



2022 Iowa City Area HBA Virtual Home Show Application

Feb. 28 - March 4, 2022

Presented By
The Greater Iowa City Area Home Builders Association
Lepic-Kroeger, REALTORS
CBI Bank & Trust

Vendor Information

Company Name _____ Contact Person _____
Mailing Address _____ City, State, Zip _____
Phone _____ Mobile _____
Fax _____ Email _____
Website _____

Product/Service Categories for Listing: _____

LOVE IOWA (List any Iowa manufactured/made products you offer): _____

Virtual Home Show Package Option (FIRST-TIME HOMEBUYER \$250, HOME SWEET HOME \$750 OR DREAM HOUSE \$1,100):

Contest Giveaway Prize(s) (Minimum 1, at least \$50 Value): _____

Virtual Home Show Vendor Signature: _____

Print Name: _____

Date: _____

Sign the application and fax or email it to the HBA office upon receipt. Payment must be submitted in the form of a check made payable to The Greater Iowa City Area HBA 35 days prior to the show or no later than **Jan. 31, 2022**. The HBA will bill you 30 days prior to the due date. Applications without proper payment will be returned after the deadline.

VIRTUAL HOME SHOW RATES

FIRST-TIME BUYER.....\$250
HOME SWEET HOME\$750
DREAM HOUSE \$1,100

CONTACT INFO: The Greater Iowa City Area Home Builders Association • PO Box 3396 • Iowa City IA 52244
Phone: (319) 351-5333 Fax: (319) 358-2443 Email: Karyl@HBAofIC.org Website: iowacityhomes.com



THE IOWA CITY AREA HBA

VIRTUAL HOME SHOW

February 28 - March 4, 2022

☐ **FIRST-TIME BUYER**
\$250

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.

☐ **HOME SWEET HOME**
\$750

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.
- "Meet the Exhibitors" digital feature where consumers get to know your business via a pre-recorded video.
- Minimum 30 seconds from pre-recorded video appears in CBS 2/KGAN preview show.

☐ **DREAM HOUSE**
\$1,100

- Exhibitor listing on Home Show website and contest page with link to your website.
- Rotator in digital promotional ads encouraging sign ups for "register to win" contests.
- Contest Spotlight. Logo and display ad to promote your business and giveaway item. Minimum prize value \$50. Option to donate more giveaways for greater interaction.
- Quality lead list, from contest sign-ups, of interested consumers.
- Listing in Home Show magazine and on CBS 2/KGAN preview show.
- "Meet the Exhibitors" digital feature where consumers get to know your business via a pre-recorded video.
- Minimum 30 seconds from pre-recorded video appears in CBS 2/KGAN preview show.
- Featured role in the Hot at the Home Show Facebook Live daily segment in person or through Zoom. Select an issue, trend or topic and decide how you want to present it.
- Feature article on topic you choose.
- Images collection with descriptions.

Contact:

Karyl Bohnsack
IC Area HBA
(319) 351-5333
karyl@hbaofic.org





2022 Greater Iowa City Area HBA Home Show Virtual Exhibitor Packages Submission Details

ALL MATERIALS DUE TO HBA by Monday, Jan. 31, 2022

Once you've selected your exhibitor package level, please follow the guide below for providing materials to promote your business. Questions? Need help? Call The Greater Iowa City Area HBA office at (319) 351-5333 or email karyl@hbaofic.org

Commitments and payments are due Jan. 31.

First Time Home Buyer Exhibitors – \$250

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction.), an image of the prize (photo or product artwork) and if available at The Home Show or through the website.
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram (For whichever of those platforms you have.)

Home Sweet Home Exhibitors – \$750

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction.), an image of the prize (photo or product artwork) and if available at The Home Show or through the website
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram. (For whichever of those platforms you have.)
5. More detailed description of your business for your Featured Exhibitor Day (Please do not make this text exactly the same as your Exhibitor Page description.)
6. Pre-Recorded 60 second Video – HD 720 or 1080. See the link below to a video on instructions for shooting and sending video with your phone

[How to Shoot a Video With Your Cell Phone](#)

Dream House Exhibitors – \$1,100

1. Logo – Minimum 600 pixels wide or tall, no maximum; jpg or png format; 72 resolution; RGB color system
2. What your daily contest giveaway item will be (minimum one, \$50 value. More giveaways drive additional interaction), an image of the prize (photo or product artwork) and if available at The Home Show or through the website
3. Brief description of your business for Exhibitor Page.
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram. (For whichever of those platforms you have.)
5. Pre-Recorded 60 second Video – HD 720 or 1080. See the link below to a video on instructions for shooting and sending video with your phone
[How to Shoot a Video With Your Cell Phone](#)
6. Date, time, questions and topics for your *Hot at the Home Show* Facebook Live segment – this will be done through Zoom if you are choosing virtual only and you will be sent the link when the time is finalized.
7. Feature blog article/Q&A on a topic of your choice. Michelle at the HBA office can help you with crafting it.
8. Image collection of 5-6 photos with descriptions. For example, photo of your place of business with contact information, photo of a home under construction with description of how you can help the home owner build the home of their dreams, photo of plumbing fixtures and how they benefit future customers.
Minimum 640 pixels wide or 450 pixels tall, no maximum; jpg or png format; 72 resolution; RGB color system

The Greater Iowa City Area HBA Home Show promises to be a fantastic experience for everyone with plenty of information to encourage the public to return to the website all year long. Attendees can find all things home related in one central location, from mortgage lenders and real estate agents to home builders at The Home Show and on the ichomeshow.com website. That includes expert advice from professionals (including Dream House vendors), thousands of dollars in giveaway prizes daily during the week, the freshest ideas in home products and services for inside and outside the home and more.

Don't miss the opportunity to align your company with this time-honored event where consumers can see, compare and purchase your products. Our stepped-up promotions program that covers TV, radio, digital advertising, social media and print will drive strong traffic to The Home Show web site. Plus, The Home Show website -- with your information -- will be accessible by consumers all year long!