

# *Exhibitor Information*



**AHEA**  
Alberta Home Education  
Association

## 2020 Convention

March (26<sup>th</sup>), 27<sup>th</sup> and 28<sup>th</sup>

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[exhibithall@aheaonline.com](mailto:exhibithall@aheaonline.com)

# *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 120 exhibitors from across Canada fill over 42,000 sq ft (3,900 sq m), offering products and services for over 2000 attendees from western Canada. The number 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. We expect that the convention will continue to grow in 2020 and beyond.

Although our convention focus is on home education, AHEA may, if space allows, grant table space to other types of exhibitors that may be of interest to the attendees. Each new exhibitor is screened for suitability. Please note that if an exhibitor 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:

<https://www.aheaonline.com/convention/>

# Place, Date & Times

**Location:** Stockmens Pavilion - [Westerner Park](#) at 4847A 19th Street, Red Deer, Alberta.

**Set-up:** Thurs. Mar 26: 1:00pm ⇔ 7:00 pm  
Friday, Mar 27: 8:00 am ⇔ 10:30 am

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

**Exhibition Hall Hours:** Friday, Mar 27: 11:30am ⇔ 6:00 pm  
Saturday, Mar 28: 9:00 am ⇔ 4:30 pm  
Takedown: Saturday, Mar 28: 4:30 pm ⇔ 11:00 pm

*Exhibitors must be at their booths and ready for business during all public hours of operation. 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.*

## **2020 Dates and Deadlines to remember**

- Jan 1 Deadline for the early bird exhibitor rate of \$200+gst/booth. (Fee increases to \$250 +gst)  
Deadline for ad submission to the February HOME Matters magazine
- Feb 15 Deadline to apply as an exhibitor
- Feb 18 Deadline for listing in our Convention Guide and on our website  
Deadline for ad submission to the Convention Guide
- Feb 25 Deadline for securing convention rates at hotels
- Mar 1 Deadline to send prize vouchers for the BUY IT HERE program draws
- Mar 12 Deadline to receive inserts for convention attendee bags.
- Mar 13 Deadline for early bird rates with Goodkey Show Services (electricity and special items)



# Pricing

## **Booth rental: \$200+gst/booth early bird** (After Jan 1 \$250+ gst/booth)

includes:

- **One draped 10x10 booth with one skirted table and 2 chairs**
  - Commercial exhibitors can purchase up to 10 booths
  - Wi-Fi is included in the booth cost
- **Company name and website link on AHEA website and program guide.**
- **Assistance with unloading and loading**
- **Hospitality area providing coffee, tea and water**

## **Tables/Chairs**

- You can order, and pay, for any extra tables and chairs with your registration through Goodkey Show Services 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.

## **Exhibitor Workshop (\$90)**

This is an opportunity for exhibitors to present their specific goods and services to interested home educators. AHEA 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 payment is received. Payment by credit card makes it more likely you will receive your first choice of booth.

***Refunds:*** Up to Feb 15, 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 11:30 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
- The promotion of school board programs, networking or pyramid sales is not permitted at these workshops.
- As per AHEA policy 2.5.1, potential exhibitors must have a product or service:
  - that is of value in the education of children at home
  - that is of value in the training of parents to educate their own children
  - that is of value in assisting with the education of children at home or is of value in the enrichment of children's education at home
  - in which the main content must support the Judeo Christian world view or at least not contradict it.
- As per AHEA policy 2.5.3, potential exhibitors must not have materials or services for sale or demonstration, or a company philosophy, which:
  - Is contrary to the divinity of Jesus Christ
  - Makes light of Satan and the reality of Hell or its demons
  - Is considered New Age in philosophy
  - Is considered "Humanist" in its philosophy
  - Is contrary to the purpose and values of AHEA (see last page)
  - Encourages incorporating public education or government control into home education
  - Encourages participation in teacher-directed educational programs

# *Registration Criteria*

- As per AHEA policy 2.5.3, no exhibitor that falls into the following categories may be admitted:
  - No martial arts, business recruitment or pyramid sales companies
  - Organizations which require the student to take “all or none” of their courses, whether on-line, video or by correspondence
  - Has questionable or unverifiable religious content in their products
  - Cannot provide samples or a comprehensive catalogue to show what products they will be selling
  - Has been discredited by more than one other home education board in the past
  - Has caused trouble in the exhibit hall in the past by not complying with our rules

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



# Booth Logistics

## **Booth Assignment**

- 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.
- Exhibitors with the least set up/material may be placed nearest the loading doors since those booths will not be set up until the other exhibitors have moved in.
- Finalized booth assignments will be sent to you in late February.

## **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 late February.
- The Westerner has one loading area for the Stockmens Pavilion on the **east** side.
- **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

## **Staffing Your Booth**

- You may have 2 representatives in your booth without charge. They will have access to the entire convention.
- Extra representatives (>2/booth) are \$100 each. All representatives 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 put up 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@ahaeonline.com](mailto:exhibithall@ahaeonline.com) for further details.

## **Name Tags**

- Name tags help our hired security to keep your inventory safe.
- You must wear your exhibitor name tag immediately upon receiving it and for the full duration of the convention. It is your access pass to the convention, without it, you will be detained by Security.
- If your representatives arrive at various times throughout the day, please make your own arrangements beforehand to give them their name tag at the door before they enter.





