
- April 5 - Magazine mailing date

Back to School

- July 20 - Ad registration deadline
- July 25 - Ad artwork due
- August 5 - Magazine mailing date

Cost/Issue:

Outside Back	\$920
Inside Front	\$695
Inside Back	\$620
Full Page	\$470
Half Page	\$370
Third Page	\$270
Quarter Page	\$195
Sixth Page	\$145
Eighth Page	\$95
Directory	\$55



FULL CONFERENCE SPONSORSHIP OPPORTUNITIES

Our sponsors receive impressive brand exposure and exclusive benefits before, during, and after the Homeschool Iowa Conference.

Sponsorship Packages

SUPPORTER Sponsorship \$250

- Supporter logo (with link to supporter's website) featured on our Conference website landing page
- Supporter list noted in Conference Facebook event
- Supporter list included in Conference program

REACH Sponsorship \$750

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 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

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post on our Conference Facebook event
- Sponsor highlight post on our main Facebook page (with over 8,000 followers)
- Sponsor noted in announcements at Conference keynotes
- Sponsor banner ad in Conference promotional e-blast prior to Conference
- Sponsor slide in the Conference slideshow presentation
- 1/2 page advertisement in Conference program
- Two family registrations for Conference (Add-on programming for additional fees)
- One exclusive e-blast ad sent during 2021 calendar year to our entire mailing list (8,000 families)

IMPRESS Sponsorship \$3000

- Sponsor logo (with link to sponsor's website) featured on our Conference website landing page
- Sponsor name and logo noted in the *Homeschool Iowa* magazine Conference 2021 issue
- Sponsor highlight post on our Conference Facebook event
- Sponsor highlight post on our main Facebook page (with over 8,000 followers)
- Sponsor-provided 10-minute video presentation featured before keynote
- Sponsor banner ad in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other swag included in Conference attendee registration bag
- Sponsor slide in the Conference slideshow presentation
- Full page advertisement in Conference program
- Two family registrations for Conference (Add-on programming for additional fees)
- Two exclusive e-blast ads sent during 2021 calendar year to our entire mailing list (8,000 families)

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.

Brunch & 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!

For All Sponsors:

10'x10' Interior Booth
available in the Exhibit Hall

for an additional

\$250



CONFERENCE EXHIBITOR HOSPITALITY

Exhibitor Lounge Area

An exhibitor lounge will be available adjacent to the Exhibit Hall for your use throughout the Conference. There you will find water, coffee, and snacks, as well as a place to retreat and rest.

MEAL AND SNACK OPTIONS

Friday and Saturday Lunches:

Our venue will offer concession food sales options, but, there are also no restrictions against bringing in outside food or beverages.

We will, of course, be providing snacks and coffee in the Exhibitor Lounge. We will also offer an advance purchase box lunch option on the exhibitor registration form. Box lunches will be delivered directly to exhibitors' booths by our volunteers.

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

Thursday Setup Day Lunch

We realize that setup day is a busy one for exhibitors, so we provide a complimentary lunch during setup hours.

If you would like to be included, indicate on the exhibitor registration how many meals you want.

LODGING & PARKING OPTIONS

Conference Lodging

We will be blocking hotel rooms at a convenient distance from our conference facilities.

The arrangements will include special pricing and amenities for those who make reservations in connection with our conference.

Check our website for information:

<https://homeschooliowa.org/conference/conference-location-lodging/>

Conference Parking

Our venue location this year, the Mid-American Energy RecPlex, has ample parking surrounding the facility.

If you need specialized parking options, please contact our Exhibit Hall Coordinator.

exhibit@homeschooliowa.org



IOWA SALES TAX PERMITS

All conference exhibitors selling products or services 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 an annual 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.

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 on 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.



EXHIBITOR GUIDELINES & HOLD HARMLESS CLAUSE

13. No exhibitor who has behaved rudely or defrauded home educators in the past will be permitted to exhibit. Any customer complaints reported to 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.
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 Mid-American RecPlex.
18. No signs may be posted on painted surfaces. No glue, adhesives, nails, or other product may be used in the facility without permission from the Homeschool Iowa Conference or the Exhibit Coordinator.

HOMESCHOOL IOWA CONFERENCE 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 Mid-American Rec-Plex, 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 Mid-American RecPlex. In addition, the Exhibitor acknowledges that neither Homeschool Iowa, the Homeschool Iowa Conference, nor the Mid-American RecPlex 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.