



2021 Iowa City Area HBA Virtual Home Show Application

Feb. 22 - 28, 2021

Presented By
 The Greater Iowa City Area Home Builders Association
 Lepic-Kroeger, REALTORS
 Collins Community Credit Union

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. 22, 2021**. The HBA will bill you 30 days prior to the due date. Applications without proper payment will be returned after the deadline.

| <u>VIRTUAL HOME SHOW RATES</u> | |
|--------------------------------|---------|
| 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
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THE IOWA CITY AREA HBA

VIRTUAL HOME SHOW

February 22 - 28

FIRST-TIME BUYER \$250

- Vendor 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 Feb. 21 preview show.

HOME SWEET HOME \$750

- Vendor 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 Feb. 21 preview show.
- "Meet the Vendors" 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 Feb. 21 preview show.

DREAM HOUSE \$1,100

- Vendor 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 Feb. 21 preview show.
- "Meet the Vendors" 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 Feb. 21 preview show.
- Featured role in the Hot at the Home Show Facebook Live daily segment 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:
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 IC Area HBA
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 karyl@hbaofic.org

