

2021 EXHIBITOR PACKET



Come connect with hundreds of families!

Join us June 4-5, 2021, in Nampa, Idaho, and sell your products and services at one of the largest and longest-running homeschool conventions in the Northwest.

The Exhibit Hall at the Homeschool Idaho Convention provides you with an opportunity to connect face-to-face with homeschool families. You'll be able to introduce options, sell products and services, and offer ongoing support to meet the needs of individual students. We believe exhibitors ought to have the opportunity to build personal relationships with customers so that you gain the trust necessary for long-term loyalty.

Throughout the conference, Homeschool Idaho provides an environment for you to best exhibit your products and services with your target market of families who are ready to purchase.

Our goal is to help our exhibitors to be successful, and we invite you to participate!



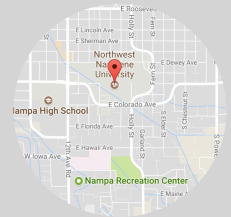
Exhibit Hall Dates & Times

Friday, June 4

10 AM - 5 PM

Saturday, June 5

10 AM - 5 PM



Location

NNU Johnson

Sports Center

313 E Dewey St

Nampa, ID 83686



Exhibitor Set-up

Friday, June 4

7 AM - 9:30 AM

Full Convention Schedule

Friday & Saturday

Registration Open

8:00 AM - 5:00 PM

Keynote Session

8:45 AM - 10:00 AM



Exhibit Hall Open

10:00 AM - 5:00 PM

Workshop

11:00 AM - 12:00 PM

Lunch Break

12:00 PM - 1:30 PM

Workshop

1:30 PM - 2:30 PM

Workshop

3:00 PM - 4:00 PM

Keynote Session

5:15 PM - 6:15 PM

"We regularly surpass our sales goals at Idaho's convention. Your attendees come ready to buy!"



"This convention is one of our favorite events. It is very well organized."

TRAVEL INFORMATION

Airport

For those exhibitors traveling by air, utilize the Boise International Airport (BOI), serviced by Alaska Airlines, Allegiant, American Airlines, Delta, Frontier, Southwest, and United. The convention site at Northwest Nazarene University is a 30-minute drive from the Boise International Airport.

Hotel

Homeschool Idaho has negotiated a discounted rate of \$100/night at the **Best Western® Plus Peppertree - Nampa Civic Center Inn**. Reserve your room by May 12th: https://www.bestwestern.com/en_US/book/hotel-rooms.13061.html?groupId=G20XA7B2



Simple 3-Step Application Process

1

APPLICATION

Complete the 2021 Exhibitor Application at homeschoolidaho.org/convention/exhibitors

2

INVITATION

Homeschool Idaho will notify you by email once your application has been approved.

3

PAYMENT

You'll be invoiced for payment, the final step of registration.

Booth Contents and Prices

EACH BOOTH SPACE IS 8' X 10 ' (80 SQUARE FEET) AND INCLUDES THE FOLLOWING:

- 3' high draped side rails and 8' high draped backdrop
- One 8' skirted table
- Two folding chairs
- Internet access
- Admission for two representatives

Electricity, extra tables and chairs, and admission for additional representatives can be provided for a fee.

Item	Early Registration by 5/10/2021	Late Registration 5/11/2021 or later
Regular Booth	\$200.00	\$300.00
Corner Booth	\$250.00	\$350.00
Endcap Booth	\$500.00	\$600.00
Additional Table with Linen	\$30.00	\$30.00
Additional Table without Linen	\$25.00	\$25.00
Additional Chair	\$10.00	\$10.00
Electricity	\$35.00	\$35.00
Admission per Additional Representative	\$25.00	\$25.00

Payment Information and Deadlines

Registration to participate in the Homeschool Idaho Convention as an exhibitor is a three-part process. **First**, you will complete the online application form. **Next**, your application will be reviewed by Homeschool Idaho and you will receive notice by email indicating whether your application was approved or declined. If approved, you will be provided with an invoice and payment instructions, the third and **final step** of the registration process. Homeschool Idaho reserves the right to refuse any application without further explanation.

Booth spaces are reserved only after the application is reviewed, approved, and payment in full is received. Applications received after the May 10th deadline may be accepted, but due to printing deadlines, may not be included in the convention program on the Exhibit Hall map.

PAYMENT

Once your application is approved, you will be emailed an invoice. Payment must be made within 10 business days after an invoice with payment instructions has been sent to the exhibitor by the Homeschool Idaho Exhibit Hall Coordinator. If you need additional time to arrange payment because your company's accounts payable process takes longer, please notify us at the time you receive your invoice. Your exhibitor registration is not complete until payment is received.

Payments may be made by check or by credit card.

Check: Make checks payable to **Homeschool Idaho** and mail them to the following address:

Homeschool Idaho
Attn: Exhibit Hall Coordinator
P.O. Box 45062
Boise, ID 83711

Credit Card: An online payment gateway link will be provided to exhibitors who wish to pay by credit card.

