



Invitation to Exhibit and Advertise

at the

2020 VaHomeschoolers Conference and Resource Fair

March 20-21, 2020

The Organization of Virginia Homeschoolers (VaHomeschoolers) is proud to be Virginia’s only fully inclusive, member-directed, volunteer-driven statewide homeschool organization. Our sole intent is to support 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 and Helpdesk, periodic full-color magazine, and homeschool advocacy at the state and local levels, each year we organize a two-day conference which brings together up to 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 up to 1,000 homeschoolers from all over the state of Virginia and from out of state.
- We offer exhibit tables, print advertising in our conference program, and tote bag insert options at very affordable pricing. Attendees then are able to share any take-aways they receive with co-ops and homeschool groups back home.
- We offer online advertising, with your company URL, on our conference specific web pages.

Date & Location:

March 20-21, 2020
 Fort Magruder Hotel & Conference Center
 6945 Pocahontas Trail
 Williamsburg, Virginia 23185

Exhibit Hall Hours*:

Friday, March 20, 1–7 p.m.
 Saturday, March 21, 8:30 a.m.–4:30 p.m.
 *Includes over 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. Our attendees have large and small families. Beginning homeschoolers can be preschooler or high school students. A key aspect of the VaHomeschoolers conference is the diversity of our population.

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PROMOTIONAL OPPORTUNITIES

There are 4 opportunities to promote your product at the 2020 VaHomeschoolers Conference and Resource Fair:

- Renting a table in our exhibit hall
- Placing an ad in our on-site conference program
- Adding a flyer, insert, product sample, or small catalog in our complimentary tote bag
- Advertising on our conference website

Exhibit Hall Options

The Resource Fair will be located in General Hill's Redoubt and General McClellan's Redoubt in Richmond Hall. Tables 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 exhibitors receive:

- 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.
- Four name tags which access all vendor exhibit areas; please list names on page 6. Note: if your staff would like to attend sessions or family programming, conference attendance passes may be purchased in advance (visit VaHomeschoolers.org/conference) or at the door.
- Advertising on our conference website (VaHomeschoolers.org/conference). This includes a hyperlink, (if available), and a description of your company and/or products. Online advertising ends on December 31, 2020.

Exhibit Spaces

Exhibit spaces include one 6' x 30" banquet table with a tablecloth, and two chairs. Exhibitors may bring extra items with them to enhance their display but must be careful not to infringe on other vendor spaces. Exhibitors may store items under their tables. Each space will be 8' x 8'.

Please see the contract terms and conditions on pages 7–9 and the application and order form on pages 5–6.

Electricity

Due to a limited number of electrical outlets at the Fort Magruder Hotel & Conference Center, requests for those spaces will include an additional \$10 and will be granted on a first-come, first-served basis. Vendors who exhibit in one of these spaces must bring their own 50-foot extension cord.

Deposit

A \$50 refundable security deposit will be required with the exhibit hall applications. All or portions of this deposit may be forfeited if contract terms and conditions are not followed as noted on pages 7-9.

Advertising Opportunities

Promote your products and services to all conference attendees by buying an ad in our on-site conference program.

Conference Program Advertising

This on-site brochure includes a schedule of events, session locations, an exhibitor map, exhibitor descriptions, and other information that attendees refer to throughout the conference.

Ad Sizes Available (width x height)

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

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, PNGs, 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

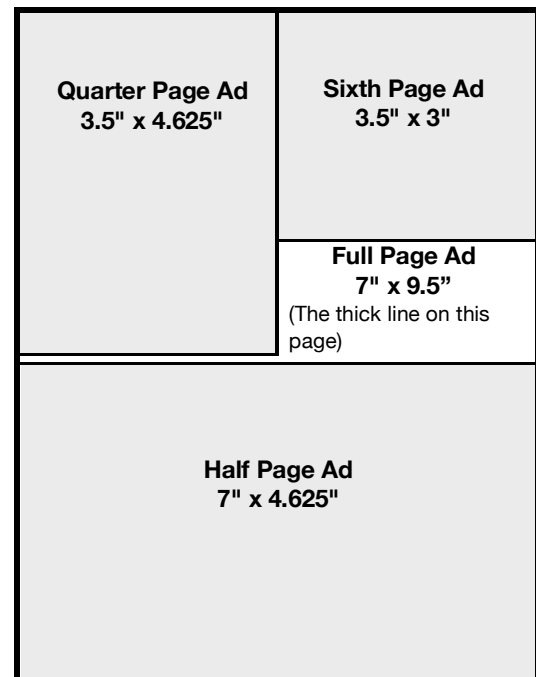
The deadline for printed ad submissions is February 15, 2020.

