



# conference 2022

## EXHIBITOR | ADVERTISER | SPONSOR

### *Opportunities*



### EXHIBITOR OPTIONS

- Conference Exhibit Hall Booths for Full 2-Day Reach
- Special Track Tables for 1-Day Targeted Exposure



### ADVERTISER OPTIONS

- Digital Ads: E-blast, Facebook, Projected
- Print Ads: Program, Attendee Bag Inserts



### SPONSOR OPTIONS

- Expand Your Reach with Bundles of Benefits
- Full Conference & Special Track Sponsorships

Complete details and registration available here:  
<https://homeschooliowa.org/conference/exhibit-advertise-sponsor-info/>



# Exhibit Hall

## Showcase Options

### >>> Exhibit Hall Booths

- Full Range of Booth Size and Placement Options:
  - 10'x10' Interior or 10'x10' Corner
  - 10'x20' Interior or 10'x20' Corner
  - 10'x30' Interior or 10'x30' Corner
  - 10'x30' Double Corner or 10'x40' Double Corner
  - 20'x20' Double Corner or 20'x30' Double Corner
  - 20'x30' Quad Corner or 20'x40' Quad Corner

### >>> Exhibit Booth Details

- Each 10'x10' has 1 Topped/Skirted Table & 2 Chairs
- All Booths Have 8' Back Drape & 3' Side Drape
- Each 10'x10' Provides 2 Exhibitor Badges
- Limited Additional Badges May Be Purchased
- Wi-fi and an Exhibitor Lounge Provided
- Electrical Hookups Available for Purchase
- Setup Times Assigned on Thursday Before Conference

### >>> Exhibitor Workshops

- Exhibitor Workshops May Be Purchased for \$75
- 60-minute Sessions Within the 2-day Workshop Schedule
- Limited Availability – One Per Exhibit Hall Registrant



# Special Track

## Display Options

### >> High School & Beyond Special Track

- Our "Conference Within a Conference" on Saturday
- Display Tables Available in Special Track Workshop Room
- Special Track Focus is on Homeschooling High School & on Post-Secondary Options
- A High School & Beyond Track Display Table is \$200

### >> High School & Beyond Display Details

- Each Display Has a Topped & Skirted Table & 2 Chairs
- Each Display Comes with 2 Displayer Badges
- Wi-fi Is Provided by the Facility
- Setup Is the 90-minute Period Before the Special Track



# Advertising *Digital Options*

## **Conference E-Blast Ads**

- Sent to Our Full Mailing List of ~7500 Families
- \$125 Per Ad Inserted Within a Conference Promotion
- You Supply Desired Graphic & URL
- Ad Format: 800px wide x 600px high at 72dpi

## **Facebook Event Page Ads**

- Posted on our Conference Facebook Event Page
- \$50 Per Ad Featuring Your Content Only
- You Supply Desired Graphic and/or Text
- Ad Format: 1200px wide x 630px high at 96dpi

## **Conference Projected Ads**

- Projected on Screen Before Onsite Keynotes
- \$75 for an Ad Slide Featuring Your Content Only
- You Supply Desired Graphic
- Ad Format: 1024px wide x 768px high at 96dpi



# Advertising

## Print Options



### **Conference Program Ads**

- In Our Printed Conference Program
- Distributed to All Attendees ~500 Families
  - \$300 Full Page Ad
  - \$150 Half page Ad
  - \$75 Fourth Page Ad



### **Conference Bag Insert**

- Inserts Placed in Registration Check-In Bags
- Distributed to All Attendees ~500 Families
  - \$125 for Single-Page Items
  - \$200 for Small Pamphlets (4 Pages or Less)
  - \$200 for Advertising Swag (Keychains, Pens, etc.)
  - \$300 for Catalogs or Magazines



# Sponsorship

## Bundled Options

### >>> Conference Sponsorships

- Conference Sponsorships Range from \$250 to \$3000
- Benefits Include Advertising & Onsite Exposure
- Sponsorship Benefits Increase with Fee Levels
  - Website Listings, E-blast Ads, Facebook Ads
  - Program Ads, Attendee Swag Bag Inserts
  - Keynote Slide Show Ads
- An Exhibit Hall Booth Can Be Added at a Discount
- The Impress Sponsorship Allows You to Offer a 10-Minute Video Before a Conference Keynote

### >>> Special Track Sponsorships

- All Special Track Sponsorships are \$500
  - Getting Started Homeschooling Track Sponsorship
  - Homeschooling Special Needs Track Sponsorship
  - High School & Beyond Track Sponsorship
- Includes an optional 15-Minute Presentation at Special Track
- All Include a Display Table Inside the Special Track Room

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