



You're invited to submit an application to display & sell merchandise at MHEA's

## Spring Conference & Curriculum Fair

May 15<sup>th</sup> - 16<sup>th</sup>, 2009

Mississippi State University ~ Starkville, Mississippi

### Featured Speakers

**Doug Phillips – keynote, Vision Forum Ministries**

**William Estrada with Generation Joshua - HSLDA**

**...and others**

### **2009 Highlights**

- ❖ **Early-Bird Incentive** - MHEA will provide a \$20 meal voucher and a \$10 registration discount to exhibitors who register by February 2<sup>nd</sup>. Please note that exhibiting area is limited. Early registration is recommended.
- ❖ **New!!! College Opportunities** – new display and workshop choices.
- ❖ **Location, Location, Location** – we will be at Mississippi State University in the newly renovated Colvard Student Union. The exhibit hall will be central to all other workshops and the food court.
- ❖ **“FRIDAY AFFAIR”**- a special shopping/curriculum fair emphasis time on Friday night for conference attendees. No sessions/workshops will be going on during this time. Door Prizes- attendees must be present to win!/Concessions/Shopping/Entertainment and Fellowship in Exhibit Hall! Approximate time \*5-7PM on Friday. \* exact time is subject to change.
- ❖ **Vendor Workshops**- VERY limited space available. Register early.
- ❖ **Free Advertising** during the Friday AFFAIR, on website, and in the conference program (if received by specified date) to those vendors who donate material for give-aways. Donated items will be announced along with the company/persons who donated them during the FRIDAY AFFAIR. The items donated and vendor will also be printed on the website and program. GREAT EXPOSURE for vendors!!
- ❖ **Advertising Space** available for vendors in the convention program! See enclosed form.
- ❖ **Stepped-Up Marketing and Advertising** for the conference to home educators in MS and surrounding areas.
- ❖ **Used Book Sale** for a limited time on Friday A.M. This proved to draw a greater number of shoppers for the over-all conference. We believe this will continue to increase our number of shoppers.
- ❖ **Free Booth Space Drawing** for those who donate an item for the FRIDAY AFFAIR. A drawing will be held during the FRIDAY AFFAIR for a rebate for one booth space (10'w X 8'd) in 2009. A \$100.00 Value!
- ❖ **Dorm Rooms** available on campus for \$55 per night. Great value and great opportunity to fellowship with conference attendees and/or other exhibitors. These dorms are NEW and VERY nice. Each dorm room has carpet, mid-size refrigerator and microwave.

**We look forward to seeing you there!**

**Starkville, Mississippi ~ May 15<sup>th</sup> - 16<sup>th</sup>, 2009**

## Exhibit Hall Policies, Terms, and Conditions

*In order to display and sell merchandise at the MHEA Convention, you must agree to the following terms and conditions:*

You are invited to submit an application to exhibit and sell merchandise at the 2009 MHEA convention. *Receiving an invitation and/or submitting an application does not guarantee MHEA's approval to display.* Please include a description and sample of your products and services so we can determine the benefit of your offering to home educators. We will not grant applications that do not have clearly written descriptions. Your application will be reviewed by MHEA, which will determine your acceptance or refusal and MHEA will notify you by email/ mail. If our display area is full, we will place you on a waiting list and notify you of any cancellations. Please complete, sign, and return the application along with full payment. We will not deposit your check until your application has been accepted by MHEA. By signing the application, you are agreeing to the conditions and rules contained within.

*We will not approve of merchandise that contains depictions of occult images or materials, new age philosophies, evolution, secular humanism, fantasy or role playing games or curriculum, curriculum or books that promote lifestyles contrary to the biblical interpretation, any material that demeans the Bible, Christianity, or Christian values, or presents these as untrue or one among many equal religions. MHEA reserves the right, at the convention, to exclude specific items or entire displays which, in MHEA's opinion, would be inappropriate for display. Exhibitors who refuse to remove items deemed inappropriate by MHEA will be asked to leave without a refund. Participation at the convention implies an understanding of and agreement to these conditions and releases MHEA from any financial or other liability related to such exclusion.*

- Any person working a booth at the curriculum fair is encouraged to wear modest apparel.
- You must display all your materials within your booth space.
- Everyone working in your booth must be wearing, at all times, a name badge provided by MHEA, especially when entering and exiting the exhibit hall area.
- If you agree to hold materials for an attendee at your booth (after it has been paid for), you do so at your own risk.

