



# Invitation to Exhibit and Advertise

at the

## 2018 VaHomeschoolers Conference and Resource Fair

Friday, March 23, and Saturday, March 24, 2018

The Cultural Arts Center at Glen Allen, VA

The Organization of Virginia Homeschoolers (VaHomeschoolers) is proud to be Virginia's only fully inclusive, member-directed, volunteer-driven state-wide homeschool organization. Our sole intent is to help homeschoolers. We have no religious or partisan political agenda, and we take no position on non-homeschooling issues.

In addition to providing our members services such as a comprehensive website, homeschool helpline, periodic full-color magazine, and homeschool advocacy at the state and local levels, each year we organize a two day conference which brings together approximately 1,000 homeschoolers from all around Virginia. Attendees enjoy a slate of sessions featuring speakers and topics embodying a broad spectrum of homeschool philosophies and approaches, as well as an exhibit hall, used resource sale, and several social events.

### Why Participate?

- ✓ The Resource Fair is free and open to the public. Conference attendees have more than five hours of dedicated shopping time, in addition to breaks between sessions.
- ✓ In two days, you can promote your products and services to approximately 1,000 homeschoolers from all over the state of Virginia and from out of state.
- ✓ We offer exhibit booths and tables, as well as advertising in our conference program and through tote bag inserts, at very affordable pricing. Attendees share these take-aways with co-ops and homeschool groups back home.

### In This Document

Exhibit Hall Options .....	2
Advertising Opportunities .....	3
Order Form & Registration Information .....	4-5
Contract Terms and Conditions .....	6-8
Agreement .....	9

### Conference Facts

#### Date & Location:

March 23-24, 2018 at The Cultural Arts Center at Glen Allen, located at 2880 Mountain Road, Glen Allen, VA, in the Richmond metro area.

#### Exhibit Hall Hours\*:

Friday, March 23, 1–7 p.m.

Saturday, March 24, 8:30 a.m.–4:30 p.m.

\* Includes five hours of dedicated shopping

#### Attendees:

Our attendees are discriminating consumers interested in a variety of high-quality, creative, hands-on educational materials. They look for unusual items they cannot find in their local teacher supply stores. They expect quality and value from their purchases, as well as resource ideas and in-depth information about the products displayed.

# Exhibit Hall Options

The Resource Fair encompasses three locations: the Grand Ballroom, the Cardinal Ballroom, and the Gumenick Family Gallery. Booths and tabletops are assigned on a first-come, first-served basis. We try to accommodate exhibitors' location preferences but reserve the right to assign final locations as we see fit.

All exhibit spaces include:

- **FREE electrical access.** Maximum one standard 15 amp circuit; must be requested with contract. (Exhibitors must bring their own 50-foot extension cord.)
- **One complimentary boxed lunch on Saturday.** Additional lunches are available for a fee. You will receive a lunch order form after our receipt of your signed contract and payment.
- **Name tags** for access to all vendor exhibit areas. Please note: If your staff would like to attend sessions or family programming, conference attendance passes may be purchased in advance (visit [conference.vahomeschoolers.org](http://conference.vahomeschoolers.org)) or at the door.

