



# ONE-DAY SPECIAL TRACKS DETAILS | EXHIBITS | SWAG

## Special Track Location:

Special Track presentations and exhibits will be located just outside the Special Track workshop room.

## 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 1:00-6:00pm on Friday.
- Special Needs Track Exhibit Tables should be set up Friday between 11:00am-12:30pm. Tear down will be between 6:00-6:30pm on Friday.

## SATURDAY High School and Beyond

### Special Track Exhibitor Table **\$200**

- High School and Beyond Track event hours will be 1:00-5:30pm on Saturday.
- High School and Beyond Track Exhibit Tables should be set up Saturday between 10:30am-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 just outside of the Special Needs Track workshop room
- Sponsor given opportunity to offer a 15 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 just 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 just 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](mailto: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).

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

### NEED AN AD DESIGNED?

We've got a designer who can help you! Contact [marketing@homeschooliowa.org](mailto: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.

<b>Single Page items</b>	<b>\$125</b>
<b>Small pamphlets (4 sheets or less)</b>	<b>\$200</b>
<b>Advertising swag (pens, keychains, 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 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