



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
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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:

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IC Area HBA
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