



Preferred



VENDOR program



**Empowering Success Together:
Discover Opportunities with IAHSP® Sponsorship**



Get Plugged Into A Global Community



24
Year
s

4K
Members

22
Countries

www.iahsp.com



Leadership Team



Jennie Norris
Chairwoman & CEO



Amy Powers
President



Johnathan Miller
Co-President



Nikki G. Watson
Vice President



Sanja Radovanovic
President - EAHSP - European Assn



Verena Mumford
EAHSP Europe Leadership Team



Orlando Reyes
Dir. of Ops & Cmty Development



Paloma Harrington
Global Operations Dir.



Terri Votaneck
Midwest Region Director



June Carter
Business Coach



Bridget King
Home Staging Chair



Jennifer Miller
Real Estate Chair



Julea Joseph
Design Chair



Ivette Alvarez
Volunteer Chair



Kevin Htain
Awards & Recognition Chair



Catherine Lewis-Brown
Branding Chair



Mannie Paninski
Social Media Chair



John Norris
Sr. Exec VP & Stakeholder



Sandra Holmes
Stakeholder



Lyn Spaeth
Stakeholder



Bette Vos
Stakeholder



Kathryn Swan
Stakeholder



Kimberly Swan
Stakeholder



Leslie Kramer
Stakeholder

...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

Learn from experts. Pay for the courses you want.

Hyve Pro curates live and on-dem and instructors and makes them accessible to you.



[Discover Courses](#)

Crowd Sourced On-Demand Education

community sourced education, for you and your business



Audio Only[Ⓞ]

[Explore](#)



On-Demand[Ⓞ]

[Explore](#)



In-Person[Ⓞ]

[Explore](#)

AUDIO COURSES

ON-DEMAND COURSES

LEARNING IN-PERSON

EDUCATION



Create & Earn with Courses

Hyve Pro is available to you to create your own courses

Create Authority

Establish your brand as an authority in your field. Easily convey information on how to use and handle your products, ways to navigate your order process and informative courses on product selection.

Get Paid

Hyve Pro gives you the option to charge our members to access your courses for a fee, or for FREE. Meaning you have the option to turn this into a revenue generator, or a loss leader.

Stay Top of Mind

By creating courses that are free or paid to access, you position your brand as “top of mind” by businesses and customers learning from you, how to navigate their business and use your products.

Share Your Content

All courses are available to the public as well as our IAHS^P® Members. Meaning the content that you create isn't limited to IAHS^P® traffic. Your content can be shared and searched globally.

Hyve Pro is education, crowd sourced.



IAHSP® Members Are Influential

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

With chapters globally, and 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 by

73%. Putting IAHSP® in a prime

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®.



Why Partner With IAHSP[®]?

Gain Access To A Global Network Of Local Business Operators

Active Chapters

IAHSP[®] corporately manages chapters globally, 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[®] and its chapters organize 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

Host Local Chapter Events

Chapter Parties & 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.

In-Person & Virtual Classes

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.

Holiday Parties

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

Volunteer Programs

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





Buying Tours Are Back!



We are here to purchase and replenish warehouse supply!



Every Major Market Center
IAHSPP® members are ready to every major market center, each location, twice per year. Our members restock continuously throughout the year.

Large Group Buying
IAHSPP® members are ready to make purchases, restock their warehouses and replenish with new inventory. And we are shopping as a large group.

We Are Here To Learn
Our members are seeking education and the latest trends. They are ready to learn about your business, your processes and where the industry is heading.

Willing To Travel
IAHSPP® is international. Our ability to shop and purchase is not limited to local excursions. Our members are willing and able to travel.



How IAHSP® VIP Buying Tours Work

This is not a trends tour. We are here to make purchases.

Is there a fee?

No. We are charging our members and non-members to be a part of a VIP Buying experience. We are not charging the manufacturers on the tour.

Where will the tours be held?

We will be hosting the tours at 2 major Market events in 2024 (Vegas, Atlanta). The tour will be held on the first day of each Market event.

Will buyers be Pre-qualified?

Yes. Each attendee must meet the requirements for Market and will need to apply to your vendor program ahead of the tour dates. You will have a complete list of attendees ahead of each event.

Prizes & Incentives

This is a buying tour, designed to inspire and motivate large purchases. Offering prizes and incentives is a great way to make a lasting impression and motivate even greater spending.

Purchase Authority

Hosting a VIP Buying Tour is a great way to feel the impact of the consolidated purchase authority of the Home Staging community. By the end of the event, you should be processing order, not trends.



IAHSP® is your path to a multitude of industries



CELEBRATING our 25th Anniversary . . .

**With TWO Conferences in 2024:
Las Vegas and Atlanta**

JAN 26-28, 2024



JUL 15-17, 2024



21 years of educational events!

Since 2003, IAHSP® has held educational conferences for our members to learn and thrive. 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.



CELEBRATING our 25th Anniversary . . .

