



2021 Iowa City Area HBA Virtual Home Show Exhibitor Packages Submission Details

ALL MATERIALS DUE TO HBA: Monday, Feb. 1, 2021

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 Iowa City Area HBA office at (319) 351-5333 or email karyl@hbaofic.org or michelle@hbaofic.org.

If you haven't already completed your application, [download one here](#).
Commitments are due Feb. 1.

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 drives additional interaction) and an image of the prize (photo or product artwork)
3. Brief description of your business
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram

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 drives additional interaction) and an image of the prize (photo or product artwork)
3. Brief description of your business
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram
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](#)

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 drives additional interaction) and an image of the prize (photo or product artwork)
3. Brief description of your business
4. Social Media addresses for Facebook, Twitter, Pinterest and Instagram
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. I will send you the link when the time is finalized. (Note: Best times are when more consumers are home.)
7. Feature blog article/Q&A on a topic of your choice. Michelle at the HBA office can help you in 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 Iowa City Area HBA Virtual Home Show promises to be a great experience for everyone with plenty of incentives to encourage the public to return to the website every day during the Virtual Home Show Week. Attendees can still find all things home related in one central location, from mortgage lenders and real estate agents to home builders on the new ichomeshow.com website. That includes expert advice from professionals (including Dream House vendors), thousands of dollars' in giveaway prizes daily, 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 show site. Plus, The Home Show website -- with your information -- will be accessible by consumers all year long!