



TEACH THEM
Diligently[®]
CONVENTION

MEDIA KIT 2021–2022

www.TeachThemDiligently.net

EXHIBIT HALL **BOOTHS**

Our Teach Them Diligently Convention exhibitors run the gamut! We are thrilled to be able to host a unique combination of curriculum providers, book publishers, colleges & universities, lifestyle services, family product providers and many more—all united by our dedication to the Gospel and to providing homeschoolers with the resources they need.

EXHIBITOR BOOTHS

Register and pay early to save! Space is limited and we expect to sell out!

	Sept. 1		Nov. 1		Jan. 1	
	Round Rock	Pigeon Forge	Round Rock	Pigeon Forge	Round Rock	Pigeon Forge
Inline	\$600	\$750	\$650	\$800	\$700	\$850
Corner	\$650	\$800	\$700	\$850	\$750	\$900
Endcap	\$1,500	\$1,600	\$1,600	\$1,700	\$1,700	\$1,800
Half Curriculum Center	\$3,200	\$3,400	\$3,500	\$3,700	\$3,800	\$4,100
Full Curriculum Center	\$5,200	\$5,300	\$5,500	\$5,600	\$5,800	\$5,900

- **FRONT ZONE BOOTHS ARE AVAILABLE FOR \$300 PREMIUM PER BOOTH.**
- **WIFI IS AVAILABLE AT NO CHARGE THROUGH THE VENUE ON-SITE**
- **ELECTRICITY CHARGES ARE HANDLED DIRECTLY WITH VENUES.**

SCAN THE QR CODE TO REGISTER TODAY!



Booth questions? Email
 RMiarta@TeachThemDiligently.net

EVENT SPONSORSHIPS

VIRTUAL EVENTS

Check out these Virtual Events hosted on our learning management system. Virtual Events are a great way to extend your branding and customer base beyond our live events.

Annual Schedule:

October — Homeschool 2 College

November — Homeschool Family

January — Health and Wellness

February — Homeschool Family Favorites

July — Back to School

OPPORTUNITIES FOR:

- WORKSHOPS
- PRESENTING SPONSORSHIP
- VIRTUAL TOURS
- EXHIBIT HALL BLOCKS

Reach out for more detail regarding Virtual Events. We are looking for Advertisers, Sponsors, and Speakers.

Virtual or event questions? Email
DNunnery@TeachThemDiligently.net
or call (864)320-7988.

WEBINARS AND SOCIAL

Making effective use of your online presence is crucial. This year we are offering some brand new ways to reach your audience through our platforms! Take a look at what marketing options we have for you through our social media accounts!

INSTAGRAM

At the time of this publication, the Teach Them Diligently Instagram account boasts over 16,000 followers.

Static posts to our account

Photo \$100
Video \$200

Stories

\$150 w/o swipe up
\$300 w swipe up

Video Story

\$225 w/o swipe up
\$450 w swipe up

Link in Bio for 24 hours

\$400

FACEBOOK

At the time of this publication, the Teach Them Diligently Facebook account boasts over 62,700 followers.

Sponsored Post - \$1,200 per post

BLOG

This blog post is to have a subject that connects it to you, but should not be a hard sell for your product/service.

Branded Blog Post- \$400 per post

WE OFFER FULL INFLUENCER MARKETING PACKAGES AS WELL.
PLEASE CONTACT US AT OFFICE@TEACHTHEMDILIGENTLY.NET
AND INCLUDE "INFLUENCER MARKETING" IN THE SUBJECT LINE
TO LEARN MORE.

TTD reserves the right to reject any sponsor or specific post with no explanation and at any time. TTD also has reserves the right to pull down any post without warning.

Webinar or social questions? Email
Office@TeachThemDiligently.net
or call (864) 320-7988.

PRINT COLLATERAL

Teach Them Diligently has a number of print sponsorship and advertising options. Several advertising options can be ordered and paid for with your booth registration. We do not provide design services unless specified.

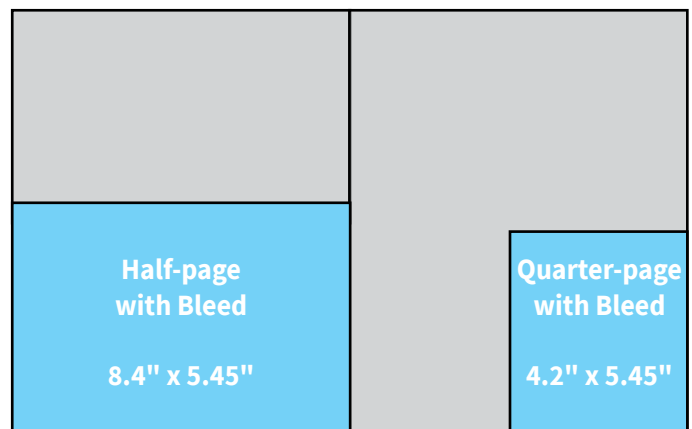
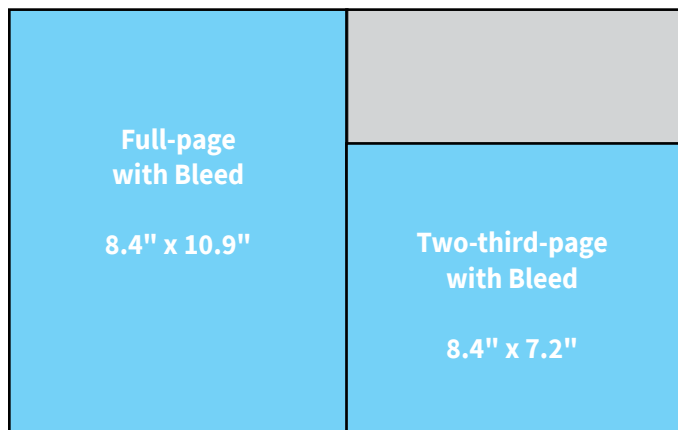
CONVENTION PROGRAM

