GLOBAL iahsp
INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS®



HOME STAGING

REGIONAL SUMMIT

HOUSTON

event sponsorship guide

Get Plugged Into
A Global Community



27 Years

4K Members

38 Countries

www.iahsp.com

More Than Home Staging




Real Estate


Interior Design


General Contracting


Retail Stores


Course Instructors


Color Consultants


Short-Term Rentals


Home Renovation


Podcasters


Photographers

IAHSP® members are business owners, first.

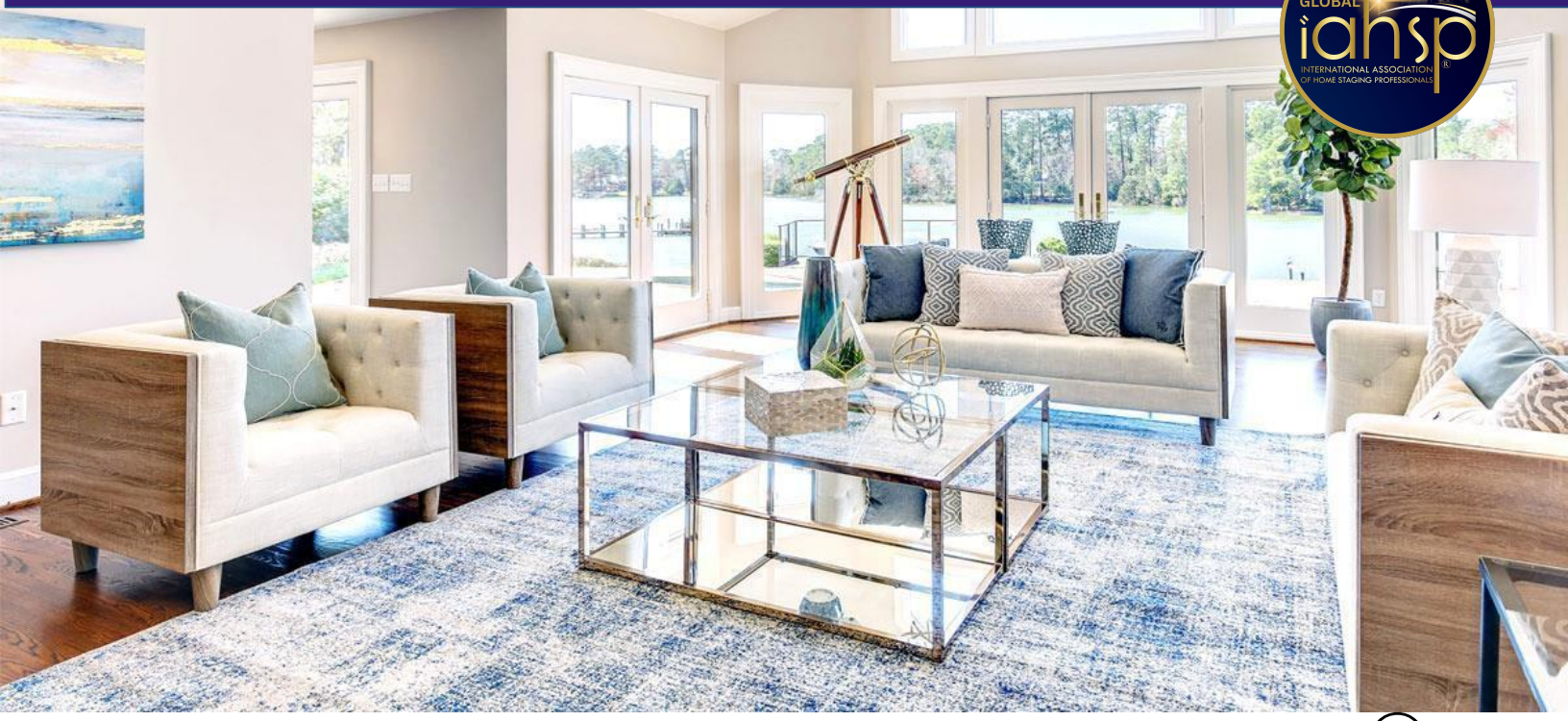


82% Hybrid Businesses

$48M Collective Purchases

$7.1M Annual Purchases

$15K Average Order



Why Partner With IAHSP©?