# *Legalities*

## **AHEA reserves the right to**

- Refuse any exhibitor for any reason. 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**

- Conduct yourself in a professional manner at all times.
- Refrain from criticizing other exhibitors, convention attendees, convention staff, or volunteers during the convention.
- 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.
- Noise emitting devices such as tape/CD players, video/DVD players, musical instruments or computers may be prohibited if their operation results in complaints.



# Advertising

## **Advertising**

- Sponsorship packages – We will promote your company in various ways when you sign up for a sponsorship package.
- Contact Jennifer at [sponsorships@aheaonline.com](mailto:sponsorships@aheaonline.com)
- Advertising in the Convention Guide – contact Greg at [ads@aheaonline.com](mailto:ads@aheaonline.com)
- Advertising in the HOME Matters magazine – Home Matters has three issues per year (February, June, and October) which will be available to the membership of AHEA either as an online publication or print edition.
- Inserts into attendee bags – contact Greg at [ads@aheaonline.com](mailto:ads@aheaonline.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 two \$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. Attendees express much excitement as they enter ticket after ticket in the draw. This program has been effective in increasing purchases in the hall. The winners will pick up their prize from your booth so you will have the opportunity to speak to them about your products.

To take part, send Bronck Walter, the Exhibit Hall Coordinator, a voucher via email or mail it through Canada Post with your business name, the prize and its value to: P.O. Box 5553 STN MAIN, Leduc, Alberta T9E 2A1



# Goodkey Show Services

## **Goodkey Show Services.**

Goodkey has many items available to rent, besides electricity, that will increase the comfort or welcoming index of your booth. *Please note that you are not able to change the colour of your booth draping.* Please find Goodkey prices on their website above or in the package attached to your invitation email. Deadline order date to qualify for early bird prices is March 28, 2019

Toll free: (877) 726-2211  
Toll free Fax: (888) 426-5734  
Local Phone: (780) 426-2211  
Local Fax: (780) 426-5734  
Email: [exhibitorservices@goodkey.com](mailto:exhibitorservices@goodkey.com)  
Email: [info@goodkey.com](mailto:info@goodkey.com)  
Website: [www.goodkey.com](http://www.goodkey.com)

To order online you will need the following codes:

**Show Name:** AHEA 2020

**Show Code:** AHEA3272820

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

AHEA 2020  
YOUR Exhibitor Name  
c/o Goodkey Show Services Ltd.  
Westerner Park  
4847A 19th Street  
Red Deer, AB, Canada T4R 2N7

# Hotel Information

## Accommodations

We have secured a block of discounted rooms for AHEA convention attendees at the following hotels in Red Deer that are close to the Westerner. Call or use the link listed to book yourself a room early as there is a big hockey convention in Red Deer the same weekend as the convention. Room prices are before taxes. Deadline to book rooms at these rates is Feb 25 or when all of the blocked rooms are fully booked.

Black Knight Inn	403-343-6666	\$115.00	mention Alberta Home Education Association convention
Days Inn	403-340-3297	\$109.00	mention Alberta Home Education Association convention
Hampton Inn & Suites	403-346-6688	\$124.00	<a href="https://secure3.hilton.com/en_US/hp/reservation/book.htm?inputModule=HOTEL&amp;ctyhocn=YQFRDHX&amp;spec_plan=CHHHEA&amp;arrival=20200326&amp;departure=20200329&amp;cid=OM.WW.HILTONLINK.EN.DirectLink&amp;fromId=HILTONLINKDIRECT">https://secure3.hilton.com/en_US/hp/reservation/book.htm?inputModule=HOTEL&amp;ctyhocn=YQFRDHX&amp;spec_plan=CHHHEA&amp;arrival=20200326&amp;departure=20200329&amp;cid=OM.WW.HILTONLINK.EN.DirectLink&amp;fromId=HILTONLINKDIRECT</a>
Holiday Inn Express	403-343-2112	\$109.99	mention code: CON
Holiday Inn South	403-348-8485	\$169.99	Use code to book online: AHE or mention same code when calling <a href="https://www.holidayinn.com/redirect?path=hd&amp;brandCode=HI&amp;localeCode=en&amp;regionCode=1&amp;hotelCode=YRDWS&amp;PMID=99801505&amp;GPC=AHE&amp;cn=no&amp;viewfullsite=true">https://www.holidayinn.com/redirect?path=hd&amp;brandCode=HI&amp;localeCode=en&amp;regionCode=1&amp;hotelCode=YRDWS&amp;PMID=99801505&amp;GPC=AHE&amp;cn=no&amp;viewfullsite=true</a>
Microtel	403-967-0320	\$104.00	mention Alberta Home Education Association convention
Sandman	403-343-7400	\$119.00	mention block # 313462

For those who enjoy camping, the Westerner Park RV campground is open year-round.

<https://westernerpark.ca/venues/16-westerner-campground>

<http://www.westernercampground.com/>

# *Purpose and Values*

AHEA exists to serve the Alberta home education community.

The purpose of the society is to serve parents as needs arise, to support local groups of parents and individuals, and to interact with various levels of government to protect the responsibilities of parents.

- 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.