



conference

Opportunities

EXHIBITORS | ADVERTISERS | SPONSORS



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?
marketings@homeschooliowa.org

Sponsor or General Conference Questions?
conference@homeschooliowa.org



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Exhibit 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 \$150
- 60-minute Sessions Within the 2-day Workshop Schedule
- Limited Availability – One Per Exhibit Hall Registrant



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Ads *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



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Ads *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



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>>> Conference Sponsorships

ALL Sponsorships Start with this Base Level (\$300)

Base Level Sponsorship Includes These Benefits:

- YOUR logo (with link to YOUR website) featured on our Conference website landing page
- YOUR sponsorship noted in Conference promotions
- YOUR sponsorship highlighted in Conference program
- YOUR sponsorship noted on Conference slideshow
- YOUR sponsorship spotlighted on our Homeschool Iowa Facebook page

Customize Your Sponsorship with These Add-On Options

SPOTLIGHT Sponsorship \$3,000

Benefits:

- ALL of the Base Level Sponsorship benefits listed above AND:
- YOUR full page B&W ad in our Conference program
- YOUR ad embedded within a conference promotional e-blast sent to our list of 7,500+
- YOUR exclusive content sent in a feature e-blast sent to our list of 7,500+
- YOUR insert of any allowable type placed in our Conference attendee swag bag
- YOUR ad posted on our Facebook page (11,000+ followers)
- YOUR promotional projected ad slide included in our Conference slideshow
- YOUR 5-minute video shown before a conference keynote session
- YOU receive a \$300 discount for space in our Conference exhibit hall

ATTENDEE BAG Sponsorship \$1,200

Benefits:

- ALL of the Base Level Sponsorship benefits listed above AND:
- YOUR logo printed on our super popular drawstring fabric attendee bags, designating YOU as the bag provider. Our attendees LOVE using these bags for a variety of purposes after our conference, too, resulting in YOUR logo being displayed continually!
- YOUR insert of any allowable type placed in our Conference attendee swag bag
- YOU receive a \$100 discount for space in our Conference exhibit hall

LEVEL 3 BUNDLE Sponsorship \$3,000

Benefits:

- ALL of the Base Level Sponsorship benefits listed above AND:
- YOUR full page B&W ad in our Conference program
- YOUR exclusive content sent in a feature e-blast sent to our list of 7,500+
- YOUR one-page insert placed in our Conference attendee swag bag
- YOUR ad posted on our Facebook page (11,000+ followers)
- YOUR promotional projected ad slide included in our Conference slideshow
- YOU receive a \$50 discount for space in our Conference exhibit hall



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Sponsor Options

>>> Conference Sponsorships

LEVEL 2 BUNDLE

Sponsorship

\$700

Benefits:

- ALL of the Base Level Sponsorship benefits listed on the previous page AND:
- YOUR 1/2 page B&W ad in Conference program
- YOUR ad embedded within a conference promotional e-blast sent to our list of 7,500+
- YOUR one-page insert placed in our Conference attendee swag bag
- YOUR ad posted on our Facebook page (11,000+ followers)
- YOUR promotional projected ad slide included in our Conference slideshow
- YOU receive a \$50 discount for space in our Conference exhibit hall

LEVEL 1 BUNDLE

Sponsorship

\$450

Benefits:

- ALL of the Base Level Sponsorship benefits listed on the previous page
- YOUR 1/3 page B&W ad in Conference program
- YOUR ad embedded within a conference promotional e-blast sent to our list of 7,500+
- YOUR one-page insert placed in our Conference attendee swag bag
- YOUR ad posted on our Facebook page (11,000+ followers)

SPECIAL TRACK

Sponsorships

\$400

Benefits:

- ALL of the Base Level Sponsorship benefits listed on the previous page
- YOUR logo/link on our website Conference Special Tracks page
- YOU noted before each "Starting Homeschooling" Special Track session
- YOU are provided a display table outside the "Starting Homeschooling" Special Track workshops room
- YOUR one-page insert placed in our Conference attendee swag bag

VOLUNTEER

Sponsorship

\$350

Benefits:

- ALL of the Base Level Sponsorship benefits listed on the previous page
- YOUR logo printed on the back of our conference volunteers t-shirts, prominently displayed onsite, as our volunteers serve throughout the facility -- and afterwards, as they continue to wear our popular shirts!