

**2014 Entry Form**  
(Complete one for each entry.)

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name** \_\_\_\_\_

**HFA** \_\_\_\_\_

**Submission Contact** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

Qualified Entries must be received by **Tuesday, July 1, 2014**.

For more information about Qualified Entries, [click here to access the 2014 Entry Rules](#).

Use this header on the upper right corner of each page.

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

Communications	Homeownership	Rental Housing	Special Needs Housing
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs
Legislative Advocacy	Management Innovation	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> State Advocacy <input type="checkbox"/> Federal Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology	<input type="checkbox"/> Special Achievement	<input type="checkbox"/> YES <input type="checkbox"/> NO



**Welcome to Awesometown** – a fictional town that is booming, thanks to affordable housing. Construction is profitable. Businesses are moving in. The tax base and school systems are expanding. It’s bright, cheery and hyper real. Awesometown is made possible through the knowledge you gain and the contacts you make at the 2014 HousingIowa Conference.

Awesometown clearly shows first hand that affordable housing impacts more than the residents; it positively impacts the economy of an entire community – all within the confines of the HousingIowa Conference.

**Scope of Project:**

Blueprint to Success, Strength in Partnerships, Roadmap to Recovery...the list of our past annual conference themes goes on. But none of them stick out as especially innovative or not-to-be-missed.

Our challenge for the 2014 HousingIowa Conference was to brand it as an exciting opportunity to add value for our partners by offering national trainings and education sessions - all while experiencing the feel of a community that has benefited from the fruits of their labor in advancing affordable housing.

The goal for the 2014 HousingIowa Conference was to brand it with an eye-catching conference theme, look and feel – an experience that no Iowa housing professional would want to miss out on.

Attendance and sponsorship levels of the HousingIowa Conference have gradually grown each year. However, we were missing an opportunity to trademark the event as the premier housing conference in the state by showing the impact housing has on our communities and grabbing the attention of key housing professionals and policy-makers.

To show our commitment for the vast change in feel for the conference materials, we forged a new partnership with a local, cutting-edge creative design agency called Saturday Manufacturing. Enter awesome Awesometown materials.



**Materials overview:**

The primary materials for the HousingIowa Conference include:

- Postcards
  - Both postcards were designed truly as postcards from Awesometown, asking our partners to come visit us and to register now.
    - Save the date postcard: Sent May 15
    - Register now postcard: Sent June 30
- Constant Contact email template
  - This template was designed to match the other conference branding and was used for all conference communications, including speaker announcements, register now emails and others.
- Program: Town map
  - The conference program was designed to be a map of the town, outlining each session description and time.
- Signage
  - We used a variety of sign templates for our break-out session rooms to really play-up the different sign styles you see visiting any Iowa town.
- Dine-around dollar
  - Each year we host a dine-around as part of the conference. Each attendee is provided a \$15 gift card to a list of participating local restaurants that is valid just for that evening. In year's past, we've used a generic bill. Awesometown's dine-around dollar fits the feel of the other materials and is fun – featuring our Executive Director, the Awesometown Mayor.
- Awards:
  - In year's past, we've given our HousingIowa Award winners an acrylic award in the shape of the state of Iowa. This year, we'll be giving them an Awesometown themed award as a keepsake that will keep the theme consistent throughout all aspects of the conference.



**Results:**

We were able to generate remarkable interest in the 2014 HousingIowa Conference through the use of a creative theme and materials.

- The day over day registration and sponsorship pace is up 300% over the 2013 conference, which is an all-time high since the conference's inception ten years ago.
- Materials cost: Reduced by 20%
- Engagement and feedback from the conference is at an all-time high.

The concept of a town, such as Awesometown for any HFA's annual housing conference is completely replicable – and encouraged. It highlights the broad-ranging impact that HFA's have across communities within their states, in a fun way!