## Booth Spaces

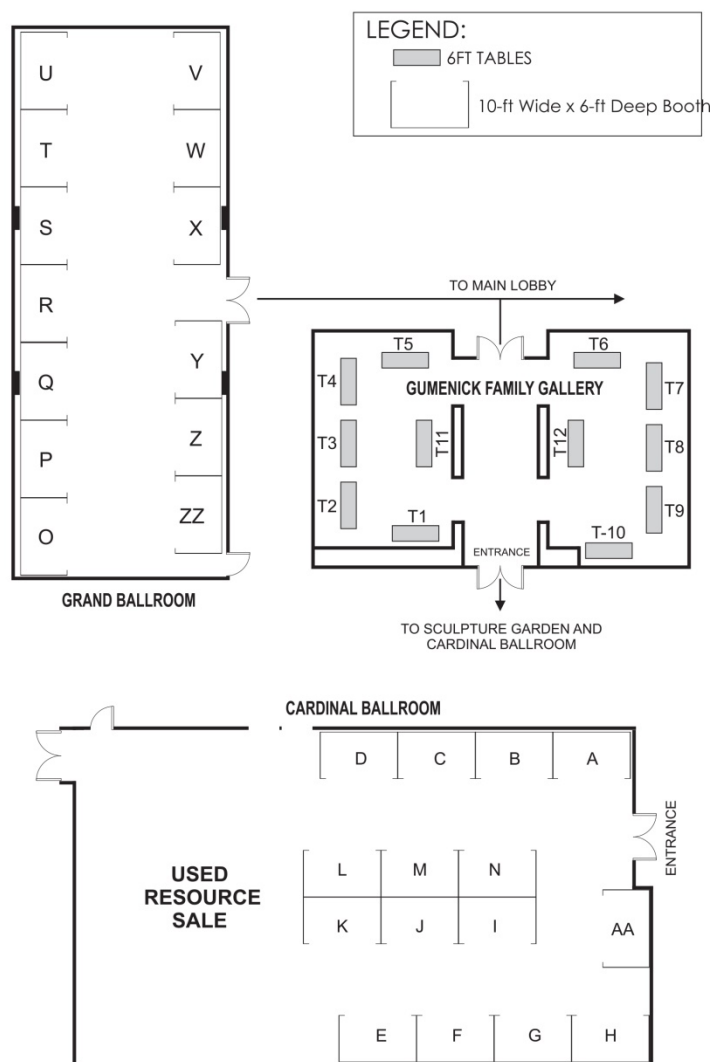
Booths measure 10' x 6' and are located in the Grand and Cardinal ballrooms. Booths include:

- 8' backdrop
- 3' sidewalls
- One 6' x 2' banquet table with vinyl top and skirt. (Booth exhibitors may bring additional tables or display cases, provided that all items fit completely within the designated space.)
- Two chairs

## Tabletop Spaces

Tabletop exhibits, located in the Gallery, consist of one 6' x 2' banquet table with vinyl top and skirt. Two chairs are included. Tabletop exhibitors may not place any items on the floor, including but not limited to stands, additional displays or AV. Tabletop exhibitors may store items under their tables. If you expect to need more space than allowed by a tabletop, we encourage you to rent a booth.

**Please see the contract on pgs. 6-8 for more information on exhibits and pgs. 4-5 for pricing and ordering information.**



# Advertising Opportunities

Promote your products and services to all conference attendees by buying an ad in our conference program or inserting a brochure, flyer, or small catalog in our registration tote.

## Conference Program Advertising

The program includes a schedule of events, session locations, exhibitor map, exhibitor descriptions, and other information that attendees refer to throughout the conference.

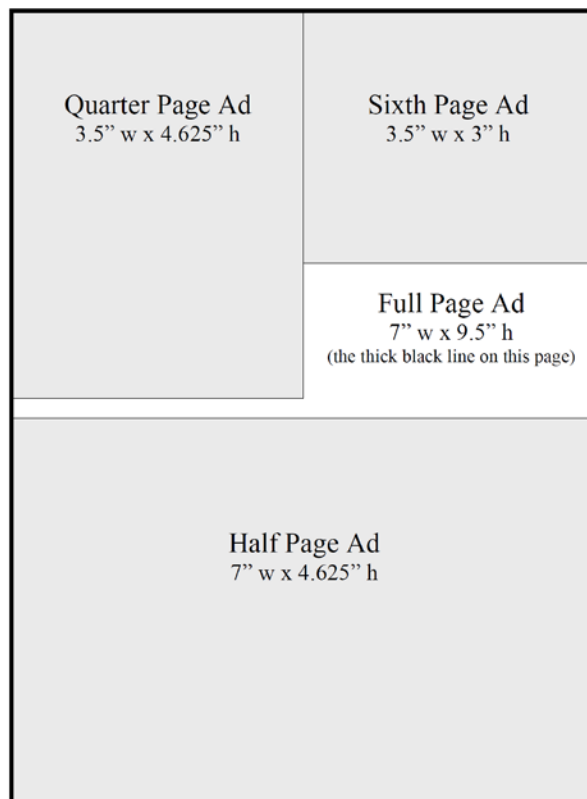
### Ad Sizes Available (width x height)

- Full Page Vertical 7" wide x 9.5" high
- Half Page Horizontal 7" wide x 4.625" high
- Quarter Page Vertical 3.5" wide x 4.625" high
- Sixth Page Horizontal 3.5" wide x 3" high

Please refer to the diagram, at right, for ad proportions.

