



# EXHIBITOR REGISTRATION PACKET

**26<sup>th</sup> Annual Arizona State Home Educator's Convention**

**Friday, July 17 and Saturday, July 18, 2009**

**10:00 AM – 7:00 PM**

## 2009 Arizona State Home Educator's Convention Exhibitor Letter

November 15, 2008

Dear Exhibitor,

Greetings from Arizona!

Businesses that sell homeschool-related products or services are invited to apply for exhibit space during Arizona's 26<sup>th</sup> annual state convention, which will be held July 17 and 18, 2009. Enclosed is the AFHE 2009 Exhibitor Application and Information Packet.

Last year over 4,100 individuals attended our convention, demonstrating a continuation of the growth we have experienced over the years. We are returning to the South Building of the Phoenix Convention Center in downtown Phoenix. We plan to use the same open floor plan as previous years in the expansive exhibit hall of the convention facility. We hope you will consider applying to participate in our 2009 convention. We continue to pursue a wide variety of unique, new homeschool materials along with a good representation of traditional curriculum and resources. We have a great facility and a friendly, energetic crowd to work with!

Please **read the enclosed material carefully** before applying for exhibit space and be sure to send us a detailed description of the products you will be selling/representing. We advise that you **keep a copy of this packet for your reference**. Our desire is to serve Arizona families well by providing a thorough selection of materials that supports and promotes the vision of parent-led, family-funded, relationship-based home education. As always, AFHE reserves the right to refuse the application of any exhibitor. All decisions are made in a way that is consistent with the AFHE board of directors' statement of faith and in support of the objectives and mission of our organization.

The exhibit hall will open at 10:00 AM and close at 7:00 PM each day. The schedule includes several hours of shopping when there are no workshops scheduled. The workshop schedule also includes a 90 minute lunch break that we hope better accommodates our exhibitors. All exhibitor booths must remain open during the entire time the exhibit hall is open.

All of us on the convention committee wish to thank you for the service you choose to provide. We are pleased to extend this opportunity to help you gain exposure in our community and to serve Arizona homeschooling families.

Dan and Mitzi Wisely  
Exhibit Hall Coordinators  
afhe.vendors@mchsi.com  
602-235-2673 (AFHE Voice Mail)

## DATES, LOCATION, AND HOURS

<b>CONVENTION DATES:</b>	Friday and Saturday, July 17 and 18, 2009	
<b>CONVENTION SITE:</b>	Phoenix Convention Center, South Building (3 <sup>rd</sup> Street and Washington)	
<b>LOADING DOCK:</b>	5 <sup>th</sup> Street between Washington and Jefferson	
<b>EXHIBIT HALL HOURS:</b>	10:00 AM – 7:00 PM both days	
<b>SET-UP TIMES:</b>	Thursday, July 16	12:00-6:00 PM
	Friday, July 17	7:00-9:30 AM
	Saturday, July 18	7:00-9:30 AM
<b>TEAR DOWN/MOVE OUT:</b>	Saturday, July 19	7:00-10:00 PM

## BOOTH FEES AND BOX LUNCHES

Each booth space is 10'x10' (100 sq. ft.). See the "Booth Contents" section for a list of what is included. NOTE: Electricity, phone, internet, carpeting, additional tables/chairs, and other extra services must be ordered separately for an additional fee. NES (National Exposition Services), Commonwealth Electric, and AV Concepts will mail their order forms to you shortly before the convention for you to order these additional services.

<b>CORNER BOOTH RENTAL:</b>	<b>\$250.00 per corner booth</b>
<b>NON-CORNER BOOTH RENTAL:</b>	<b>\$225 per non-corner booth space</b>
<b>BOX LUNCHES:</b>	<b>\$17 per person per day</b>

## GOODY BAGS

<b>GOODY BAG SERVICE FEE:</b>	<b>\$65 per item</b> (1 item = a catalog, a flier, a brochure, a DVD, etc.)
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AFHE provides a goody bag stuffing service where we assemble 1,500 bags for our attendees. If you wish to participate in the goody bags, you would pay the fee and provide 1,500 copies of your item (we do not make copies). If you have multiple items, for example a catalog and a flier, you would pay \$65 times the number of items and you would provide 1,500 copies of each item. If you had two items (i.e. a catalog and a flier), you would pay \$130 and supply 1,500 copies of each.

**ALL GOODY BAG ITEMS MUST BE REVIEWED PRIOR TO ACCEPTANCE.** Please submit one **sample of each item** you would like to have inserted along with your **Exhibitor Application** and fee payment. Upon review and acceptance, a confirmation will be sent to you with instructions and deadline for sending your items.

**PLEASE DO NOT SEND GOODY BAG INSERTS TO THE P.O. BOX ADDRESS**

## **PAYMENT AND DEADLINES**

Booth spaces are reserved only after application is reviewed and accepted and payment in full is received. Applications received after the deadline may be accepted but will not be included in the convention program. NO REFUNDS after May 15, 2009.

