



# SPONSORSHIP OPPORTUNITIES

SPRING CONFERENCE 2024

	Titanium \$7500	Platinum \$5500	Gold \$4500	Silver \$3500	Bronze \$1750
<b>Limited Sponsorship Opportunities</b>	2 available	3 available	4 available	5 available	Multiple available *
<b>Exhibitor Booth</b>	√	√	√	√	√
Exhibitor Representative(s)	Four	Two	Two	Two	Two
Marketing Booth <sup>†</sup> - Premium or Standard	Premium	Premium	Premium	Premium	Standard
Company logo featured in the <b>sponsor scrolling banner</b> on the conference homepage linked to your company website	√	√	√	√	√
<b>Premier exhibit booth location</b>	√	√	√	-	-
Opportunity to <b>network</b> with attendees	√	√	√	√	√
Complimentary Wi-Fi	√	√	√	√	√
<b>Acknowledgement</b> in the <b>conference program</b> as a sponsor	√	√	√	√	√
<b>Acknowledgement</b> on the <b>conference website</b> as a sponsor	√	√	√	√	√
<b>Color ad</b> in the conference program 1/4, 1/2 or full page	Full Page	Full Page	½ Page	¼ Page	-
<b>Sponsor Spotlight</b> via IEC social media	√	√	√	√	√
<b>Acknowledgement</b> in <b>welcome PowerPoint presentation</b>	√	√	√	√	√
A copy of the <b>attendee list</b> at the <u>conclusion</u> of the conference	√	√	√	√	-
<b>Complimentary conference registrations</b>	Ten	Eight	Six	Four	-
Opportunity to <b>distribute</b> one approved <b>promotional item</b> to all attendees in the registration packet	√	√	√	√	-
<b>Career Opportunities</b> Your job openings on the conference website with a link to your job postings page.	√	√	√	√	-
<b>Speaking session(s)</b> Assuming topic & speaker fall under conference focus as well as availability.	Two	One	One	-	-

\*There is multiple, but limited bronze opportunities.

## SPONSOR MARKETING BOOTH

A <sup>†</sup>**marketing booth** is designed to showcase your company's products and services as well as capture, create and easily share content with the attendees prior to the conference. Not only is it brandable, but you can also share content while capturing leads and increase social engagement. Included are company logo, company description, company website, company contact information, PLUS (√) items above.

**PREMIUM BOOTH** also included:

Upload video

Upload supporting marketing materials

## 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@iowaemploymentconference.com](mailto:nan@iowaemploymentconference.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

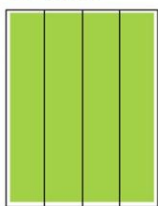
The Iowa Employment Conference: Employment, Training, Benefits & Wellness is a very well received conference and is one of our most anticipated events of the year. Hundreds of attendees use the program guide as their primary source of information throughout the conference. The program is a great vehicle 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@iowaemploymentconference.com](mailto:nan@iowaemploymentconference.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 <b>March 1, 2024</b> . Send files to: <a href="mailto:nan@iowaemploymentconference.com">nan@iowaemploymentconference.com</a>
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:

Full Page:  
8"w x 10.5"h



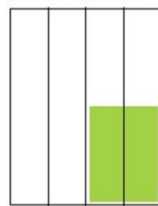
Half Page (H):  
8"w x 5.125"h



Half Page (V):  
4"w x 10.5"h



Quarter Page:  
3.875"w x 5.125"h



### 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@iowaemploymentconference.com](mailto:nan@iowaemploymentconference.com)