LOGOS



## SAVE THE DATE POSTCARD



### *Save the Date!*

Visit Awesometown at the 2014 HousingIowa Conference, September 3-5 in Des Moines and see how affordable housing is the foundation of Awesometown's booming economy.

The HousingIowa Conference is Iowa's premier housing conference for advocates, developers, managers, owners, lenders, REALTORS® and homeless service providers offering education opportunities in three tracks:

- ★ Affordable Homeownership
- ★ Affordable Rental
- ★ Homelessness

#### *Registration*

CONFERENCE REGISTRATION \$200

MANAGING LIHTC COMPLIANCE Zeffert & Associates  
\$75 with registration

MANAGING HUD COMPLIANCE Zeffert & Associates  
\$25 with registration

More trainings and sessions to be announced soon.

Visit [IFAMeetings.com](http://IFAMeetings.com) for details—Registration opening soon!

#AwesometownIA



IOWA FINANCE  
AUTHORITY

2015 Grand Avenue  
Des Moines, Iowa 50312

PRSR STD  
U.S. POSTAGE  
**PAID**  
Des Moines, IA  
Permit No. 121

**AWESOMETOWN**

*Affordable housing makes awesome possible.*

# REGISTER NOW POSTCARD



## Register today!

Awesometown welcomes you to the HousingIowa Conference, September 3-5 in Des Moines, Iowa. Tour the town and see how affordable housing has spurred construction, helped grow businesses, increased the tax base, expanded schools and attracted tourists!

### Keynote Speakers



**Liz Murray:**  
Homeless to Harvard



**Jon Stetson:**  
Invest In Your Intuition

### Educational Opportunities

Unique professional development and training opportunities for housing professionals in three tracks:

- ★ Affordable Homeownership
- ★ Affordable Rental
- ★ Homelessness

### Registration

CONFERENCE REGISTRATION \$200

Visit [IFAMeetings.com](http://IFAMeetings.com) to register today!

### Awesometown Attractions

- ★ 2014 HousingIowa Awards
- ★ Dine-Around at unique local restaurants
- ★ Awesometown Fair networking event
- ★ And much more!



#AwesometownIA



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**AWESOMETOWN** Affordable housing makes awesome possible.

CONFERENCE PROGRAM

*Visitor's Guide*  
TO



**2014 HOUSING IOWA CONFERENCE**


**SEPTEMBER 3-5**  
Des Moines Marriott Downtown







# DINE-AROUND DOLLAR

**15** **WEDNESDAY SEPTEMBER 3, 2014** **15**  
Beginning at 6:45 pm. Good for food and non-alcoholic beverages only.



IOWA FINANCE  
AUTHORITY



Gratuity not included.  
Not redeemable for cash.