**APPLICATION DEADLINE: May 15, 2009**

**MAKE CHECK PAYABLE TO: AFHE**

Send all application forms (Exhibitor and Workshop Applications) with payment to:

**AFHE Exhibit Hall Coordinator  
P.O. Box 569  
Queen Creek, AZ 85242**

NOTE: Do not send goody bag inserts to this P.O. Box address.

## **BOOTH CONTENTS**

Each 10'x10' booth space includes the following:

- ◆ 3' high draped side rails
- ◆ 8' high draped backdrop
- ◆ One 8' x 24" draped and clothed table
- ◆ Two folding chairs
- ◆ 7" x 44" sign bearing your company name  
(You may bring your own sign to hang over the sign provided if you wish.)
- ◆ One wastebasket

REMINDER: Electricity, phone, internet, carpeting, additional tables/chairs, and other extra services must be ordered separately for an additional fee. NES (National Exposition Services), Commonwealth Electric, and AV Concepts will mail their order forms to you shortly before the convention for you to order these additional services.

## **AFHE CONTACT INFORMATION**

**EMAIL: [afhe.vendors@mchsi.com](mailto:afhe.vendors@mchsi.com)**

**WEB SITE: [www.afhe.org](http://www.afhe.org)**

**AFHE VOICE MAIL: 602-235-2673**

## AIRPORT INFORMATION

Sky Harbor International Airport is located in Phoenix between 24<sup>th</sup> Street and 44<sup>th</sup> Street (west to east), between Washington and University (north to south), and about four miles due east of the convention facility.

## HOTEL INFORMATION

The Hyatt Regency has offered special rates for our group. When making reservations, be sure to mention you are with Arizona Families for Home Education (AFHE). NOTE: Rooms are limited and reservations are on a first-come, first-served basis. The Hyatt Regency is located just a couple of blocks from the South Building of the Phoenix Convention Center. Breakfast is **not** included. There are additional hotels in the downtown area if you prefer. However, we have not made group discount arrangements with any other hotels.

**RESERVATION DEADLINE:** June 28, 2009

**HYATT REGENCY ADDRESS:** 122 N. 2<sup>nd</sup> Street, Phoenix

**HYATT REGENCY PHONE:** 602-252-1234

**HYATT REGENCY DISCOUNT RATES:** \$89 single/double occupancy  
\$114 triple occupancy  
\$139 quadruple occupancy

**HYATT REGENCY PARKING FEE:** \$16 per 24 hour period

## LUNCH ARRANGEMENTS

- ◆ There is an on-site concession stand in the exhibit hall where you may purchase food.
- ◆ You may eat at your booth, in the Exhibitor Lounge, or in the eating area near the concession stand.
- ◆ Box lunches can be ordered in advance on the Exhibitor Application for \$17 each. Plan on ordering enough for each booth worker for each day.
- ◆ Phoenix Convention Center rules state that only food purchased on-site may be eaten on the premises. No outside food may be brought into the Convention Center.

# **AFHE EXHIBITOR GUIDELINES**

## **PARTICIPATION**

Businesses that sell homeschool-related products or services are invited to apply for exhibit space during Arizona's 26<sup>th</sup> Annual State Homeschool Convention and curriculum Fair. No Virtual/Online schools or Charter schools will be accepted as exhibitors. Participation in this event is by invitation only. AFHE reserves the right to refuse any application without further explanation.

## **USED BOOK DISTRIBUTORS**

Companies whose inventory is primarily used books and/or curricula are not eligible to apply for this curriculum fair. We are not hosting a used curriculum sale and wish to have new books and curriculum available for purchase by our attendees.

## **COMPANIES WITH MULTIPLE DISTRIBUTORS**

i.e. Usborne Books, DK Family Library, NEST Entertainment, etc.

We limit representation in the Exhibit Hall. When filling out your application, please list the publishers of which your inventory primarily consists.

## **NUMBER OF BOOTH REPRESENTATIVES**

Your company may have up to three (3) adult booth representatives per each 10'x10' booth space you rent. Any additional representatives must pay the regular attendee admission price of \$60.

## **CHILDREN**

Children of booth representatives must remain with their parents at all times.

## **EXHIBITOR CUSTOMERS**

Please be aware and advise your customers that they must pay the convention admission fee in order to enter the Exhibit Hall.

## **SUBLETTING OF BOOTH SPACE PROHIBITED**

Exhibitors may not sublet their booth space to other companies or businesses.

## **DISTRIBUTION OF FLIERS PROHIBITED**

Exhibitors may only distribute fliers, brochures, business cards, catalogs, etc. from within the boundaries of their booth space. It is prohibited for exhibitors to have a representative walking around distributing printed materials or advertising their business to convention attendees. No printed materials from exhibitors may be placed in any public area (including walls, restrooms, tables, etc.).