## Early Bird Incentive

MHEA will provide a \$20 meal voucher and a \$10 registration discount to exhibitors who register by February 2<sup>nd</sup>. Please note that the exhibiting area is limited. Early registration is recommended. Only those vendors that purchase a booth are eligible for the \$20 meal voucher; colleges purchasing the 'college-options' workshop(s) and display areas only will not be eligible.

## Cancellations

Cancellations after April 5th will not be refunded. Cancellations prior to April 5th will be assessed a \$20.00 processing fee. The deadline for registration is May 1st - but in order for your workshop information and company name to be printed in the conference program, we need to receive your application by April 3rd. \*\*\*Applications postmarked after April 10<sup>th</sup> will incur a \$10.00 Late Fee. Exhibit Space is VERY limited.

## Load-In

You may load-in Thursday, May 15<sup>th</sup> at the Colvard Student Union between 2:00 P.M. and 7:00 P.M. \*OR Friday 8:00A.M.-9:00A.M. upon approval . Those desiring to load in on Friday...\**You must be finished setting up by 10:30A.M. on Friday. Loading area must be free of vehicles by 9:00A.M.* The exhibit hall will be located on the second floor. Please check with Keith Hicks (Exhibit Hall Coordinator) for booth assignments. Please indicate on your application which day you will be loading-in. MHEA will contact you if your request to load in on Friday A.M. is denied. Specific instructions regarding load in will be provided as the conference approaches.

## Display Packages / Drayage - Delivery Information

MHEA is not responsible to sign for any packages and will not be liable for stolen, damaged, or undelivered merchandise. Please note that the delivery facility is NOT in the Colvard Student Union where the Exhibit Hall is located. Arrangements would need to be made for you to move your packages to the coliseum. MHEA can assist you in moving the material, if requested.

The shipping address for MSU is:

**Mississippi Home Educators Association Conference, (list date of conference here)**

**Attn: (Your Name)**

**105 Mill Street**

**Mississippi State University, MS 39762**

## Display and Break Down

It is required that you remain set up and available for business until the close of the convention on Saturday. The Exhibit Hall Hours will be: Friday \*10A.M.-6:30P.M. & Saturday 8:00A.M.-5:30P.M – \*Times are subject to change. Please check [www.mhea.net](http://www.mhea.net) in April for our conference brochure that will state the correct times.

## Exhibit Hall Booth and Services

Each 10' wide X 8'deep booth space is \$100.00 for the first space, and \$75.00 for each additional space. A six-foot table and two chairs will be provided for each 10'X 8' space. Additional tables are \$5.00 each. CDS, Inc. will provide black cloth backdrops where there is not already a backdrop or permanent structure provided. No table skirting is provided. \*Electricity is available for an extra \$15.00 charge. \*You must supply your own 50' extension cord. There is a wireless internet connection available.

**\*\*\*Applications postmarked after April 10<sup>th</sup> will incur a \$10.00 Late Fee.**

## Door Prizes

You are invited to contribute items to be given away during the “Friday AFFAIR” on the 15<sup>th</sup>. The items donated for “give-aways” will be announced and distributed for the duration of the “Friday AFFAIR” or while supplies last. Conference attendees must be present in the exhibit hall to win.

Vendors will have a special opportunity to enter for a chance to receive one free 10'X 8' booth space (refund-\$100.00 value). Any vendor that donates materials to be given away to conference attendees at the “Friday AFFAIR” will receive an entry in the free booth space drawing. To make it fair for vendors who donate materials with a greater monetary value, each vendor will receive one entry for every \$10 dollars worth of goods donated (retail value). We hope you benefit from the publicity the door prize give-away will bring for your company. The exhibitors participating in the door prize give-away will be noted on the MHEA website with a link to your company/business, in the convention program (if received by April 3rd) . Please indicate (on the form) what item(s) you will be donating and the retail value. Door prizes to be given away will be collected during Load-in time on Thursday and Friday. Because we will be listing the item you are offering in the convention program and on our website, it is important that you bring the item you entered on your application.

## College Opportunities

New options are now available for those colleges that do not desire to exhibit on both Friday and Saturday. MHEA now offers a ‘Workshop Only’ option. For \$50 (per workshop), a college representative may purchase a 60 minute workshop slot and be exempt from purchasing a traditional 10'x8' booth space. You do not have to display in the exhibit hall if you choose to purchase the ‘workshop only’ option. Alternatively, you may purchase a 2'x2.5' space (1/3 of a 6' table) for \$25 to be shared with other colleges for displaying literature, pamphlets, etc. College representatives do not have to stay for the duration of the conference if choosing this option and may leave after setting out their material(s) and/or presenting their workshop. All items MUST be displayed within the taped off 2'x2.5' area of the table (1/3 of a 6' table). You may, however, purchase more than one space. MHEA is not responsible for displaying materials. Any material remaining after the conference will be discarded. MHEA will not return unused material(s) and / or literature.