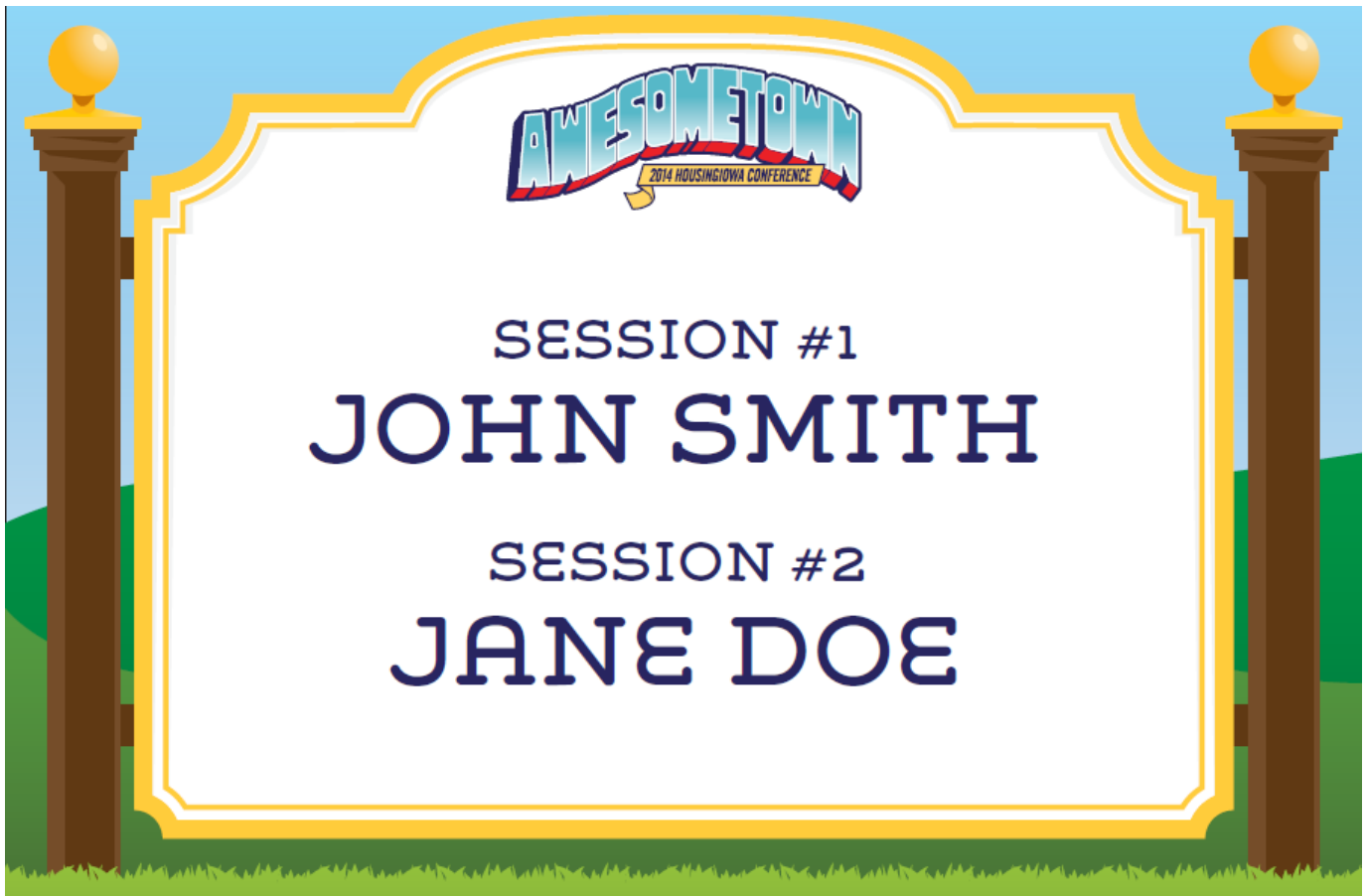
**15** **FIFTEEN DOLLARS** **15**

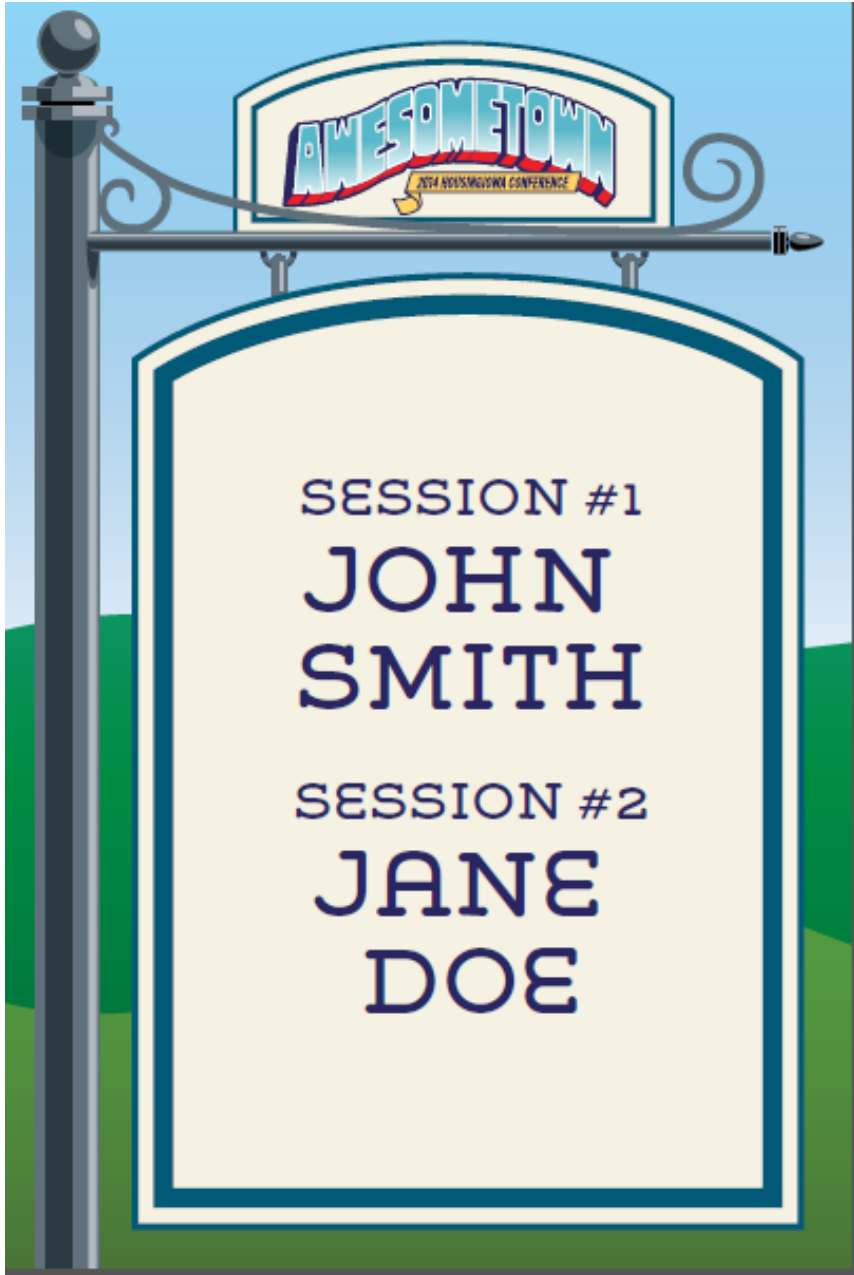
## PARTICIPATING RESTAURANTS

- A** AMERICANA 1312 Locust St., 515-283-1312
- B** CENTRO 1003 Locust St., 515-248-1780
- C** CITY CENTER LOUNGE, Marriott  
700 Grand Ave. 515-245-5500 #5708
- D** DJANGO 210 10th St., 515-288-0268
- E** MALO 900 Mulberry St., 515-244-5000



# SIGNAGE





SESSION #1

JOHN  
SMITH

SESSION #2

JANE  
DOE

## EMAIL TEMPLATE



### **2014 HOUSINGIOWA CONFERENCE: REGISTER NOW! AN AWESOME OPPORTUNITY FOR HOUSING PROFESSIONALS**

Come visit Awesometown Sept. 3-5 at the Des Moines Marriott Downtown. Also known as the 2014 HousingIowa Conference!

This year's conference takes a unique approach to highlighting the far-reaching effects of affordable housing by welcoming attendees to "**Awesometown**" - a fictional town where everything is just a little better due to affordable housing within the community.

Awesometown will offer a vast array of exceptional national trainings and education sessions in three tracks: affordable rental, affordable homeownership and homelessness. All of this is made available at a ...dare we say... *awesome* value!

Visit [Awesometown's web site](#) often for schedule updates, training opportunities and more for affordable housing advocates, developers, managers, owners, lenders, REALTORS® and homeless service providers.

**REGISTER NOW**