### Ad Specifications

- Ads must be provided in **black and white** as a high-resolution JPG. PDFs and high-resolution GIFs and BMPs are also accepted. No bleeds allowed.
- Non-conforming ad sizes or formats may incur an adjustment fee of 25%.
- VaHomeschoolers reserves the right to reject ads inconsistent with its mission or that do not conform to the specified formats.



### Deadline

February 15, 2018

### Pricing & Ordering

Please see order form, p. 4.

## Conference Registration Tote Inserts

You may also insert a brochure, flyer, or small catalog in our conference registration tote. Attendees share the information on these inserts with homeschool groups, co-ops, family, and friends, so tote inserts maximize your advertising dollars by reaching an even greater audience. (Each attending family receives one tote.)

### Specifications

- Brochures, flyers, and small catalogs (up to 25 attached pages) are accepted. Small items like office supplies, magnets, and other usable items are very popular.
- All pages must be attached or in a single folder to be considered as one insert.
- 500 copies of your insert must be provided and shipped by you.

### Deadline

Inserts must arrive between March 12-16, 2018. **Do not ship early.** Our storage site is at the home of a VaHomeschoolers volunteer, so shipments prior to March 12 cannot be accepted. If you would like to drop materials off at the storage site, please e-mail [vendors@vahomeschoolers.org](mailto:vendors@vahomeschoolers.org).

### Pricing & Ordering

Flat fee of \$55 for 500 inserts. All inserts must be approved by VaHomeschoolers. Please send an exact copy of your insert with your payment or via e-mail ([vendors@vahomeschoolers.org](mailto:vendors@vahomeschoolers.org)). Order on p. 4.

# Order Form

Company Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Social Media Site(s): \_\_\_\_\_

## To Register Online

Complete the online application at [conference.vahomeschoolers.org](http://conference.vahomeschoolers.org).

## To Register By Mail

Mail the following to the address below:

- Completed order form (pgs. 4-5)
- Signed agreement (exhibitors only) (p. 9)
- Check payable to VaHomeschoolers
- Company catalog or list of products you intend to sell/promote
- Exact tote insert (if applicable)

## Payment Mailing Address

If you need to send a check, please email [vendors@vahomeschoolers.org](mailto:vendors@vahomeschoolers.org) for a physical address.

**The Organization of Virginia Homeschoolers**  
P.O. Box 5131  
Charlottesville, VA 22905

## Ad Submission

E-mail your ad **no later than** February 15, 2018 (earlier is better) to [vendors@vahomeschoolers.org](mailto:vendors@vahomeschoolers.org).

## Registration Tote Submission

Boxes of 500 inserts must be shipped to arrive between March 12-16, 2018. **Do not ship early!** Ship to:

The Organization of VaHomeschoolers  
Laura Randers-Pehrson  
1772 Wainwright Dr.  
Reston, VA 20190

	Price Ea.	#	TOTAL
<b>Exhibit Hall Options</b> (For each booth or table, indicate 1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> preferred location. Refer to maps on p. 2 for location numbers.)			
<b>Booth – Grand Ballroom</b> 1 <sup>st</sup> :      2 <sup>nd</sup> :      3 <sup>rd</sup> :	\$265		\$
<b>Booth – Cardinal Ballroom</b> 1 <sup>st</sup> :      2 <sup>nd</sup> :      3 <sup>rd</sup> :	\$265		\$
<b>Tabletop – Gallery</b> 1 <sup>st</sup> :      2 <sup>nd</sup> :      3 <sup>rd</sup> :	\$140		\$
<b>Electricity</b> (one 15 amp circuit) (indicate Yes or No)	FREE	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Conference Program Ads (width x height)</b> (Refer to diagram on p. 3 for ad proportions.)			
<b>Full Page Vertical</b> (7" x 9.5")	\$215		\$
<b>Half Page Horizontal</b> (7" x 4.625")	\$115		\$
<b>Quarter Page Vertical</b> (3.5" x 4.625")	\$65		\$
<b>Sixth Page Horizontal</b> (3.5" x 3")	\$50		\$
<b>Brochure Inserts</b>			
<b>500 inserts</b> in registration tote bag	\$55		\$
<b>SUBTOTAL</b>			\$
Early Bird Discount (10%): If ordering before 10/15/18.			-\$
<b>TOTAL</b>			\$

Check included, number \_\_\_\_\_

Please invoice

# Order Form, continued

## Product Information

What do you plan to promote, show, sell, or advertise?

