



2021 SPONSORSHIP LEVELS | ADVERTISING OPPORTUNITIES

EMERGING FROM THE PANDEMIC – New Laws, New Guidelines
& New Ways to Think
October 20, 2021

	Platinum \$3500	Gold \$2500	Silver \$1000	Bronze \$750
Exhibitor Booth	√	√	√	√
Exhibitor Representative(s)	Two	Two	Two	One
Virtual Booth* - Premium or Standard	Premium	Premium	Premium	Standard
Premier exhibit booth location	√	√	-	-
Opportunity to network with attendees	√	√	√	√
Company logo featured in the sponsor scrolling banner on the conference homepage linked to your company website	√	√	√	
Complimentary Wi-Fi	√	√	√	√
Acknowledgement in the conference program as a sponsor	√	√	√	√
Acknowledgement on the conference website as a sponsor	√	√	√	√
Color ad in the conference program 1/4, 1/2 or full page	Full Page	½ Page	¼ Page	-
Your logo on the conference website with a link to your Company website	√	√	√	√
Sponsor Spotlight via IEC social media	√	√	√	√
Acknowledgement in welcome PowerPoint presentation	√	√	√	√
A copy of the attendee list at the <u>conclusion</u> of the conference	√	√	√	-
Complimentary conference registrations	Six	Four	Two	-
Opportunity to distribute one approved promotional item to all attendees in the registration packet	√	√	√	-
Speaking session(s)	One	One	-	-
Recognition on advertisement - IEC electronic mailings including associations or partnership electronic mailings	√	-	-	-



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Virtual Booth for Sponsors

Showcase your company products and services in a Virtual Booth!

STANDARD BOOTH

Company Logo
Company Description
Company Website
Company Contact Information
PLUS (√) Items Above

PREMIUM VIRUTAL BOOTH

Company Logo
Company Description
Company Website
Company Contact Information
Premium Booths are listed based on sponsorship level in the
"Exhibit Hall"
Upload Video
Upload Supporting Marketing Materials
PLUS (√) Items Above



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EMAIL NEWSLETTER ADVERTISING OPPORTUNITIES

The first edition of the IEC email newsletter came out in December of 2019. With more than 30k subscribers, the newsletter is an excellent source of knowledge for our subscribers. It is also a great opportunity for your company to get visibility. If you would like an opportunity to place your ad in the IEC newsletter, please contact Nan@HireQualitySolutions.com to reserve your spot!

NEWSLETTER AD FREQUENCY	PRICE	SUBSCRIPTION DETAILS
One Time Ad	\$250	Your ad subscription will begin the month following receipt of payment. If you purchased a one-time ad but decide to upgrade to either a bi-monthly or annual subscription, the initial investment will be applied to the new balance.
Bi-monthly Ad (6 newsletters)	\$1250	
Annual Ad (12 newsletters)	\$2500	

PROGRAM ADVERTISING OPPORTUNITIES

The Iowa Employment Conference: Employment, Training, Benefits & Wellness is a very well received conference and is one of our most anticipated events of the year. Hundreds of attendees use the program guide as their primary source of information throughout the conference. The program is a great vehicle to get your brand in front of attendees and entice them to learn more about what you have to offer! Please contact Nan Boland at nan@hirequalitysolutions.com to reserve your spot!

PROGRAM AD SIZES	PRICE	ADVERTISING SPACE DEADLINE
Full Page, Color	\$1500	Please submit your final ad per the IEC Program Advertising Requirements by Sept 15, 2021 . Send files to: nan@hirequalitysolutions.com
Half Page, Color	\$1000	
Quarter Page, Color	\$500	

IEC Program Advertising Requirements

Please follow these guidelines if you are submitting an ad for the IEC Program:



AD SUBMISSION GUIDELINES

- Ad materials must be supplied in PDF x1-a (2001) High Quality Print format. Note that this format is an output option in InDesign and will embed fonts and flatten transparencies automatically.
- For optimal reproduction, maximum total ink density of 300% is recommended.
- Images must be high resolution (300 dpi).
- You may include a border, but do not output with trim marks or bleeds.
- Color space must be CMYK or Grayscale. No spot colors, RGB, LAB color or embedded color profiles.
- All fonts must be embedded or outlined before converting to PDF format.
- Minimum size of type intended to knock out is 8pt.
- Please submit ad materials through our advertising agency, Oglesby Creative Group.

Please send ads to:
nan@hirequalitysolutions.com