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IAHSP® Conference & Expo

Be a part of our annual community learning and mastery event

Tell Your Brand Story

Available to select brands, you'll have the opportunity to share your brand's story on stage at our 2024 annual event. Sharing with attendees what makes your brand unique and how to engage with your brand.

Build Relationships

Our annual conference is a great opportunity to build relationships with business owners that are proven to invest in themselves and their business. These are the people who value their business.

Sell Your Products

As part of our 2024 Conferences held AT the Las Vegas and Atlanta Market Centers, we will be taking attendees on a tour to our preferred vendor partner showrooms. We want our members to learn and shop.

Gain 1-on-1 Time

Exclusive to VIP attendees, sponsors and speakers, we are hosting a private dinner, to create an opportunity to engage and deepen relationships with our members who value exclusivity and VIP treatment.

IAHSP® is your path to a multitude of industries

Sponsorship & Advertising Packages



 <p>Best Value</p>	 <p>Best Value</p>	 <p>Best Value</p>
<p>Topaz EDU Package</p> <p>\$2,500</p> <p>Every year</p> <p>Get to know IAHSP in Las Vegas!</p> <p>Valid until cancelled</p> <p>Select</p>	<p>Amethyst Package</p> <p>\$5,000</p> <p>Every year</p> <p>Las Vegas Glitter & Shine</p> <p>Valid until cancelled</p> <p>Select</p>	<p>Diamond Package</p> <p>\$7,500</p> <p>Every year</p> <p>Shine Like Diamonds...</p> <p>Valid until cancelled</p> <p>Select</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Six Feet Booth at Live Conference <input type="checkbox"/> Two Tickets to Event <input type="checkbox"/> Two Social Media Posts <input type="checkbox"/> Two Facebook Live Interviews <input type="checkbox"/> Two Email Announcements <input type="checkbox"/> One Guest Appearance on Home Staging Talk <input type="checkbox"/> 20% Off Atlanta Texas Sponsorship 	<ul style="list-style-type: none"> <input type="checkbox"/> Six Feet Booth at Live Conference <input type="checkbox"/> Two Tickets to Event <input type="checkbox"/> Four Social Media Posts <input type="checkbox"/> Two Facebook Live Interviews <input type="checkbox"/> Two Email Announcements <input type="checkbox"/> One Guest Appearance on Home Staging Talk Podcast <input type="checkbox"/> 20% Off Atlanta Amethyst Sponsorship <input type="checkbox"/> One Podcast Description URL Link <input type="checkbox"/> One Year Website Vendor Directory <input type="checkbox"/> 20% Off Ad in Conference or Home Staging Magazine 	<ul style="list-style-type: none"> <input type="checkbox"/> 10x10 Booth at Live Conference <input type="checkbox"/> Two VIP Tickets to Event <input type="checkbox"/> Quarter Page Ad in Conference Magazine <input type="checkbox"/> One Year Website Vendor Directory <input type="checkbox"/> 25% Off Website Banner Ads <input type="checkbox"/> Six Social Media Posts <input type="checkbox"/> Two Facebook Live Interviews <input type="checkbox"/> Four Email Announcements <input type="checkbox"/> 25% Off Atlanta Diamond or Lever Sponsorship

Sponsorship & Advertising Packages



 <p>Best Value</p>	 <p>Best Value</p>	 <p>Best Value</p>
<p>Sapphire Package</p> <p>\$10,000</p> <p>Every year Spar</p> <p>Valid until cancelled</p> <p>Select</p>	<p>Emerald Package</p> <p>\$20,000</p> <p>Every year Green with Envy!</p> <p>Valid until cancelled</p> <p>Select</p>	<p>Ruby Package</p> <p>\$50,000</p> <p>Every year Top Tier - Ruby Red</p> <p>Valid until cancelled</p> <p>Select</p>
<ul style="list-style-type: none"> 10KIS Booth at Live Conference Coffee Break Sponsorship Three VIP Tickets to Event Half Page Ad in Conference Magazine One Year Website Vendor Directory Eight Social Media Posts Three Facebook Live Interviews Six Email Announcements The Guest Appearance on Home Staging Talk One Podcast Description URL Link 20% Off Atlanta Sapphire or Lessor Sponsorship 	<ul style="list-style-type: none"> 10KIS Booth at Live Conference at High Traffic Location One Luncheon Sponsorship One Speaking Opportunity at Live Conference for 20 minutes Four VIP Tickets to Event Full Page Ad in Conference Magazine One Year Website Vendor Directory One Website Banner Ad Twelve Social Media Posts Four Facebook Live Interviews Eight Email Announcements The Guest Appearance on Home Staging Talk One Podcast Description URL Link 20% Off Atlanta Emerald or Lessor Sponsorship Bonus Perk! Let us know what we can do to make this happen. 	<ul style="list-style-type: none"> 10KIS Booth at Live Conference in Highest Traffic Location CEO Speech at Conference for 20 mins & Introduces Keynote VIP Event & Gala Sponsorship LOGO dominates ALL Event Marketing Materials LOGO on Sign & Repeat Four VIP Tickets to Event Full Page Ad in Conference Magazine & Feature Spread in Home One Year Website Vendor Directory One Website Large Banner Ad on High Traffic Pages Twelve Social Media Posts Quarterly Facebook Live Interviews Eight Email Announcements Quarterly on Home Staging Talk One Podcast Description URL Link 20% Off Any Atlanta Sponsorship Bonus Perk! Ask about our Bonus Perks.