Online Advertising

Advertising on our conference website (VaHomeschoolers.org/conference). This includes a hyperlink, (if available), and a description of your company and/or products. Online advertising ends on December 31, 2020.

Pricing & Ordering

Please see the order form, pages 5-6.



Raffle Basket Opportunity

VaHomeschoolers holds a raffle every year at conference. Local businesses and vendors donate their products and services which are then raffled off at the end of the event.

Donation examples include books, games, crafts, or any other example of your product. Business cards, brochures and some advertising can be added to the basket as this is a mutually beneficial relationship for us. Your donation can be dropped off on Friday morning, March 20, when you check in for the conference, or mailed ahead of time to the address located on the bottom of page 4.

Conference Tote Bag Inserts

You may also insert a brochure, flyer, or small catalog (up to 25 attached pages) in the complimentary tote bag each family receives. Attendees share these inserts with homeschool groups, co-ops, family, and friends, so tote bag inserts maximize your advertising dollars by reaching an even greater audience. (Each attending family receives one tote bag.)

- Small items like office supplies, magnets, and other usable items are also 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 to our collections volunteer.

Deadline

Inserts must arrive between March 10-17, 2020. Do not ship early. Our storage site is at the home of a VaHomeschoolers volunteer, so shipments prior to March 10 cannot be accepted.

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. If completing your payment online, please send a copy of your insert to our Vendor Keyleader at Vendors@VaHomeschoolers.org. Please see order form on pages 5-6.

REGISTRATION INFORMATION

To Register Online

Complete the online application at VaHomeschoolers.org/conference.

To Register By Mail

Mail the following to the address below:

- Completed order form (pgs. 5-6)
- Signed agreement (exhibitors only) (p. 10)
- Check or money order payable to VaHomeschoolers
- Company catalog or list of products you intend to sell/promote
- Exact copy of tote bag insert (if applicable)

Payment Mailing Address

If you need to send a check or money order, please send to the address below.

Ad Submission

E-mail your ad and application no later than February 15, 2020 to Vendors@VaHomeschoolers.org.

Tote Bag Submission

Boxes of 500 inserts must be shipped to arrive between March 10-17, 2020. Please do not ship early.

Mail Payments to:

The Organization of Virginia Homeschoolers
% Lisa Hight
6105 Igo Road
King George, VA 22485

Mail Inserts to:

The Organization of Virginia Homeschoolers
% DeeDee Sauter
2095 Cromwell Road
Catlett, VA 20119

ORDER FORM

	Price Each	#	TOTAL
Exhibit Hall Options			
First Table	\$ 200		
Additional Table	\$ 125		
Electricity (one outlet not to exceed 15 amps)	\$ 10		
Security deposit for all exhibitors	\$ 50		
On-site Conference Program Ads (width x height) (Refer to diagram on p. 3 for ad proportions.)			
Full Page Vertical (7" x 9.5")	\$ 220		
Half Page Horizontal (7" x 4.625")	\$ 120		
Quarter Page Vertical (3.5" x 4.625")	\$ 65		
Sixth Page Horizontal (3.5" x 3")	\$ 50		
Online advertising	\$ 35		
Tote bag Inserts			
500 inserts in tote bag	\$ 55		
SUBTOTAL			
2019 Conference Vendor Discount - (Check if discount applies -5% off)	5%		
Early Bird Discount (10% off subtotal if ordering on or before 12/01/19)	10%		
TOTAL			

Important Dates

August 27, 2019

Online exhibitor registration available on the VaHomeschoolers conference website. (VaHomeschoolers.org/conference).

December 1, 2019

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

February 15, 2020

Deadline for submitting ads for the on-site conference program.

March 10-17, 2020

Dates for tote bag inserts to arrive at our specified site. Early shipments cannot be accepted.

Friday, March 20, 2020 Exhibit installation, 9 a.m.-1 p.m.