Advertising Opportunities

WELCOME BAGS

Homeschool Idaho provides an opportunity for exhibitors and others to apply to participate in our convention welcome bags, which are distributed to our convention attendee families. We will be assembling 300 bags for the 2021 Homeschool Idaho Convention.

If you wish to participate in the welcome bags, you will indicate that on your online Exhibitor Application, pay the appropriate fee, and provide 300 copies of your insert item. Mail inserts to 4690 N Futurity Ave, Boise, ID 83704 to arrive between the dates of May 15 - May 31, 2021.

Welcome Bag Insert Fee: \$25.00

Welcome Bag Participation Mailing Window: May 15 - May 31, 2021

CONVENTION PROGRAM ADVERTISING

The Homeschool Idaho Convention Program is a high-quality, full-color magazine that convention attendees receive at registration check-in. Advertising in the convention program is a great way to let attendees know about your business/product/service/organization. Many attendees keep their program and utilize it throughout the year as a handy reference tool.

Your payment for advertising in the Homeschool Idaho Convention Program can be included with your payment of exhibitor fees. This advertisement is open to registered exhibitors as well as non-exhibitors who fit the mission of Homeschool Idaho.

Program Ad Size	Horizontal Dimensions	Vertical Dimensions	Cost
1/8 Page	3 5/8 inches	2 1/4 inches	\$35.00
1/4 Page	3 5/8 inches	4 3/4 inches	\$60.00
1/2 Page	3 5/8 inches	9 3/14 inches	\$100.00
1/2 Page	7 1/2 inches	4 3/4 inches	\$100.00
Full Page	7 1/2 inches	9 3/14 inches	\$150.00

All files must be submitted at a minimum resolution of 300 dpi.

All ads are subject to the approval of Homeschool Idaho. No refunds will be issued for ads that do not arrive in time for program printing. Utilize our online Convention Advertising Form by visiting <https://homeschoolidaho.org/convention/advertising-application/>
Emails regarding ads may be directed to info@homeschoolidaho.org

The final deadline for submitting ads for the Convention Program is **May 1, 2021**.

SILENT AUCTION DONATIONS

Increase your exposure by participating in the Homeschool Idaho Silent Auction! Attendees highly anticipate the Silent Auction and carefully preview all the items available for bidding. Your donation will be attractively displayed throughout the convention.

Silent auction donors are listed in the convention program and at homeschoolidaho.org/convention/silent-auction. Homeschool Idaho is a non-profit corporation, and all donations are tax deductible. **Send Silent Auction donations to 1304 E York Ave, Nampa, ID 83686.**

SPONSORSHIP OPPORTUNITIES

Sponsorships at the Homeschool Idaho Convention are an excellent opportunity for increased exposure to new and veteran homeschooling families, allowing you to showcase your products and services at an advanced level. Our sponsors receive outstanding brand exposure and exclusive benefits before, during, and after the convention.

By partnering together, we desire to enhance the experience of our convention attendees while promoting your business and expanding your reach with the Idaho homeschool community. In addition, your support through a sponsorship helps Homeschool Idaho to continue the year-round work of inspiring, promoting, and preserving home education in Idaho. Visit our website to view the 2021 Homeschool Idaho Sponsorship Packet to learn about the variety of exciting sponsorship opportunities available:
www.homeschoolidaho.org/convention/sponsors

HOMESCHOOL IDAHO MAGAZINE

Don't miss the opportunity to have your information viewed by Idaho homeschoolers throughout the year. Advertising opportunities are available in the Homeschool Idaho quarterly magazine. For more information, email info@homeschoolidaho.org.

Magazine Ad Size	Price
Inside Front Cover	\$350
Inside Back Cover	\$300
Full Page	\$250
Half Page (wide)	\$145
Third Page (wide)	\$85
Third Page (tall)	\$85
Quarter Page (tall)	\$65
Sixth Page (wide)	\$48
Sixth Page (tall)	\$48
Business Card	\$27



Buy It Here! Promotion

Homeschool Idaho sponsors a promotion to encourage attendees to buy on-site from our exhibitors. This has been overwhelmingly successful the past five years and we are pleased to offer the Buy It Here! promotion again in 2021.

The Buy It Here! promotions gives attendees the opportunity to be entered in a drawing for a cash prize. They get one entry per \$25 spent at exhibitor booths during the convention. It is our desire to support and promote our exhibitors to those attending the Homeschool Idaho convention. Multiple winners will be selected.

The purpose of Buy It Here! is to encourage on-site buying at Exhibitor Booths.

The only thing you, as an exhibitor, need to do is provide your customers with a paper receipt showing your company name, date of purchase, and amount of purchase. We will do the rest! There's no cost to you and no additional work on your part!

The drawing will take place Saturday at 5:15 in the closing Keynote address in the Student Union Building. Winners must be present to win.