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## Company Listing for Marketing Purposes

**\*The information below will appear on the VaHomeschoolers website and in the conference program.** Potential and registered attendees use both to determine which exhibitors to visit and as reference after the conference. This information should be a professional representation of your company and products. If this information is not provided, your company may not be advertised.

### Company Name

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### Company & Product Description

Please use complete sentences. Limit 60 words. *(Note: this may be edited for clarity or for space.)*

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### Company Website *(listed in conference program)*

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### Company Phone Number *(listed in conference program)*

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## Contact Information

Please list the name and phone number of your conference representative, if known at this time. This information will not be shared, but is vital for our records.

Name: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

## Exhibitor ID Badges

Exhibitor registration includes four exhibitor identification badges, which allow access to the exhibit areas only. These must be requested in advance. Please list the names below:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

If any of your staff wish to attend conference sessions, conference attendance passes may be purchased in advance (visit [conference.vahomeschoolers.org](http://conference.vahomeschoolers.org)) or at the door.

## Important Dates

### August 1, 2017

Online exhibitor registration available on the VaHomeschoolers website.

### October 15, 2017

Deadline for 10% Early Bird discount for exhibit space, conference ads, and registration tote inserts.

### February 15, 2018

Deadline for submitting ads for the conference program.

### March 12-16, 2018

Dates for registration tote inserts to arrive at our storage site. **Early shipments cannot be accepted.**

### Friday, March 23, 2018

Exhibit installation, 9 a.m.-1 p.m.

### Saturday, March 24, 2018

Exhibit removal, 4:45-7 p.m.

# Contract Terms and Conditions

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## VaHomeschoolers Policy Statement

Organizations that exist to promote a particular political, ideological, or religious perspective, not relating to education, will not be allowed to exhibit.

## Exhibits Defined

Booth exhibit means a piped and draped 10' x 6' booth. All booths will have 8' backdrops and 3' sidewalls and will be located in the Cardinal Ballroom or Grand Ballroom. Booths include one 6' banquet table with vinyl top, skirt, two chairs, and one boxed lunch on Saturday. No extra tables are available, although booth exhibitors may bring their own tables or display cases, provided that all items can fit completely within their designated space.

Tabletop exhibit space will be located in the Gallery and includes one 6' banquet table with vinyl top, skirt, two chairs, and one boxed lunch on Saturday. Tabletop exhibitors may not place any items on the floor, including but not limited to stands, additional displays, or AV. Tabletop exhibitors may store items under their tables.

## Exhibit Restrictions

Absolutely **nothing** may be hung directly on wall surfaces. Nails, tacks, tapes, wires, or any other potentially damaging devices are prohibited. Free-standing decor, as well as decorations attached to pipe and drape are encouraged for booth spaces, only. Tabletop exhibits may not have freestanding signs.

Please be sure all decorations are removed prior to the end of the clean-up period.

## Exhibit Installation, Removal & Staffing

You must set up your space between 9 a.m. and 1 p.m. on Friday, March 23, 2018. Exhibitors who are not completely moved in to their space by 12:30 p.m. on Friday, March 23, will be considered no-shows. Exhibitors who are no-shows may have their booth reallocated and are not entitled to any refunds.

Exhibitors will be able to re-enter The Cultural Arts Center at Glen Allen on March 24 at 7:45 a.m. Exhibitors must staff exhibit space on Friday, March 23, from 1–7 p.m. and Saturday, March 24, 8:30 a.m.–4:45 p.m. You may not start to pack up before 4:45 p.m. You will have between 4:45 p.m. and 7 p.m. on Saturday, March 24, to break down your exhibit space and remove everything from the Exhibit Hall.