Gain Access To A Global Network Of Local Business Operators

Local & International Reach

IAHSP® corporately supports members around the globe, providing an unmatched platform for new product launches, inventory announcements and entry into local markets with news and information.

In-Person & Virtual Classes

Our members are business owners first. As business owners, they seek education and insights into running their businesses. Workshops and classes are a great way to provide education and opportunities.

Events & Activities

IAHSP® organizes local and international events and member activities in a broad range of industry categories. These events are a great way to create connections with our members.

Advertising Opportunities

IAHSP® provides multiple ways to get your brand and solutions in front of our membership, through in-person and virtual events, local chapters, multi-media channels and our membership marketing.

IAHSP© is your path to a multitude of industries

Partnership Packages

email Jennie@iahsp.com to secure your spot now!

HOME STAGING REGIONAL SUMMIT FORT LAUDERDALE

GENERAL TABLE SPONSOR

$300.00

- Sponsor Signage on one of the Event Tables
- Promo Items in Tote Bags
- ¼ Page Ad in the Event Program
- 1 Email Announcement that IAHSP® pushes out

TABLE + VENDOR PANEL

$600.00
4 spots available

- Sponsor Signage on 5 of the event Tables
- Promo Items in Tote Bags
- 1 Spot on the Vendor Panel
- ½ Page Ad in the Event Program
- 2 Email Announcements that IAHSP® pushes out

COFFEE OR LUNCH SPONSOR

$1000.00
3 spots available

- Sponsor Signage on ALL Event Tables
- Promo Items in Tote Bags
- 1 Spot on the Vendor Panel
- Full Page Ad in the Event Program
- 3 Email Announcements that IAHSP® pushes out

ROOM SPONSOR

$1500.00
1 spot available

- Sponsor Signage on ALL Event Tables
- Promo Items in Tote Bags
- 2 Spots on the Vendor Panel
- Full Page Ad in the Event Program
- 4 Email Announcements that IAHSP® pushes out

IAHSP® is hosting **REGIONAL SUMMITS** in multiple locations throughout the US and Canada. This is so industry professionals can attend an event and receive vital education without incurring the expense of travel, or leaving their business and families for days. By bringing the events to our industry members, we will be able to reach 2-3x the number of people who attend an annual conference. **If you have other locations that would sponsor regional summits, please let us know.**



27 years of industry Leadership, Support, Resources, and Educational Events

Since 1999, IAHSP has set the standards for Excellence, Education and Ethics for the Home Staging, Real Estate and Design Industry. IAHSP is the **ONLY** industry association that requires approved education/credentials in order to join. This means our members adhere to a higher standard and are not hobby stagers. Additionally, our leaders are all ACTIVE in the industry with successful businesses and understand what our members need in order to grow and thrive. ***We walk the walk, not just talk the talk.***

Since 2003, IAHSP® has held educational conferences for our industry for professionals to learn what it takes to be successful. We bring in top expert speakers from around the world who share their knowledge and expertise with our attendees on a variety of business, creative and motivational topics.

Our Vendor Partners are a large part of our conference success. Your support of our association allows us to hold conferences and support the events our members want to attend. ***You invest in IAHSP® and our members invest in You.***

We ask all Vendor Partners to provide special pricing, shipping discounts, or other incentives that NO OTHER GROUP is receiving, as this adds VALUE to our association and helps attract more members.

When we consider which companies to partner with, several factors come into play:

1. **Type of merchandise sold.** Our top categories are furniture, art, decor, greenery, area rugs, and lighting
2. **Price point of items.** Stagers make a large capital investment to support the client projects they conduct, and need to stretch the dollar. Items that are more affordable are more likely to be purchased, and purchased in volume.
3. **Distribution Centers.** Distribution centers in the eastern and western regions is preferred so members are not waiting lengthy times for items to arrive.
4. **Availability of Items.** Our members are usually in a hurry to receive items as they have properties in need of product, and shipping times are definitely a factor for stagers when considering a purchase.
5. **Customer Service.** Being able to reach a real person to discuss future orders or issues with an existing order is definitely a plus.



