

Exhibitor Information



AHEA

Alberta Home Education
Association

2018 Convention

April 12-14



Introduction

Thank you for your interest in the Alberta Home Education Association's annual curriculum and services fair. We continue to be one of the largest fairs in Canada and we are still growing. Our exhibit hall is designed to serve our members and guests by including a wide range of materials and services of interest to the home education community within the mandate of AHEA. Over 100 exhibitors from across Canada regularly fill over 300 booths, offering products and services for over 2000 attendees from western Canada. The numbers of home educators in Alberta continues to rise because of the growing popularity of home education due to its effectiveness in producing well-educated, confident, responsible young people and the current government education policy. We expect that the convention will continue to grow in 2018 and beyond.

Due to the increasing costs of the facility and services the rates have increased this year, however, Wifi is now included in the rate. We intend to offer this price, without another increase for the next 3 years.

Although our convention focus is on home education, AHEA may, if space allows, grant table space to other types of vendors that may be of interest to the attendees. Each new vendor is screened for suitability. Please note that if a vendor is granted space one year it does not mean space will be available or granted in future years.

For all other convention information and to register as an exhibitor please visit our website:

<http://convention.aheaonline.com/>



Place, Date & Times

Location: Stockmen's Pavilion at the [Westerner Park](#) at 4847A 19th Street, Red Deer, Alberta.

Set-up: Thurs. Apr 12: 1:00pm ⇔ 8:00 pm
Friday, Apr 13: 8:00 am ⇔ 10:00 am

Parking: There is no daytime charge if you obey all signage.

Hours: Friday, Apr 13: 10:30am ⇔ 6:00 pm
Saturday, Apr 14: 9:00 am ⇔ 4:30 pm

Takedown: Saturday, Apr 14: 4:30 pm until complete.

Exhibitors must be at their booths and ready for business during all public hours of operation. If you cannot staff your booth for both days and all business hours then you will be denied the right to exhibit. If you register and then choose to leave early WITHOUT the express consent of the Exhibit Hall Coordinator, you will not be accepted to exhibit the following year.

2018 Dates and Deadlines to remember

- Jan 15 Deadline for early bird exhibitor rates (\$200). Fee increases to \$250
Deadline for ad submission to the February HOME Matters magazine
- Mar 1 Deadline to apply as an exhibitor
Deadline for early bird regular convention attendee rates
- Mar 13 Deadline for securing convention rates at hotels
- Mar 15 Deadline for listing in our Convention Guide and on our website
Deadline for ad submission to the Convention Guide
Deadline to send prize vouchers for the BUY IT HERE program draws
- Mar 29 Deadline for early bird rates with Goodkey Show Services



Pricing

1. **Booth rental - \$200/booth early bird (After Jan 15th \$250 booth)** includes:

- **One draped 10x10 booth with one skirted table and 2 chairs**
 - Commercial vendors can purchase up to 10 booths
 - Extra tables and chairs can be ordered via AHEA when you register or you can choose an empty booth (no tables/chairs) and bring your own.
 - Wi-Fi is included in the booth cost
- **Company name and website link on AHEA website**
- **Company listing and location in the program guide**
- **Assistance with unloading and loading**
- **Hospitality area providing snacks**

2. **Tables/Chairs**

- You can order, and pay, for any extra tables and chairs with your registration and we will ensure that they are set up for you upon arrival.
- You may bring your own tables and chairs if you choose. If you do not want the complimentary tables, be sure to note that you do not want tables.

3. **Exhibitor Workshop (\$85)**

This is an opportunity for exhibitors to present their specific goods and services to interested home educators. The Exhibit Hall Jury will select the successful applicants based on what they believe to be in the best interest and educational needs of our convention attendees and theme of the convention. We also like to vary the content of the workshops from year to year. Projectors and screens are provided, but you must supply the computer.

The promotion of school board programs, networking or pyramid sales is not permitted at these workshops. AHEA reserves the right to refuse any workshop without comment.

Payment: Approved exhibitors will be assigned a booth when I have received payment. Payment by credit card makes it more likely you will receive your first choice of booth.

