



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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The Gazette

