



2021 AHEA Convention Advertising and Sponsorships

Since we have transitioned to a virtual convention for 2021 our advertising opportunities will look different than in the past. Rather than a printed convention guide, we will be posting all information for convention attendees online. Advertising this year will be in the form of sponsorships with added benefits. We believe this will give you an effective opportunity to make your business and it's products and services known to our attendees. The convention will be a simulated live event June 3-5, and the content will remain accessible for our attendees for the rest of June. *There is a very short time period for you to respond (our apologies!).* **Our firm deadline for advertisers is May 15th.** (Note: Approved school boards may participate in the Phil Callaway Event only. Make sure you also take advantage of the Virtual Exhibitor Hall.)

Sponsor the 2021 AHEA Convention and you will receive the following benefits:

- Your logo in the sponsor section of AHEA's Convention webpage (AHEAonline.com/convention)
- A description of your business (90 or 25 characters - see chart below)
- Your logo will also be back-linked to your website in an SEO-friendly way to benefit your ranking
- Tier 1 sponsor names will appear at the top of every virtual session page of the convention

Sponsor the Convention	Spaces Available	Price
Tier 1 Sponsor: Logo, 90 character description, website link, & business name at top of convention session pages	3	\$400 + GST
Tier 2 Sponsor: Logo, 25 character description & website link	Unlimited	\$200 + GST

Sponsor a Speaker Session at our 2021 AHEA Convention and you will receive the following benefits:

- Sponsor announced at the beginning of each session
- Logo will appear on half the screen during introduction
- A link to your website or video will be listed below the session video
- Optional lower third with your business name and website for final 15 seconds of the session

Sponsor a Speaker - 45 Minute Sessions	Sessions Available	Price	Add Lower Third
1 or 2 Sessions	10 Adult 5 Youth	\$100 Each + GST	\$50 Each + GST
3 Sessions		\$250 + GST	\$125 + GST

There are two ways to advertise at the Phil Callaway AHEA Fun-draiser Family Friendly Virtual Event. This event will be available to convention attendees and the general public. It will be live June 5 and available to the end of June.

**First priority will be given to approved school boards/supervising authorities.*

You may **sponsor** the event and receive the following benefits:

- Sponsor announced at the beginning or intermission of the event
- Your business name will appear at the top of the virtual session page of the event
- Logo will appear on AHEA's event page (AHEAonline.com/convention/events)

You may also advertise in the **Advertising Channel** with a link to your website or video.

Phil Callaway Event	Price
Sponsor the Phil Callaway Event	\$500 + GST
Phil Callaway Event Advertising Channel	\$100 + GST

See page two for ordering information



AHEA
Alberta Home Education
Association

Ordering Information

Your logo should be submitted to editor@ahaeonline.com. All logos are published on a space-available, first-come/first-served basis, and are subject to approval by the AHEA Board of Directors. **Please include in your email:**

- **Your logo** - Logo image size should be at least 1200px wide (height will likely vary) in PNG format, or JPG format if it has a white background.
- **Your preferred sponsorship(s) or advertising** according to the charts above.
- **Your URL (Exact link - This may be the same link as your link for the exhibitor hall)**
- **As applies:**
 - **Your 90 or 25 character description (including spaces and punctuation)**
- **Your contact information** (complete mailing address; phone number; the name of the contact person and their email address; the name and email address to which the invoice should be sent; your website address, if applicable).

Set-Up Fee: There is a one-time set-up fee of \$65 (plus GST) for each new logo that requires any work or conversion.

Once your logo has been submitted and approved for publication, AHEA will invoice you.

AHEA Mailing Address:
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Edmonton, AB T6T 1N1