

Invitation to Exhibit and Sponsor

at the

2021 VaHomeschoolers Virtual Conference and Vendor Hall

April 15-18, 2021

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, and homeschool advocacy at the state and local levels, each year we organize a conference which brings together homeschoolers from all around Virginia and surrounding states. In the past, attendees have enjoyed an in-person conference with 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. This year, we are going virtual! We still plan to have a full slate of great sessions, and virtual exhibit booths!

Why Participate?

- Vahomeschoolers Conferences attract homeschoolers from all over Virginia and since this year it's virtual, the reach is even further, and potential for even more attendees than previous years.
- This virtual platform allows you to have the option of exhibiting in your own virtual vendor "booth" space with options of both pre-recorded and live presence, call to action buttons and more, the duration of the conference.
- The virtual vendor hall is free for attendees and open to the public the full duration of the conference. Conference attendees have more than five hours of dedicated shopping time, in addition to breaks between sessions.
- You also have the option of being a conference sponsor and have your graphic and website link on the registration page, virtual conference program and advertising on our VaHomeschoolers website.
- Vendors and Sponsors will be listed on our VaHomeschoolers website with your information, logo, and website link.

Our Attendees:

Our attendees are 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 preschool or high school students. A key aspect of the VaHomeschoolers conference is the diversity of our population.

Conference Dates: April 15-18, 2021

Exhibit Hall Hours same as the Conference:

Thursday, April 15: 5pm-8pm

Friday, April 16: 9am-5pm

Saturday, April 17: 9am-5pm

Sunday, April 18: 9am-5pm

*Includes over five hours of dedicated shopping

PROMOTIONAL OPPORTUNITIES

There are 2 opportunities to promote your product(s) or service(s) at the 2021 VaHomeschoolers Virtual Conference and Vendor Hall:

- Vendors - Virtual Booth on our conference platform and listed as a vendor on our website. (\$85)
- Sponsors - Advertising on our conference platform and our website. (\$60)
- You can be both a Vendor and a Sponsor. (\$125)

Virtual Exhibit Hall Option - Vendor Booth

The Exhibit Hall will be available through vendor booths on the virtual platform throughout the entire conference (see hours page 1.) Booth positions are assigned on a first-come, first-served basis.

Vendors Booths:

- Virtual booth space during the conference which allows video, live presentation, chat, and links to your website and your various social media platforms, also can collect attendee interest. Prior to the conference your name and logo will be listed on the conference platform.
- Listing as a vendor on our conference page on our website (VaHomeschoolers.org/conference). This includes your logo, a website hyperlink and a description of your company and/or products.
- *Prior to the conference your name & logo will be visible as Vendor on the conference platform, but not a website link. If you also want a hyperlink to your website prior to the conference, consider a Sponsorship.*
- **Here is a link to the Conference site [Vendor Virtual Booths](#) right now .**
- **Here is a video I made of what the Virtual Booths looks like and how we can interact in it when the conference is in session: [Lisa's Virtual Booth Demo](#)**

Vendors please email these 3 things Logo, Vendor banner, and video/Google slides link to

Vendors@Vahomeschoolers.org Specification are listed below:

- **Vendor banner: *We are finding a photo or graphic without words or logo is looking best.***
Recommended size: 1500x1000px (3:2 aspect ratio) Minimum size: 1000 x 670px
- **Vendor logo:** Recommended size: 1080x1080px
 - The maximum size of image and GIF files is 2MB. Files over 2MB will not save
 - Try using the .png, .jpg, .jpeg or .gif file extensions
 - Make sure to have important information center-aligned
- **Video, google slides:** to view during the conference when there is not a live presence at the booth. You would need to email the link from YouTube, Vimeo, Wistia or google slides.
- Video/Google Slides links can be sent later, closer to the conference date. However, I need your logo and vendor banner as soon as possible to set up the Booth.

Sponsorship Option

Sponsors are prominently featured on our registration page and the virtual conference program through your logo (or other graphic) which is hyperlinked to your website. The website link is live before and during the conference. The virtual conference platform includes a "lobby" that serves as the virtual conference program, which lists the sponsors predominantly then, conference schedule, speakers, and virtual vendor booths. Here is a link to the current [Conference website Sponsors](#) on the platform.

Sponsors will also be advertised on our Vahomeschoolers [conference sponsors webpage](#). This includes your logo, a hyperlink to your website, and a description of your company and/or products until December 31, 2021.

- Sponsor logo email to Vendors@Vahomeschoolers.org
 - Recommended size: 1000x400px Minimum: 500x200px
 - The maximum size of image and GIF files is 2MB. Files over 2MB will not save
 - Try using the .png, .jpg, .jpeg or .gif file extensions
 - Make sure to have important information center-aligned

Prices

- Vendor - Virtual Vendor Booth \$85
- Sponsorship \$60
- Both Vendor & Sponsor \$125

REGISTRATION INFORMATION

To Register:

1. **Complete the online google form [2021 Vendor/Sponsor Registration Form](#)**
2. **Pay through [paypal.me/VaHomeschoolers](https://www.paypal.me/VaHomeschoolers)**
If you need to send a check or money order, please send to
VaHomeschoolers % Lisa Hight 6105 Igo Road King George, VA 22485
3. **Send your graphics to Vendors@VaHomeschoolers.org**

Vendors Graphics:

1. **Vendor booth banner** photo or image w/o words or logo works best Recommended size: 1500x1000px (3:2 aspect ratio) Minimum size: 1000 x 670px
2. **Vendor logo** : Recommended size: 1080x1080px
3. **Vendor video or slides link** from YouTube video, Youtube playlist, Vimeo, Wistia or Google Slides (Google slides need to "Publish to Web" then copy that link & send in.)
These links can be sent in later closer to the conference, but I need the logo & banner image to set up booth.)

Sponsor logo:

Recommended size: 1000x400px Minimum: 500x200px

Vendor/Sponsor Registration deadline extended. Still accepting Booths or Sponsorship up until April 10th. Any Questions please feel free to email me Lisa Hight at Vendors@Vahomeschoolers.org or call or text 540-850-5599 (in email or text please at least list your name and company.)