



HOMESCHOOL IOWA CONFERENCE 2024

# 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

**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



# 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!

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