

IDA Educational Conference & Tradeshow (EduCon)

The EduCon and Tradeshow event will be a way for IDA to continue to engage with members and industry representations throughout the country. Door Dealers should attend to earn IDEA approved CEU's, network with your colleagues and be updated on the latest products and services available to business owners in the industry.

Attendance

29 exhibitors, 250 attendees

EduCon Exhibits

The IDA EduCon & Tradeshow will host the exhibit hall over the course of two days.

Everything new and exciting in the industry will be available in the exhibit hall for attendees to see. This is the perfect opportunity to reconnect with peers in the industry, find new products, and learn something new.

Booth Fees:

\$1,950 for 10' x 10' booth space *

Please note: booths are reserved for members only.

Ready to become a member? Reach out to info@doors.org for more information.

Each 10' x 10' booth package consists of:

- 8' high back wall
- 3' high side drape
- (1) 6' x 30" H draped table
- (2) side chairs
- (1) wastebasket
- 7" x 44" booth ID sign

Booth Hours:

Thursday, April 10

6:30 PM - 8:30 PM

Friday, April 11

8:00 AM - 3:00 PM

The IDA EduCon & Tradeshow uses an online platform to reserve booths. Book at Doors.org.



EduCon Sponsorship Opportunities

Opening Party | Exclusive | **SOLD**

Sponsor the one social event at EduCon and receive exposure to more than 100 attendees. Includes the opportunity to distribute one sponsor-provided promotional item such as napkins and cups* with your company logo displayed prominently at the reception. This also includes one dedicated social media post (Facebook, Twitter, LinkedIn) during EduCon.

EduCon & Tradeshow

Registration Area Branding | Exclusive | **SOLD**

Have your company full-color logo featured at the EduCon registration desk and be the attendees first glimpse into the show by being featured right when they check in.

Hotel Key Cards | Exclusive | **SOLD**

Attendees will receive a custom key card, for accessing their guest rooms and used for the entire duration of their stay – putting your company into the hands of every EduCon attendee. Includes your company logo (one color logo) on each hotel key card at host hotel (imprint cost included in sponsorship).

Lanyards | Exclusive | **SOLD**

Just imagine, your brand name visible on every attendee at EduCon. Lanyards are a great way to enhance your brand recognition. Your company logo (one color logo) on each lanyard distributed to all attendees at registration (imprint cost included in sponsorship). May be IDA produced or provided by sponsors.

Pens | Exclusive | \$2,000 **SOLD**

Have your company logo on all the conference pens. You'll also be providing a valuable resource for attendees to use as they take notes throughout the conference.

Travel Hand Sanitizer | Exclusive | \$2,500

Your company logo on travel hand sanitizer. Keep everyone's hands clean throughout the event!

EduCon eBlast | Multiple | \$1,000

Develop brand recognition with IDA members, long before you ever set foot on the EduCon floor. Have your company logo and direct link to website included in EduCon marketing emails sent to IDA members.

Attendee Tote Bag | Exclusive | \$4,500

Your logo will be on each attendee bag distributed at registration. Be the brand that attendees see and carry on-site!

Coffee Break | Multiple | \$2,500

Sponsor one of multiple coffee breaks with company signage.

Breakfast Sponsor | Exclusive | \$3,000

Sponsor our breakfast with your company logo on signage.

Mobile App Sponsor | Exclusive | \$5,000

Put your company's brand and message right in attendees' hands. Attendees use the app onsite to access session content, a schedule of events, exhibitor listings and all general event information. Get mobile app presence, including your logo in the invitation sent to attendees to download the app, along with signage near the registration desk with your logo and QR code to download the app.

EduCon Advertising Opportunities

EduCon & Tradeshow

Program Guide | Multiple | Costs Vary Below

Enhance your visibility and drive attendees to your booth at the EduCon & Tradeshow by advertising in our onsite program guide. Affordable rates and printed in full color. Premium positions (only one of each available):

Outside back cover - 8.5 x 11 (plus 1/8-inch bleed).....	SOLD
Inside front cover - 8.5 x 11 (plus 1/8-inch bleed)	\$1,500
Inside back cover - 8.5 x 11 (plus 1/8-inch bleed)	SOLD
Regular positions full page - 8.5 x 11 (plus 1/8-inch bleed)	\$1,000
Half page horizontal - 7.5 w X 4.875 h inches	\$750
Half page vertical - 3.625 w X 10 h inches	\$750
Quarter page vertical - 3.625 w X 4.875 h inches	\$400
Business card size - 3.5 w X 2 h inches.....	\$250

Fall 2023

Fall 2024

Spring 2025