## Lodging

**Dorm Rooms-** MHEA will be offering new dorms on the Mississippi State University campus for \$55 per night. They include 2 twin beds, mid-size refrigerator, microwave, stand up shower/private bath, carpet, and other standard dorm furniture. No linens or toiletries provided. (You would need to bring towels, sheets, pillow, garbage bag, toilet paper, etc.) In the past, Exhibitors were given a hall to themselves. If space allows, this will be done again. Please do not call MSU for dorm information or reservations. The dorm room atmosphere allows for a greater amount of fellowship among homeschooling families and has been greatly appreciated by those who have taken advantage of this opportunity in the past. You will be given directions to your dorm room after you check in the exhibit hall.

## Driving Directions

From Hwy 82 take the Hwy 182 west exit. Continue on hwy 182 west until you see a sign for Mississippi Highway Patrol, turn left there onto East Lee Blvd. (the Mississippi Highway Patrol building will be on your left). As you enter campus you will come to a stop light. Continue going straight on East Lee Blvd. - keep right at the fork and this will take you all the way to the Colvard Student Union Building. There will be a representative of MHEA in front of the Union to direct you in unloading. \*\*If you are coming in from the south on Hwy 25 do not take the Hwy 12 exit. Continue on to Hwy 82 – go east, and follow the directions above.

## Food Service

Lunch and snacks are available in the Colvard Student Union Food Court (downstairs from the exhibiting area).  
\*\*\*Early Bird Incentive - MHEA will provide \$20 meal vouchers for exhibitors who register by February 2<sup>nd</sup>.  
Many varieties of well-known food vendors are available including Sbarro, Chick-Fil-A, Starbucks, Miso, etc.

## Teen Track

Your children (ages 11-19) may attend the Generation Joshua teen track for \$10 per child. See MHEA's conference brochure on our website in March for more details.

## Vendor Workshops

If you have booth space in the Exhibit Hall, you may apply for time to present an exhibitor workshop. We have one-hour workshops in which you will be able to tell about your product or service and how it will help home educators. Exhibitor workshops are \$30.00 each. MSU and/or MHEA will not provide or rent special equipment. You are responsible for providing your own equipment and handouts. A copying service is provided on the first floor of the Student Union.

Please include a brief description of your workshop on the application (*60 words or less*). We want to include this information in the program so attendees can determine their need for your workshop. Respond by April 3rd or we can't guarantee your workshop description will make the program. You *must* present the workshop you list and describe on your application. MHEA reserves the right to stop any workshops that do not comply with the description and title we reviewed by your submission. Workshop fees will not be reimbursed for any reason.

## Advertising Opportunities

### Conference Programs

Convention programs will be given to every adult registrant. MHEA's Spring Conference averages approximately 1,000 attendees (parents and children) not including vendors and workers. If you would like your ad to be included in the program, your ad must reach us by *March 13th*.

The convention programs will be 8.5 inches by 11 inches, printed in black and white. We accept black and white camera-ready ads. We will be able to use ads only if they are submitted to us by the March 13th. Late submissions will not be returned or refunded. On submission of your ad, we will acknowledge by email/mail. Advertising rates are as follows:

<u>Ad size</u>	<u>Regular Price</u>	<u>Inside Cover Price</u>
1/4 page (1.87" X 2.5")	\$ 75.00	N/A
1/2 page (3.75" X 5")	\$ 100.00	N/A
Full Page (7.5" X 10")	\$ 150.00	\$ 200.00

## Vendor Bags

Cloth bags filled with flyers, catalogs, and brochures will be distributed to attendees as they arrive at the convention. These bags represent an excellent opportunity for you to get your advertisements into the hands of interested parents. MHEA will be using a different supplier in 2009. Please contact Alliance Bagging Company at [www.alliancebags.com](http://www.alliancebags.com) for information on placing material in our vendor bags. Make sure you inquire about the MS conference specifically. Thanks!

## Part Time Booth Workers

If you are planning on having part time helpers at your booth, this is policy regarding their registration as an attendee. If they are working at your booth for the entire weekend, then they do not have to pay a registration fee. You may give them an exhibitor badge from the packet you receive at the convention. The rule of thumb is that if they plan to personally enjoy or benefit from the convention, then they should register as an attendee. Many exhibitors pay the registration fee for their part time helpers.

Hope to see you there!

Keith A. Hicks

MHEA Exhibit Hall Coordinator

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