# 2009 AFHE EXHIBITOR APPLICATION

Complete this form, make a photocopy for your records, and  
SEND THE ORIGINAL APPLICATION WITH YOUR PAYMENT

<b>COMPANY</b>	
<b>CONTACT NAME</b>	
<b>MAILING ADDRESS CITY, STATE, ZIP</b>	
<b>PHONE</b>	
<b>EMAIL ADDRESS</b>	

Please list the names of the prominent curricula your company will be selling, the materials you will display, or the service you provide: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>Number of CORNER Booth Spaces</b>	_____ x \$250 each	= \$ _____	<b>(C4)</b>
<b>Number of NON-CORNER Booth Spaces</b>	_____ x \$225 each	= \$ _____	<b>(C4)</b>
<b>Exhibitor Workshops</b>	_____ x \$65 each	= \$ _____	<b>(C5)</b>
<b>Overhead Projector Rental</b>	_____ x \$20 each	= \$ _____	<b>(C5)</b>
<b>Number of Box Lunches - FRIDAY</b>	_____ x \$17 each	= \$ _____	<b>(C6)</b>
<b>Number of Box Lunches - SATURDAY</b>	_____ x \$17 each	= \$ _____	<b>(C6)</b>
<b>Number of extra representatives (beyond 3 included per booth)</b>	_____ x \$60 each	= \$ _____	<b>(C7)</b>
<b>Goody Bags - # of Items [INCLUDE SAMPLE]</b>	_____ x \$65 per item	= \$ _____	<b>(C3)</b>
<b>TOTAL ENCLOSED</b>		<b>= \$ _____</b>	

FOR AFHE USE ONLY			BOOTH #	
Date received	Check #	Amount received \$		
Date confirmation mailed		Signature on check		
Number of workshops <b>N 1 2</b>	FRIDAY	Time	Room	
	SATURDAY	Time	Room	
Notes		Refund due	\$	
		Date refunded		
		Check #		

# 2009 AFHE EXHIBITOR APPLICATION

## Booth Location Preference

To enter your preferences of booth location ...

- I. Review the enclosed FLOOR PLAN (or open the floor plan document)
- II. Select four (4) possible booth location preferences.
- III. List your preferences below in order of priority. 1 is your highest priority and 4 is the lowest.
- IV. If you are renting more than one booth space, list each booth space as in this example of a three-space booth:
  - 1) 100, 102, 104

**NOTE: If none of your preferences are available, the Exhibit Hall Coordinator will select a location as close to your preferences as possible based upon booth availability.**

Please indicate your top four preferences here:			
1		3	
2		4	

**BOOTH AMENITIES NOT INCLUDED WITH YOUR BOOTH RENTAL FEE:**

The following companies will be mailing order forms to you shortly before the convention for any additional booth amenities that you would like to order:

**NATIONAL EXPOSITION SERVICES (NES):** 602-252-2600

Extra furnishings, carpet, special signs, floral arrangements, exhibit photos, shipping, etc.

**COMMONWEALTH ELECTRIC, INC:** 602-253-5881

Electricity

**AV CONCEPTS:** 480-894-6642 or 1-800-473-6828

Special lighting, phone lines, audio/visual equipment, computer hardware.

# 2009 AFHE EXHIBITOR APPLICATION

## Exhibitor Workshops

Exhibitor Workshops are available for you to describe your company's products and/or services. You must be an approved exhibitor in order to do a workshop. Complete the application form below and return it with your Exhibitor Application.

- ◆ You may apply for up to two (2) workshops.
- ◆ The cost of each workshop is \$65.
- ◆ Workshops are subject to AFHE approval.
- ◆ A podium, table, and microphone are provided in all workshop rooms.
- ◆ Overhead projectors are available for \$20 per workshop.

**PLEASE NOTE: Your application may be held for a period of time in order to plan efficient use of available workshop space.** If your workshop is approved, you will be notified of the actual date and time you are scheduled. If the schedule does not allow you to conduct a workshop, you will be placed on a waiting list and your money will be refunded.

**WORKSHOP TIMES:** 11:00AM-12:00 PM, 1:30-2:30 PM, 3:00-4:00 PM, and 4:30-5:30 PM

<b>COMPANY NAME</b>		
<b>WORKSHOP PREFERENCES</b>	<input type="checkbox"/> <b>Friday before 2:30 PM</b>	<input type="checkbox"/> <b>Saturday before 2:30 PM</b>
	<input type="checkbox"/> <b>Friday after 2:30 PM</b>	<input type="checkbox"/> <b>Saturday after 2:30 PM</b>

### **FIRST WORKSHOP**

Workshop Title: \_\_\_\_\_

Description (25 word maximum): \_\_\_\_\_

\_\_\_\_\_

Presenter's Name: \_\_\_\_\_

How many people generally attend your workshop (circle one): 0-20 / 20-100 / 100+

**Overhead projector needed:**  Yes  No **Screen needed:**  Yes  No

### **SECOND WORKSHOP** (if space available)

Workshop Title: \_\_\_\_\_

Description (25 word maximum): \_\_\_\_\_

\_\_\_\_\_

Presenter's Name: \_\_\_\_\_

How many people generally attend your workshop (circle one): 0-20 / 20-100 / 100+

**Overhead projector needed:**  Yes  No **Screen needed:**  Yes  No