Refunds: Up to Feb 7, a 50% refund will be made for cancellations of booth applications. After that date, no refunds will be issued for any reason. Workshop fees are non-refundable once your workshop is accepted. If your registration is refused you will receive a refund.



Registration Criteria

Registration Criteria

- Your application will be reviewed for acceptance as per its relevance to homeschooling, the interests and educational needs of the attendees, the hall capacity, and as per the criteria below:
- You must be able to staff your booth for the following hours:
 - Friday 10:30 am to 6:00 pm
 - Saturday 9:00 am to 4:30 pm
- If you register and then choose to leave early WITHOUT the express consent of the Exhibit Hall Coordinator, you will not be accepted to exhibit the following year
- No exhibitor will offer for sale or demonstration any item which:
 - Promotes public school programs with the intent of recruiting students
 - Encourages participation in teacher-directed educational programs
 - Is contrary to the divinity of Jesus Christ
 - Makes light of Satan and the reality of Hell and its demons
 - Is considered “New Age” or “Humanist” in its philosophy

AHEA does not require that our exhibitors subscribe to our principles, objectives and values, however, we do require that no exhibitor have materials or products that conflict.



Booth Logistics

Booth Assignment

- Vendors will be allowed to purchase up to and including 10 booths.
- Booth assignments are based on the date of your registration and your suggested location. We will consider each request and make our best effort to satisfy you but we cannot guarantee that your requests will be filled.
- Vendors with the least set up/material may be placed nearest the loading doors since those booths will not be set up until the other vendors have moved in.
- Finalized booth assignments will be sent to you in March.

Setup/Takedown

- To increase efficiency in the unloading area you will be assigned a specific unloading/set-up time. Please indicate your preference while registering online.
- To expedite the loading and unloading of ALL exhibitors please note that the dollies are for the exclusive use of AHEA volunteers.
- Your scheduled unloading/set-up times will come to you in March.
- The Westerner has one loading area for the Exhibit Hall on the **east** side of the Stockmen's Pavilion.
- **All** exhibitors must use these **east** doors to unload their products.
- Absolutely no unloading will be allowed through the main doors, you will be turned away by security.



Staffing & Advertising

Staffing Your Booth

- You are allowed to have 2 representatives in your booth without charge. They will have access to the entire convention.
- Extra representatives (>2/booth) are \$100 each and have access to the entire convention.
- Exhibitors must be at their booths and ready for business during all public hours of operation.
- If you cannot staff your booth for both days and all business hours then you will be denied the right to exhibit.
- If you register and then choose to leave early WITHOUT the express consent of the Exhibit Hall Coordinator, you will not be accepted to exhibit the following year
- If you have chosen to staff your booth alone and need to leave your booth momentarily, please leave a sign indicating that you will be back shortly. You could ask the exhibitor next to you to watch your display
- Well behaved children under 12 may be *in* your booth, but *must* be supervised at all times. You may also utilize the children's program (ages 5-12) or the youth program (12+). Please contact exhibithall@aheaonline.com for further details.

Name Tags

- Must be worn at all times. Put them on immediately and keep them on to help to ensure the safety of your inventory.
- If your rep must enter during the day, please text them and plan to meet them at the door so you can give them their name tag. Otherwise they will be stopped at the door and that makes for a cumbersome and long process to get in to the hall.
- Hired security is monitoring the hall at all times and name-tags help them do their work efficiently.



Staffing & Advertising

Advertising

- Sponsorship packages – [contact Angela at sponsorships@ahonline.com](mailto:sponsorships@ahonline.com)
- Advertising in the Convention Guide – contact Kristine at ads@ahonline.com
- Advertising in the HOME Matters magazine - We publish 3 times per year (February, June, and October) and reach over 3000 home educating families in Alberta and other provinces. contact Kristine at ads@ahonline.com
- Inserts into attendee bags – contact Kristine at ads@ahonline.com

BUY IT HERE incentive program

We encourage attendees to purchase their merchandise at the convention, rather than on-line, through our BUY IT HERE program. AHEA offers 2 \$100.00 prizes on the Saturday of the convention. For every \$25.00 spent in the hall attendees receive one entry in the draws which occur hourly through the 2 days of the convention. You can participate in this program by donating a prize(s) of \$25 or more. Your business will be listed as a prize donor on large signs in the hall and in the guide. *To take part send me a voucher via email or mail with your business name, the prize and its value.* I will add your booth number and the winner will pick up their prize from your booth so you can talk with them. Last year I sat at the booth and received entries. There was a lot of excitement as they entered ticket after ticket in the draw. It seemed to be effective in increasing their desire to purchase in our hall.