DIGITAL MAGAZINE



Conference Program & Magazine Advertising

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

Full Page Ad
\$600

1/2 Page Ad
\$450

1/4 Page Ad
\$250

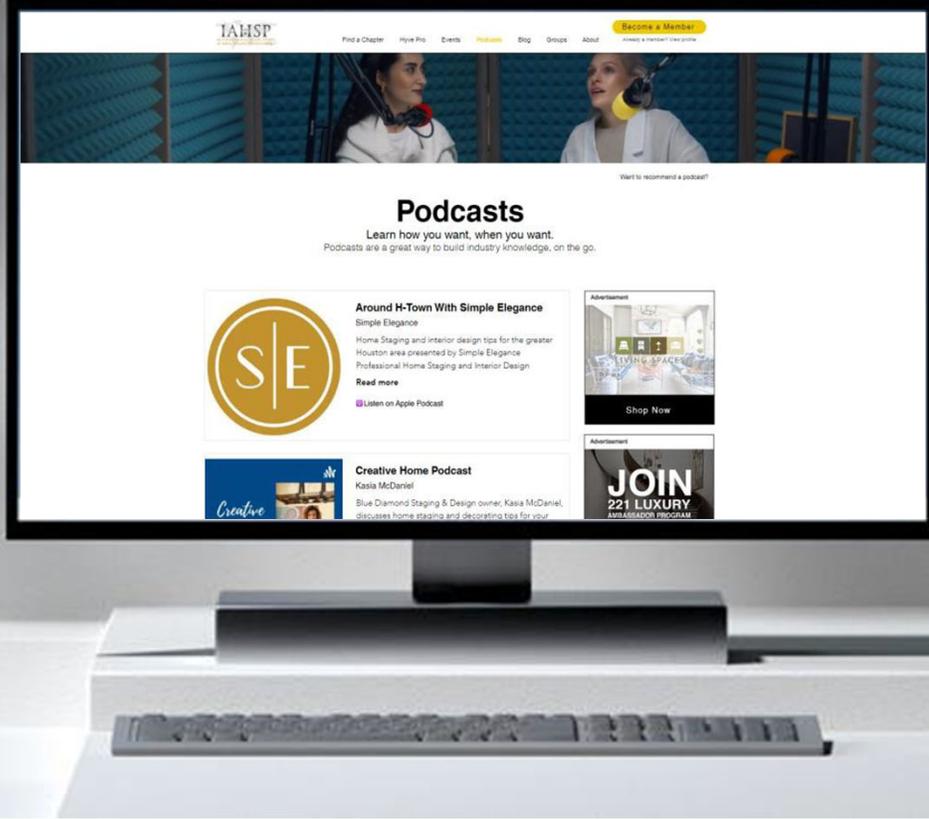
1/8

1/8 Page Ad
\$150

1:1

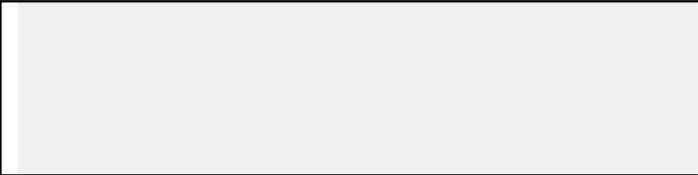
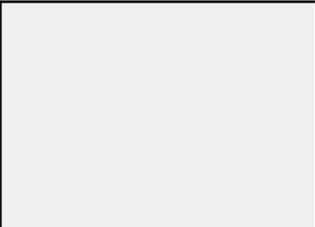
1:1 Ad
\$150





Digital Advertising

Interactive advertising designed to convert

JOIN EDUCATION EVENTS CONNECT LATEST NEWS RESOURCES ABOUT IMO		
Banner Ad - \$500 a month		
Directory Ad: \$1200 a year	Side-Ad \$200 a month	Pop-Up Ad: \$300 a month
		



Social Media Advertising

Interactive advertising designed to convert

Facebook LIVE
\$250

A pre-recorded or live interview, aired LIVE featuring you, your company and your latest news or announcements.

Vendor Post
\$150

These are pre-submitted posts that are shared through our social networks. You provide the image or video and copy.

Vendor Profile
Feature
\$120

These are articles about your company or an announcement, along with photos and/or videos, to highlight your company or products.

...More Than Home Staging

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