Exhibitor Guidelines

CONDITIONS OF PARTICIPATION

- Homeschool Idaho reserves the right to reject or refuse any exhibitor with or without comment.
- Only one regional sales representative will be allowed in the Exhibit Hall. The first such sales representative to complete an application and submit payment will be accepted. Individual book or product duplications are permitted. In the event of applications which involve duplicate product or service lines, Homeschool Idaho shall have the discretion to approve any or all such applications. Homeschool Idaho shall determine at its sole discretion what constitutes unacceptable duplication.
- Exhibitors may not share space with any other company or organization, or display materials for another company or organization without the consent of Homeschool Idaho.
- If the location or date of the convention changes, Homeschool Idaho will undertake to provide advance notice for exhibitors to withdraw or reschedule.
- Subject to these exhibitor guidelines, your application will only be deemed complete when it has been reviewed, an invitation is extended by Homeschool Idaho, and payment has been received.

CONVENTION HOURS

- All booths must be manned for the entire time the Exhibit Hall is open. The Exhibit Hall will be open for business from 10:00 AM to 5:00 PM on Friday and Saturday.

COVID GUIDELINES

- The Homeschool Idaho Convention will follow the Stay Healthy Guidelines established by Southwest District Health and the city of Nampa. You may view updated guidelines on this website: <https://www.cityofnampa.us/coronavirus>

INSTALLATION/DISMANTLING

- Exhibitors will install exhibits between 7:00 AM and 9:30 AM on Friday. If you have a large display that requires **additional time for setup**, please email exhibitors@homeschoolidaho.org to make possible arrangements for Thursday night installation.
- No dismantling of exhibits or removal of product is allowed prior to 5:00 PM on Saturday. Exhibitors will remove exhibits before 8:00 PM on Saturday.

DAMAGES

- Each exhibitor is liable for any damage caused by such exhibitor to the building, the furnishings and equipment supplied to the exhibitor by Homeschool Idaho, or to the property of any other exhibitor.

COMPLIANCE

- Homeschool Idaho reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor or its representatives, with or without cause. If an exhibit or exhibitor is ejected for violation of these guidelines or for any other stated reasons, no return of rental fees shall be made.

UNOCCUPIED SPACE

- If the exhibitor fails to occupy contracted space by the opening of the convention or otherwise fails to comply with these rules or the application, Homeschool Idaho shall have the right to use such space in any manner.

RULES OF DECORUM

- Exhibitors shall not criticize other exhibitors, convention speakers, attendees, the convention, or Homeschool Idaho, except to a Homeschool Idaho Board Member.
- Exhibitors will conduct themselves in a professional manner at all times and refrain from conduct or language which would discredit the convention, Homeschool Idaho, or home education.
- Exhibitor will not promote, endorse, nor encourage participation in a virtual charter school or other public school program.

- Exhibitors may not move their display outside the area of their booth space or stand in the aisle to hand out material. Exhibitors may place brochures, advertising or other promotional literature in their booth, but not in any other part of the convention facility.
- Custom display racks and counters may be used as long as they do not interfere with the visibility or operation of adjoining booths.
- No helium-filled, air-filled, or empty balloons allowed in the convention facility.
- Children under the age of twelve are only permitted to assist in a booth with prior permission from Homeschool Idaho. A responsible adult must accompany children at all times.
- Name tags must be worn for admittance to the convention and at all times while in your booth. You will be allowed two name tags for each booth. Additional booth attendants must pay the convention attendance fee.
- Exhibitors are responsible for collecting, reporting and paying sales tax on sales made at the convention. An Idaho State Sales Tax Declaration form will be provided at the convention, and must be filled out and a copy returned to the Homeschool Idaho Exhibit Hall Host. This form must be filled out even if a temporary tax permit is not needed.

REFUNDS

- Cancellations before 90 days of the event will receive a 50% refund of booth rental space monies paid.
- Cancellations before 60 days of the event will receive a 25% refund if the vacated space is resold.
- After 60 days, no refunds will be issued for any reason.
- All requests must be made in writing.

LIMITATIONS

- Homeschool Idaho or its representatives will not mediate any dispute between exhibitors.
- Distribution of printed materials, souvenirs, or other articles is restricted to the immediate space of the exhibit.
- Any part of the exhibit that is over 8 ft high must have prior written approval for installation by Homeschool Idaho.
- No individual public address system of any kind nor any music or audiovisual sound audible for more than 2' from the booth is permissible.
- Smoking, live or open flames and highly flammable material are not permitted on the property.
- Exhibitor is not permitted to sell food or beverages on the premises.

LIABILITY

- Homeschool Idaho assumes no responsibility for speaker/exhibitor inventory, materials, or equipment on the site of the convention. Speakers/exhibitors agree to hold Homeschool Idaho harmless from any and all liabilities from any cause; agree that Homeschool Idaho shall not be responsible for any loss, damage, or injury that may occur to the exhibitor, their volunteers, employees, or property from any cause whatsoever, prior, during or subsequent to the period covered by this contract. The speaker/exhibitor on signing the contract expressly releases Homeschool Idaho from and agrees to indemnify same against any and all claims for such loss, damage or injury.

ADDITIONAL QUESTIONS

- Should you require additional information or clarification, please feel free to reach out to the Exhibit Hall Coordinator at Exhibitors@HomeschoolIdaho.org.