Legalities & Decorum

AHEA reserves the right to

- Refuse any exhibitor for any reason, and all decisions are final.
- Ban exhibitors who abandon their booth(s) during the convention.
- Prohibit 2 exhibitors sharing the same booth space
- Ask you to place your wandering or disruptive children in the children's program.
- Ask an exhibitor to remove any items which in our opinion violates our agreement

AHEA is not responsible... for loss, damage, or injury of any kind to exhibitors or their property from any cause whatsoever prior to, during, or after the convention. Exhibitors are responsible for the security of their cash boxes at all times during the entire convention. We employ a security company to watch over your merchandise overnight and have a very low incidence of theft.

AHEA requires that you adhere to our Rules of Decorum

- You must wear your exhibitor name tag at all times. Please note that if you are NOT wearing your name tag, security will remove you from the convention site. Therefore, it is extremely important that once you arrive, ALWAYS wear your name tag.
- You must staff your booth at all times when the Exhibit Hall is open. Please ensure your reps are not late or that they do not leave early. Should you need to leave your booth momentarily, please leave a sign indicating that you will be back shortly.
- Your racks and tables must not interfere with the visibility or operation of adjoining booths nor exceed booth boundaries.
- You may not stand in the aisle to talk to attendees or walk around the hall passing out literature.
- You may not smoke in the exhibit hall.
- Noise emitting devices such as tape/CD players, video/DVD players, musical instruments or computers may be prohibited if their operation results in complaints.
- Conduct yourself in a professional manner at all times and refrain from criticizing other exhibitors, convention attendees, convention staff, or volunteers.



Electricity/Shipping

Goodkey Show Services.

Toll free: 1.877.726.2211
Toll free Fax: 1.888.426.5734
Local Phone: 780.426.2211
Local Fax: 888-426-5724
Email: reddeerexhibitorservices@goodkey.com
Email: info@goodkey.com
Website: www.goodkey.com

Please find Goodkey prices on their website above or in the package attached to your invitation email. Goodkey has many items to increase the comfort or welcoming index of your booth. *Please note that you are not able to change the colour of your booth draping.*

To order online you will need the following codes:

Show Name: AHEA 2018

Show Code: AHEA121418

Shipping materials: Should you need to ship items to Westerner Park you may direct your shipper to Goodkey Show Services, onsite, to receive it. Contact information is above.



Hotel Information

We have certain hotels that are offering a group rate for those attending the convention. Please note that taxes are extra and you need to book before March 8, 2018 to get the group rate. Remember to book early.

Holiday Inn Express:	\$109.99	403.343.2112	group: AHEA
Sandman:	\$119.00	403.343.7400	group: AB Home Educators
Hampton Inn and Suites	\$124.00	403.346.6688	group: CHX-AHE
Days Inn:	\$115.00	403.340.3297	group: AHEA
Howard Johnson	\$69.00	403.343.8444	group: AHEA
Holiday Inn and Suites:	\$134.99	403.348.8485	group: AHEA
Black Knight Inn:	\$115.00	403.343.6666	group: 004393



Purpose & Values

AHEA exists to serve the Home Education Community.

The purpose of the society, initially, was to support parents, to create a forum for better interaction between home educating families and to develop better interaction

- AHEA values the supremacy of God
- AHEA values parents as having the God-given right and responsibility to direct the education of their children
- AHEA values the traditional family unit defined as one husband, one wife and children, if any. We hold this model to be normative and the basis for a strong and stable society.
- AHEA values children and recognizes their need for discipling within the family context.
- AHEA values government as being instituted by God. We hold that government exists to serve the people, and that it must exercise its compelling interest in the education of children in the least intrusive manner.
- AHEA values education as the life-long formation of the individual and is not restricted to the acquisition of knowledge