



EXHIBITOR ADVERTISER SPONSOR *Opportunities*



EXHIBITOR OPTIONS

- Conference Exhibit Hall Booths for Full 2-Day Reach



ADVERTISER OPTIONS

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



SPONSOR OPTIONS

- Expand Your Reach with Bundles of Benefits

Exhibitor Questions?
exhibit@homeschooliowa.org

Advertiser Questions?
ads@homeschooliowa.org

Sponsor or General Conference Questions?
conference@homeschooliowa.org



Homeschool Iowa Conference

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 \$120
- 60-minute Sessions Within the 2-day Workshop Schedule
- Limited Availability – One Per Exhibit Hall Registrant



Homeschool Iowa Conference

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 Feature 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
- \$125 for an Ad Slide Featuring Your Content Only
- You Supply Desired Graphic
- Ad Format: 16:9 ratio (1920px wide x 1080px high) at 96dpi



Homeschool Iowa Conference

Advertising Print Options

Conference Program Ads

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

- \$360 Full Page Ad - B&W 300dpi (7.5"x10" vertical only)
- \$180 Half Page Ad - B&W 300dpi (7.5"x5" horizontal only)
- \$120 Third Page Ad - B&W 300dpi (7.5"x3" horizontal only)
- \$90 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



Homeschool Iowa Conference

Sponsorship Bundle Options

Conference Sponsorships

INSPIRE Sponsorship \$5,000

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our Conference website landing page
- Full-page black & white advertisement in Conference program
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor ad in Conference promotional e-blast sent prior to Conference
- Sponsor-provided flyer or swag included in Conference attendee registration bags
- Two family Conference admissions
- Sponsor slide in Conference projected slideshow presentation
- Two e-blast ads with your exclusive content sent during the remaining calendar year to our entire mailing list (7,500 families)
- Sponsor provided 5-minute video presentation before a keynote session
- Sponsor also recognized as a sponsor of both the Conference Start Homeschooling Special Track and the Conference Homeschooling High School Special Track
- 10'x10' booth in Conference Exhibit Hall
- 60-minute exhibitor workshop

IMPRESS Sponsorship \$3,000

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our Conference website landing page
- Full-page black & white advertisement in Conference program
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor ad in Conference promotional e-blast sent prior to Conference
- Sponsor-provided flyer or swag included in Conference attendee registration bags
- Two family Conference admissions
- Sponsor slide in Conference projected slideshow presentation
- Two e-blast ads with your exclusive content sent during the remaining calendar year to our entire mailing list (7,500 families)
- 10'x10' booth in Conference Exhibit Hall

IMPACT Sponsorship \$3,000

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our Conference website landing page
- Full-page black & white advertisement in Conference program
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor ad in Conference promotional e-blast sent prior to Conference
- Sponsor-provided flyer or swag included in Conference attendee registration bags
- One family Conference admission
- Sponsor slide in Conference projected slideshow presentation
- One e-blast ad with your exclusive content sent during the remaining calendar year to our entire mailing list (7,500 families)
- Sponsor logo printed on attendee registration bags



Homeschool Iowa Conference

Sponsorship Bundle Options

Conference Sponsorships

CONNECT
Sponsorship
\$1,500

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our website Conference landing page
- 1/2 page black & white advertisement in Conference program
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor ad in Conference promotional e-blast sent prior to Conference
- Sponsor-provided flyer or swag included in Conference attendee registration bags
- One family Conference admission
- Sponsor slide in Conference projected slideshow presentation
- One e-blast ad with your exclusive content sent during the remaining calendar year to our entire mailing list (7,500 families)

REACH
Sponsorship
\$750

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our website Conference landing page
- 1/3 page black & white advertisement in Conference program
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor ad in Conference promotional e-blast sent prior to Conference
- Sponsor-provided flyer or swag included in Conference attendee registration bags
- One family Conference admission

VOLUNTEER
Sponsorship
\$500

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our website Conference landing page
- Sponsor featured in Conference program
- Sponsor noted on our Facebook page (with over 10,000 followers)
- Sponsor logo printed on back of Conference volunteer t-shirts

SUPPORTER
Sponsorship
\$250

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our Conference website landing page
- Sponsor highlighted in Conference Program
- Sponsor noted on our Facebook page (with over 10,000 followers)

KIDS TREK
Sponsorship
\$250

Benefits:

- Sponsor logo, linked to sponsor's website, featured on our website Conference KIDS TREK landing page
- Sponsor highlighted in Conference Program
- Sponsor noted on our Facebook page (with over 10,000 followers)



Homeschool Iowa Conference

Special Track *Sponsorships*

High School & Beyond Special Track *Sponsorship*

Focus is on Homeschooling High School and on Post-Secondary Options and Opportunities for Homeschooled Students

\$500

Benefits:

- Sponsor logo, linked to sponsor's website highlighted on our High School and Beyond Special Track website landing page
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor highlight in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other advertising swag included in Conference attendee registration bag
- Sponsor given Exhibitor Table outside the High School and Beyond Special Track session room

Start Homeschooling Special Track *Sponsorship*

Focus is on How to Begin Homeschooling

\$500

Benefits:

- Sponsor logo, linked to sponsor's website highlighted on our Start Homeschooling Special Track website landing page
- Sponsor highlight post on our Facebook page (with over 10,000 followers)
- Sponsor highlight in Conference promotional e-blast prior to Conference
- Sponsor-provided flyer or other advertising swag included in Conference attendee registration bag
- Sponsor given Exhibitor Table outside the Start Homeschooling Special Track session room