## Exhibit Security

The Cultural Arts Center at Glen Allen will be secured during the hours of 10 p.m. Friday to 7 a.m. Saturday. We recommend that you not leave expensive equipment overnight. Your conference badge must be worn at all times. VaHomeschoolers Conference Management reserves the right to inspect any containers removed from the exhibit area. Exhibitors are not to enter the theatre or session rooms without a paid registration and are not permitted in the volunteer lounge at any time.

## Display Space Assignments

VaHomeschoolers' assignment of space is final. Assignments will be made only after receipt of the completed order form and appropriate fees. After assignment, space location may not be changed, transferred, or canceled except upon written request and with the subsequent written approval of VaHomeschoolers. Notwithstanding the above, VaHomeschoolers reserves the right to change location assignments at any time, as it may, in its sole discretion, deem necessary.

## Use of Display Space

Exhibitors may display and distribute only their own products and literature. Display and distribution of any products or brochures other than those described in the company catalog, without prior written approval, is prohibited. VaHomeschoolers reserves the right to refuse space, literature, and/or product distribution by any Exhibitor. VaHomeschoolers is not responsible for any space expenses incurred because of refusal.



# Contract Terms and Conditions, continued

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## Undesirable Activities

The Exhibitor agrees that its exhibit shall be admitted into the conference and shall remain solely in strict compliance with all the rules described, herein.

VaHomeschoolers reserves the right to reject, eject, or prohibit any exhibit, in whole or in part, or any Exhibitor with or without giving cause.

## Prohibited Activities

- a. No cooking may take place in Exhibitor's space, and no vitamin, food supplements, or beverages may be distributed by Exhibitor. No beer, wine, or intoxicating beverages may be distributed by an Exhibitor. Prepackaged food and wrapped candies are permitted with approval from VaHomeschoolers prior to the conference.
- b. All demonstrations, sales activities, and distribution of circulars and promotional material must be confined to the limits of the Exhibitor's space. Exhibitors must not place equipment for display or demonstration in such a manner as to cause observers to block the aisles. All equipment must be placed within the assigned areas.
- c. Exhibitor shall be responsible for complying with all local and state requirements for a business license and sales tax remittance.
- d. Exhibits that include the operation of musical instruments, radios, sound motion picture equipment, public address systems or any other noise-making device must be operated so that the noise resulting thereof will not annoy or disturb adjacent Exhibitors or their patrons.
- e. Exhibitors are prohibited from displaying any device or objects in the space that exceeds the length of the back wall, or stacking any items in a manner that would present a danger to other persons. Determination of exhibit safety shall be at the sole discretion of VaHomeschoolers Conference Management.
- f. Animals and pets are not permitted in the facility without prior written consent. Seeing Eye and Assistance companions are, of course, permitted.
- g. Open-flame cooking and/or open-flame candles are strictly prohibited at The Cultural Arts Center at Glen Allen.

## Exhibits and Public Policy

Each Exhibitor is charged with knowledge of all federal, state and local laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in this Conference. Compliance with such laws is mandatory for all Exhibitors, and the sole responsibility is that of the Exhibitor.

All space decorations, including carpeting, must be flame retardant, and all hangings must clear the floor. Electrical wiring must conform to National Electric Code Safety Rules and all applicable local electrical codes. If inspection indicates any Exhibitor has neglected to comply with these regulations or otherwise incurs a fire hazard, the right is reserved to remove all or such part of its exhibit as may be in violation, at the Exhibitor's expense.

If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used, the Exhibitor should contact VaHomeschoolers [Conference Management](#) for information concerning facilities or regulations. Exhibitors must comply with city and state fire regulations. Use of hazardous materials, such as open flame or liquid or propane gas, is not allowed.

## Right of Entry

VaHomeschoolers, in its absolute discretion, shall have the right at any time to enter the leased area occupied by Exhibitor or otherwise inspect the Exhibitor's material.

