



MISSISSIPPI HOME EDUCATORS ASSOCIATION

Dear Exhibitor:

The Mississippi Home Educators Association would like to invite you to participate in our 27th Annual Spring Conference and Curriculum Fair, **May 18-19, 2012**. Mississippi State University will again host us in the Colvard Student Union. Our keynote speaker will be Dr. Michael Farris, Chairman of the Home School Legal Defense Association and Chancellor of Patrick Henry College in Purcellville, VA. The purpose of our conference is to glorify our LORD and Savior Jesus Christ by ministering to home educators in the state of Mississippi and beyond.

The exhibitor registration deadline is **May 4th, 2012**. All booth spaces as well as vendor workshops are available on a first-come, first-served basis. Space in the exhibit hall is very limited.

Please carefully read through the exhibitor information packet below. There you will find details regarding booth spaces, vendor workshops, advertising, load-in, driving directions, and more. Go to www.mhea.net and click on the Exhibitors page under the Spring Conference heading; there you'll find an exhibitor application form which you can download, fill out, and send in at your convenience. If you have any questions, please feel free to contact me at savedbygrace31@bellsouth.net.

Thank you and may the LORD bless your ministry to home educators!

For Christ's glory,
Sarah Lipscombe
MHEA Spring Conference 2012
Exhibit Hall Coordinator

14290 North Swan Road
Gulfport, Mississippi 39503
228.832.7646 (home)
228.234.7650 (cell)

Exhibit Hall Policies, Terms, and Conditions

In order to display and sell merchandise at the MHEA Spring Conference and Curriculum Fair, you must agree to the following terms and conditions:

Receiving an invitation and/or submitting an application does not guarantee approval by MHEA. You must include a description and sample of your products and services so MHEA can determine the benefit of your offering to home educators. MHEA will not grant applications that do not have clearly written descriptions. Once MHEA reviews your application, you will be notified via email or postal mail of your acceptance or refusal. If the display area is full, you will be placed on a waiting list and notified of any cancellations. Please complete, sign, and return the application with full payment. MHEA will not deposit your check until your application has been accepted. By signing the application, you are agreeing to the conditions and rules contained within.

MHEA 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 curricula, curricula or books that promote lifestyles contrary to the biblical interpretation, or 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 conference, to exclude specific items or entire displays which, in MHEA's opinion, would be inappropriate for display. Anyone who refuses to remove items deemed inappropriate by MHEA will be asked to leave without a refund. Participation in the conference implies an understanding of and agreement to these conditions and releases MHEA from any financial or other liability related to such exclusion.

MHEA will not provide or sell any personal information (i.e., names or email addresses); thus, we will not be able to provide you with a mailing list of the attendees for your own use, etc.

- You must display all your materials within your booth space.
- Any person working a booth at the curriculum fair is encouraged to wear modest apparel.
- Everyone working in a booth must be wearing, at all times, an exhibitor 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.

Booths and Services

Each 10' wide x 8' deep booth space is \$100 for the first space and \$75 for each additional space if your application is postmarked prior to/on **March 2nd, 2012**. If postmarked after, the first space is \$120 and each additional space is \$100. A six-foot table and two chairs will be provided for each space. Additional tables are \$5 each; however, you may bring your own additional tables. Convention Display Services, Inc., will provide silver (or black if silver is unavailable) cloth backdrops where there is not already a backdrop or permanent structure provided. No table skirting or tablecloths will be provided. Electricity is available for an extra \$15 charge; however, you *must* supply your own 50' extension cord. Wireless internet is available in the Student Union.

Vendor Workshops

If you have purchased booth space in the Exhibit Hall, you may apply for a vendor workshop. MHEA offers one-hour workshop time slots in which you will be able to tell about your products or services and how they will help home educators. Workshops are \$30 each. You are responsible for providing your own handouts. There are no refunds given at any time for vendor workshops. Please include a brief description (60 words or less) of your workshop on your application. We would like to include this in the conference program for the information of the attendees. Your workshop application must be received **by April 7th** in order to guarantee placement in 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 on your application. Workshop fees will not be reimbursed for any reason. **You may not use equipment (i.e., projectors) that may be in the classroom in which you are speaking unless you are cleared to do so. MHEA will be penalized for the use of equipment without special permission.* You may bring your own equipment or you may rent equipment through MSU; however, there is a rental fee.

College-Only Opportunities

MHEA offers a workshop-/display-only option for those colleges that do not desire to exhibit on both Friday and Saturday. For \$50 (per workshop), you may purchase a 60-minute workshop slot and be exempt from purchasing a 10'x8' booth space. You may purchase a 2'x3' space (1/2 of a 6' table) for \$30 to be shared with other colleges for displaying literature, pamphlets, etc. All items **MUST** be displayed within the taped-off area of the table; you may, however, purchase more than one space. You do not have to stay for the duration of the conference when choosing this option and may leave after setting out your material(s) and/or presenting your workshop. MHEA will not be responsible for displaying materials, nor will we return unused material(s) and/or literature; any material remaining after the conference will be discarded. Typically, if you request a college workshop, you will present your workshop on Friday, if space is available. You will be notified of the time and location of your workshop as soon as the conference schedule is finalized.

Advertising Opportunities

Conference Programs

Conference programs will be given to every adult registrant. MHEA's Spring Conference averages approximately 1,000 attendees (parents and children), not including exhibitors and workers. If you would like your ad to be included in the program, your ad must be received by *April 7th*.

The conference programs will be 8.5" x 11" in black and white. We accept camera-ready ads in a .jpeg file (200kb or higher) or .pdf (300dpi). We will be able to use ads only if they are submitted to us by April 7th. Late submissions will not be returned or refunded. We will acknowledge your submission by email.