The 2022 Convention Program will be between 48 and 64 pages. It will include information regarding exhibitors, speakers, speaking sessions, and session tracks. We will produce one for each family, with an average readership of 4 readers per copy. All ads

Ad Size	Rate
Full Page	\$1,000
2/3 Page	\$850
1/2 Page	\$600
1/4 Page	\$350
Back Cover	\$2,000
Inside Front/Back	\$1,250



Convention Program Cover Example



PASSPORT ACTIVITY

Attendees can obtain stamps from participating exhibitors in a Teach Them Diligently Passport Activity. Those that complete their Passport will have an opportunity to win a prize package. Exhibitor participation requires offering a set of products for the prize package.

Print collateral questions? Email RMiarta@TeachThemDiligently.net or call (864) 320-7988.

CONVENTION BAGS



“I still have the TTD bag from my very first convention!” Convention bags and bag stuffers are a great way to leave a lasting impression with our Homeschool families.

CONVENTION BAG

We distribute approximately 2,000 heavy-duty, reusable fabric tote bags at each location. These bags are long-lasting and end up being reused for years at a time by our Homeschool families. Your logo will be imprinted on one side with our logo on the reverse side. A sponsorship is for an entire site. Partial site sponsorship is not available. Logo is approximately 8.5" x 11". Bag sponsorship is **\$1.39 per bag per site.**

BAG STUFFERS

After the convention ends our mothers and fathers get home and excitedly search through their bags for the treasures they picked up from our exhibitors. It is important that your materials be among the treasures that they find! Sponsors provide the printed material or gift item and pay for shipping.

# of Sites	Rate
1 Site	\$250
2 Sites	\$400
3 Sites	\$600
4 Sites	\$850



ASK HOW YOU CAN GET YOUR GIFT ITEMS INTO THE TTD LEADERSHIP SUMMIT BAGS AND GET IN FRONT OF THE MOST INFLUENTIAL PEOPLE AT OUR EVENT!

Convention bag questions? Email RMierta@TeachThemDiligently.net.

DIGITAL AND SPECIAL



Teach Them Diligently has a powerful online presence. From our website and blog, to our active presence on nearly every major social media platform, to our weekly e-newsletters and membership subscription site, we are in constant contact with our digital audience. Your target audience is viewing our media and we have sponsorships available to suit your needs.

WEBSITE BANNERS

Banners are **728x90 pixels**, run of site and rotate on pages each time a page is refreshed. Cost is **\$300** per month and is available on a first come first served basis. There are a limited number of locations available.

E-BLAST

Available to sponsors only. You will be able to send an e-blast email to our 30,000+ email contacts. Cost is \$1,500 per e-blast and is available on a first come first served basis. There are a limited amount of e-blasts available.

PODCAST

We produce two new episodes per week. Each episode is at least 30 minutes each and we receive over 6,000 downloads each podcast! You will receive mention at the opening of the podcast along with a 15-second promotional message at the

MOBILE APP

The TTD Mobile App is filled with interactive convention information, schedules, speaker bios, event details, and social content. It was praised as being “the best new addition to Teach Them Diligently Convention” in 2017. Exclusive sponsorship of the mobile app is available for **\$15,000** for 12-months. Sponsor will be “presenter” of the mobile app and the only advertiser inside.

CONTESTS & GIVEAWAYS

Throughout the year we promote our sponsors through contests, prize giveaways, social media and through blog posts. These promotional campaigns have proven to be extremely beneficial to the participating sponsors. Our goal is to promote you through these mediums in such a way that you pay for your booth long before arriving at the Teach Them Diligently Conventions.

ADDITIONAL OPPORTUNITIES: Other sponsorship options include convention lanyards, floor stickers, pull-up banners, pens, notepads, water towers, the white board, coffee station, and more! If you have a creative idea for advertising your company or ministry with Teach Them Diligently, please call to discuss these ideas.

Need more info? Email DNunnery@TeachThemDiligently.net or call (864) 320-7988.