## Electrical Requirements

Exhibitor is prohibited from using electrical equipment that is not UL approved in the exhibit areas. No wiring, installation of spotlights, or other electrical work shall be done without approval of VaHomeschoolers in conjunction with The Cultural Arts Center at Glen Allen. **If you need to use an electrical outlet, you must bring your own 50-foot extension cord.** Your electricity consumption may not exceed one standard 15 amp circuit.

# Contract Terms and Conditions, continued

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## Liability and Insurance

All property of the Exhibitor remains under their custody and control in transit to and from The Cultural Arts Center at Glen Allen, during installation and removal, and while it is within the confines of The Cultural Arts Center at Glen Allen. Neither VaHomeschoolers, the service contractors, the management of The Cultural Arts Center at Glen Allen, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism, or other causes; and the Exhibitor expressly waives and releases any claim or demand that he may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of VaHomeschoolers, its volunteers or employees. The Exhibitor expressly releases VaHomeschoolers, its directors, officers, agents, and employees.

## Cancellation Clause

Exhibitor may cancel this agreement on written notice to the Vendor Chair, received on or before December 31, 2017 for an 80% refund. A 60% refund will be given until January 20, 2018. A 30% refund will be given until February 2, 2018 and then no refunds will be given after that.

## Force Majeure

Neither party will have any liability to the other for any delays or failure of performance resulting from acts beyond its control, including, but not limited to: fire, communication lines failures, power failures, hurricanes or other natural disasters, strikes, lockouts, riots, acts of war or other man-made disasters, epidemics, critical illness, or government regulations superimposed after the fact.

## Errors and Omissions

VaHomeschoolers assumes no responsibility or liability for any of the services performed or materials delivered by official conference contractors or their suppliers to the conference, their personnel, or their agents. Any controversies that may arise between Exhibitors and official contractors or union representatives, or personnel of either, on the conference premises shall be referred to VaHomeschoolers for resolution; and VaHomeschoolers' decision shall be final and binding.

## Waiver

Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this agreement. The rights of VaHomeschoolers shall not be deemed waived, except as specifically stated in writing and signed by an authorized representative of VaHomeschoolers.

## Hold Harmless/Indemnification Clause

Exhibitor hereby releases, relinquishes, discharges and agrees to indemnify, protect, defend, and hold harmless VaHomeschoolers and The Cultural Arts Center at Glen Allen from any and all claims, demands, liabilities, costs and expenses, for any injury, including death of persons, and loss of or damage caused by, growing out of, or happening in conjunction with the provision of services or equipment by the Exhibitor. Exhibitor further holds the above listed harmless against all claims, losses and damages, to persons or property resulting from government charges, fines or attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises.

## Enforcement of Regulations

VaHomeschoolers has full power to interpret and enforce all regulations of the conference and the power to make amendments and/or further regulations, orally or in writing, that are considered necessary for the proper conduct of the conference. Such decisions shall be binding on Exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for VaHomeschoolers to require the immediate removal of the exhibit and/or the offending Exhibitor at the expense of the Exhibitor.

## Legal Fees

In the event that either party to this agreement commences legal proceedings of any kind, including, but not limited to: mediation, arbitration, litigation, or any other dispute resolution, the prevailing party shall be entitled to all reasonable attorney fees and costs incurred in resolution.



# Agreement

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**IMPORTANT - THE FOLLOWING MUST BE COMPLETED:**

By signing this Agreement, the Exhibitor agrees to abide by the Contract Terms and Conditions (pgs. 6-8), including all fee worksheets and the accompanying Terms and Conditions. For purposes of this Agreement, “VaHomeschoolers” and “VaHomeschoolers Conference Management” means The Organization of Virginia Homeschoolers and its agents. The term “Conference” means the “VaHomeschoolers Conference and Resource Fair” sponsored by VaHomeschoolers to be held at The Cultural Arts Center at Glen Allen on March 23-24, 2018. The term “Exhibitor” means any company, firm, or person who has applied for or has been allocated any space at the Exhibit Hall and includes vendors.

Exhibitor understands and agrees to all the terms of this contract:

<b>Name of Person or Organization</b>	_____
<b>Date</b>	___/___/___
<b>Signature of Authorized Representative</b>	_____
<b>Printed Name and Title of Authorized Representative</b>	_____
<b>Signature of VaHomeschoolers Representative</b>	_____