



HOMESCHOOL IOWA CONFERENCE 2024

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 *Options*

Exhibit Hall Booths

- Full Range of Booth Options, starting at \$325:
 - 10'x10' Interior or 10'x10' Corner
 - 10'x20' Interior or 10'x20' Corner
 - 10'x30' Interior or 10'x30' Corner
 - 10'x40' Interior or 10'x40' Corner or 10'x40 Double Corner
 - 20'x20' Double Corner or 20'x30' Double Corner
 - 20'x40' Quad Corner

Exhibit Booth Details

- Each 10'x10' has 1 Topped/Skirted Table & 2 Chairs
- 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
- Assigned Setup Thursday or Friday Before Conference Opens

Exhibitor Workshops

- Exhibitor Workshops May Be Purchased for \$100
- 60-minute Sessions Within the 2-day Workshop Schedule
- Limited Availability – One Per Exhibit Hall Registrant



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Special Track *Options*

High School & Beyond *Special Track*

- A "Conference Within a Conference" on Friday
- Special Track Focus is on Homeschooling High School & on Post-Secondary Options
- A Special Track Sponsorship is \$500

High School & Beyond *College & Career Fair*

- A College & Career Fair Display Table is \$200
- 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

Starting Homeschooling *Special Track*

- A "Conference Within a Conference" on Friday
- Special Track Focus is on How to Begin Homeschooling
- A Special Track Sponsorship is \$500



Advertising *Digital Options*

Conference E-Blast Ads

- Sent to Our Full Mailing List of ~7500 Families
- \$125 for Ad Inserted Within a Conference Promotion
- \$360 for E-Blast with Your Ad as Only Content
- You Supply Desired Graphic & URL
- Insert Ad Format: 800px wide x 600px high at 72dpi
- Feature Ad Format: Check Registration Form for Options

Facebook Page Ads

- Posted on our Homeschool Iowa Facebook Page
- \$60 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
- \$100 for an Ad Slide Featuring Your Content Only
- You Supply Desired Graphic
- Ad Format: 16:9 ratio (1920px wide x 1080px high) at 96dpi



Advertising Print Options

Conference Program Ads

- In Our Printed Conference Program
- Distributed to All Attendees ~500 Families

- \$300 Full Page Ad - B&W 300dpi (7.5"x10" vertical only)
- \$150 Half Page Ad - B&W 300dpi (7.5"x5" horizontal only)
- \$120 Third Page Ad - B&W 300dpi (7.5"x3" horizontal only)
- \$75 Fourth Page Ad B&W 300dpi (3.625"x3.75" vertical only)

Conference Bag Insert

- Inserts Placed in Registration Check-In Bags
- Distributed to All Attendees ~500 Families

- \$150 for Single-Page Items
- \$225 for Small Pamphlets (4 Pages or Less)
- \$225 for Advertising Swag (Keychains, Pens, etc.)
- \$325 for Catalogs or Magazines



Sponsorship Bundle Options

Conference Sponsorships

- Conference Sponsorships Range from \$250 to \$5000
- 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
- Upper-Level Sponsorships Include Pre-Keynote or Pre-Feature-Event Video Presentations, Sponsor Logo on Attendee Bags, E-Blast Ads with Sponsor Content Sent to Our Entire Mailing List in 2024 -- and more!

Special Track Sponsorships

- All Special Track Sponsorships are \$500
 - Getting Started Homeschooling Track Sponsorship
 - High School & Beyond Track Sponsorship
- All Include a Display Table Inside the Special Track Room

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