IAHSP® Members Are Influential

IAHSP® members are making an impact in their communities and the world.

With members regularly appearing on popular televisions shows, IAHSP® members are your pathway into local markets and homes, globally.

Our members are a vital factor in the $3.81 Trillion a year Real Estate market. With entire Real Estate Associations recognizing that staged homes reduce the time on market by73%. Putting IAHSP® in a prime position.

Within the 10 Million homes in over 120 countries, short-term rental space is a prime growth market for home staging and the follow-on industries associated with home staging.

The home staging industry is a gateway industry, as our members branch out into a multitude of market segments. Bringing both value and targeting to the brands that partner with IAHSP®.

Host A Regional Member Event

Regional Events are the Best Way To Engage Locally

Product Demos

Host a product demo and get your latest products in front of Designers, Realtors, Contractors, and local Home Staging networks.

Holiday Parties

Holiday parties are a great way to engage the community of vendors, partner businesses and community that the Home Staging network represents.

Partner on the Local Level

Each chapter is connected to our international resource library of education and content. Partner with a local chapter to host in-person and online classes.

Volunteer Programs

IAHSP® members are very connected to their local communities. Ask about partnering up for local volunteer events and community outreach programs.



DIGITAL MAGAZINE



IAHSP Advertising - Website and Magazine

Simple rates to get your business in front of an entire industry

Full Page Ad
$600

½ Page Ad
$450

1/4 Page Ad
$250

1/8

1/8 Page Ad
$150

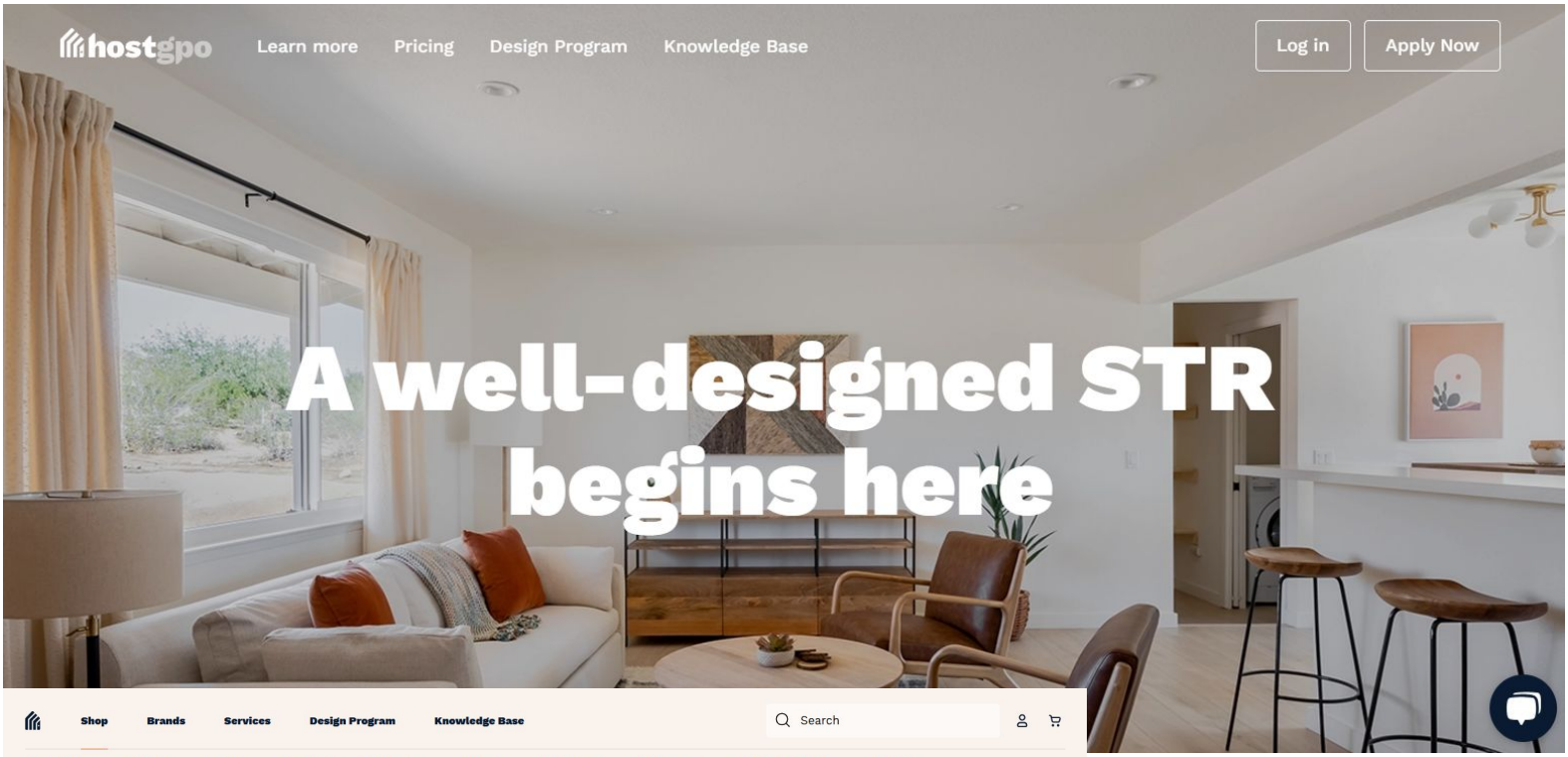
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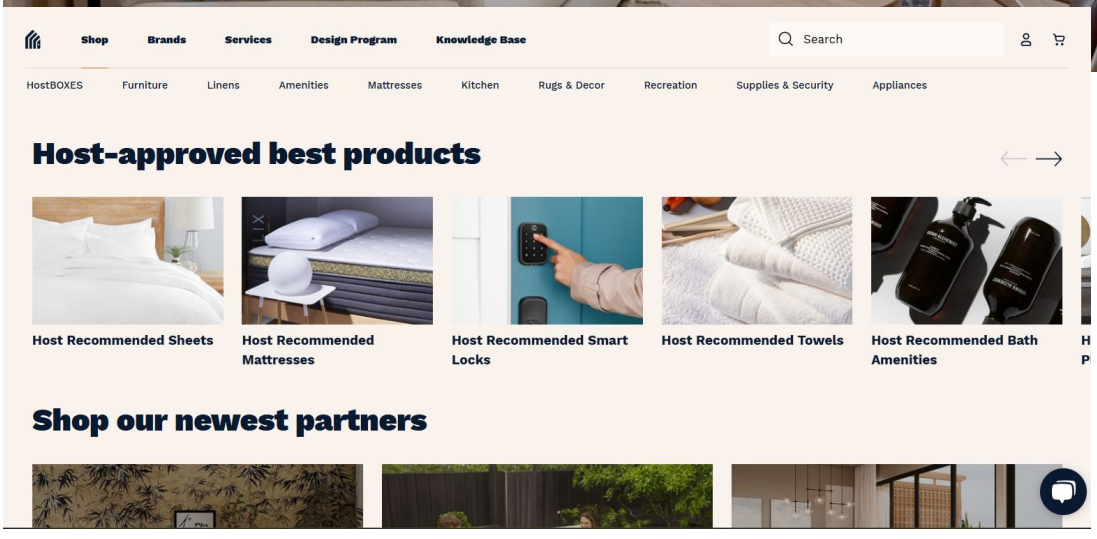
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$150

EXCLUSIVE INDUSTRY PARTNER

IAHSP® is the ***EXCLUSIVE*** Home Staging Industry Partner with hostgpo - the largest online platform for designers in the Short Term - Mid Term Rental Space.

Let us get you connected!





IAHSP can connect our Preferred Partners with HostGPO so you can gain a new audience for your products.

More Than Home Staging

Let's build IAHSP® - together.



www.iahsp.com