Advertising rates are as follows:

<u>Ad size</u>	<u>Regular Price</u>	<u>Inside Cover Price</u>	<u>Back Outside Cover Price</u>
1/4 page (3.75" x 5")	\$ 75	N/A	N/A
1/2 page (7.5" x 5")	\$ 100	N/A	N/A
Full Page (7.5" x 10")	\$ 150	\$200	\$250

Door Prizes

You are invited to contribute items to be given away during the "*Friday AFFAIR*" on May 18th from 4:30 p.m. to 6:30 p.m. Contributed items will be distributed for the duration of the "*Friday AFFAIR*" or while supplies last. Conference attendees must be present in the Exhibit Hall to win.

We hope you will benefit from the publicity the door prize give-away will bring your company. If you participate in the giveaway, a link to your company will be posted on the MHEA website and your door prize(s) will be listed in the conference program (if received by April 7th). Please indicate (on the form) what item(s) you will be donating and their retail value. Contributed items will be collected by noon on Friday. Because we will be listing the item(s) you are offering in the conference program and on our website, it is important that you bring the item(s) you listed on your application. *Contact persons: please ensure your representatives are notified if you are donating any item(s).*

Alliance Bags

Bags filled with flyers, catalogs, and brochures will be distributed to attendees as they arrive at the conference. These bags are an excellent opportunity for you to get your advertisements/information into the hands of interested parents. Please contact Alliance Bagging Company at www.alliancebags.com for information on placing material in the bags. Make sure you inquire about the MHEA conference specifically.

Cancellations

Cancellations prior to **April 9th** will be assessed a \$25 processing fee; cancellations after April 9th will not be refunded. There are no refunds given for vendor workshops.

Part-Time Booth Workers

If you are planning on having part-time workers/helpers at your booth, the policy regarding their registration as an attendee follows: if they are working at your booth for the entire weekend, they do not have to pay a registration fee. Blank exhibitor nametags are available; however, if part-time helpers plan to personally enjoy or benefit from the conference, they should register as an attendee. Many exhibitors pay the registration fee for their helpers. Please note that MHEA is not responsible for providing or finding booth workers. *The only exception is in the case of speakers.* *If you have registered as an exhibitor for the conference and you are unable to find booth workers, you will be asked to withdraw from exhibiting at our conference.

Sales Tax

If you sell tangible items *other than textbooks*, you are required by the Mississippi State Tax Commission to file a sales tax return with MHEA, even if you have your own sales tax number. If you sell textbooks you are exempt from charging sales tax. Once you are confirmed as an exhibitor, you will receive the tax return memo via email. Returns and tax payments will be collected by MHEA's treasurer, Cully Carpenter, at the MHEA booth at the close of the conference.

Display Packages / Drayage - Delivery Information

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

Please ship materials to the following address:

Mississippi Home Educators Association Conference, May 18-19th, 2012

Attn: [Your Name]

105 Mill Street

Mississippi State University, MS 39762

Post-Conference Shipping Information

If you need to ship materials post-conference, you may take them to the UPS Store inside the Colvard Student Union between 6-7pm on Saturday evening, May 19th. You will need to place shipping labels in or on any boxes. Please notify the exhibit hall coordinator, Sarah Lipscombe, by noon on Saturday if you will be shipping materials. *Any exhibitors not making prior arrangements will be charged a \$50 labor fee plus holding fees.*

Driving Directions

From Hwy 82 take the Hwy 182 West exit. Continue on Hwy 182 West to George Perry Street (first traffic light); turn left. Continue on George Perry Street until you reach Colvard Student Union (just past the third stop sign, then left). There will be an MHEA representative outside 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.**

Load-In

You may load in Thursday, May 17th, at the Colvard Student Union between 2:00 p.m. and 6:30 p.m. OR Friday from 8:00 a.m. to 9:00 a.m. (upon approval). **Please note that if you arrive later than 6:30 p.m. on Thursday you will not be able to check in or unload.** There will be time on Friday morning for you to finish setting up if necessary. If you load in on Friday, *you must be finished setting up by 10:15 a.m.* Please indicate on your application which day you will be loading in. MHEA will contact you if your request to load in on Friday morning is denied. Specific instructions regarding load-in will be provided via email as the conference approaches.

Display and Break Down

It is required that you remain set up and available for business until the close of the conference on Saturday. Tentative Exhibit Hall hours will be Friday 11:00 a.m. – 6:30 p.m. and Saturday 9:00 a.m. – 5:00 p.m. *Hours are subject to change. Please check www.mhea.net in April for the conference brochure with confirmed hours.

Lodging

Dorm Rooms – MHEA will be offering new dorm rooms on the Mississippi State University campus for \$55 per night. Rooms are carpeted and include two extra-long twin beds, a mid-size refrigerator, microwave, stand-up shower/private bath, plus standard dorm furniture. No linens or toiletries will be provided. You will need to bring towels, sheets, pillows, garbage bags, toilet paper, etc. Please do not call MSU for dorm information or reservations. **Advanced dorm reservations must be made with MHEA by May 14th, 2012.** You will be given directions to your dorm room after you check in at the Exhibit Hall.

Hotels – listed below are hotels on or near the Mississippi State University campus; more are available.

Microtel Inn and Suites – 1121 Highway 182 E, Starkville – (662) 615-0700

Comfort Suites – 801 Russell St, Starkville – (662) 324-9595

Hilton Garden Inn – 975 Hwy 12 E, Starkville – (662) 615-9664

Hampton Inn – 700 Hwy 12 E, Starkville – (662) 324-1333

Food Service

Lunch and snacks are available in the Colvard Student Union Food Court (downstairs from the exhibiting area).

Teen Track

Children ages 12-19 may attend the Teen Track for \$10 per child. Please see MHEA's conference brochure on our website in April for more details.