Saturday, March 21, 2020 Exhibit removal, 4:45-7 p.m.

Contact Information

We need reliable contact information for each application. Many things happen during the course of the year that require quick responses.

- Check included, number _____
- Please invoice

I intend to donate to the raffle as described on page 3.

Company Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____ Secondary Phone: _____

(Contact Information Continued)

Conference representative, if different from above:

Conference Rep Name: _____

Conference Rep Email: _____

Conference Rep Phone: _____

Conference Rep Secondary Phone: _____

Product Information

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

Company Information

The information provided will appear on the VaHomeschoolers website and in the on-site conference program. Potential and registered attendees use both to determine which exhibitors to visit as well as a 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 Phone (listed in the on-site conference program)

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 first and last 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 VaHomeschoolers.org/conference) or at the door.

Company & Product Description

Exhibitors, this will be used in the on-site conference program and on the VaHomeschoolers website. Limit 60 words, please use complete sentences. (Note: this may be edited for clarity or for space.)

Company Social Media Sites:

Company Website (listed in the on-site conference program)

CONTRACT TERMS AND CONDITIONS

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

Exhibit space will be located in the General Hill's Redoubt and General McClellan's Redoubt in Richmond Hall. This includes one 6' x 30" banquet table with a tablecloth and two chairs. Tabletop exhibitors may bring extra items with them to enhance their display but must be careful not to infringe on other tables. 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. Please be sure all decorations are removed prior to the end of the clean-up period. Exhibitor security deposit may be forfeited if damage is noted or trash is left behind.

Exhibit Installation, Removal, and Staffing

You must set up your space between 9 a.m. and 1 p.m. on Friday, March 20, 2020. Exhibitors who are not completely moved in to their space by 12:30 p.m. on Friday, March 20, will be considered no-shows. Exhibitors who are no-shows may have their exhibit space reallocated and are not entitled to any refunds, to include the security deposit.

Exhibitors must depart the Exhibit Hall by 7:30 p.m. on Friday, March 20.

Exhibitors will be able to re-enter Fort Magruder Hotel & Conference Center on Saturday, March 21 at 7:45 a.m.

Exhibitors must staff exhibit space on Friday, March 20, from 1–7 p.m. and Saturday, March 21, from 8:30 a.m. to 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 21 to break down your exhibit space and remove everything from the Exhibit Hall. Exhibitor security deposit will be forfeited if exhibitors break down early.

Exhibit Security

The Fort Magruder Hotel & Conference Center will be secured during the hours of 10 p.m. Friday to 7 a.m. Saturday. We recommend that you do 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 Hall. Exhibitors are not to enter the session rooms without a paid registration, except for the free beginning homeschool session, 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.

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, to include beer, wine or intoxicating beverages, may be distributed by 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 or any emergency exits. 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 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. Service animals are permitted. Emotional support animals are currently not permitted.
- g. Open-flame cooking and/or open-flame candles are strictly prohibited at Fort Magruder Hotel & Conference Center.

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 Fort Magruder Hotel & Conference Center. **If you need to use an electrical outlet and have reserved a booth that has access to an outlet, you must bring your own 50-foot extension cord.** Your electricity consumption may not exceed one standard 15 amp circuit.

Liability and Insurance

All property of the Exhibitor remains under their custody and control in transit to and from Fort Magruder Hotel & Conference Center, during installation and removal, and while it is within the confines of Fort Magruder Hotel & Conference Center. Neither VaHomeschoolers, the service contractors, the management of the Fort Magruder Hotel & Conference Center, 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 upon written notice to the Vendor Keyleader, received on or before December 31, 2019, for an 80% refund. A 60% refund will be given until January 20, 2020. A 30% refund will be given until February 5, 2020 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 Fort Magruder Hotel & Conference Center 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

IMPORTANT - THE FOLLOWING MUST BE COMPLETED:

By signing this Agreement, the Exhibitor agrees to abide by the Contract Terms and Conditions (pgs. 7-9), including all fee worksheets. 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 Fort Magruder Hotel & Conference Center on March 20-21, 2020. 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:

Name of Company or Authorized Person

Date

Signature of Authorized Representative

Printed Name and Title of Authorized Representative

Signature and Title of VaHomeschoolers Representative

Date