

Exhibitor Information



AHEA

Alberta Home Education
Association

2021 Convention

June 3rd, 4th and 5th

Contact: Bronek Walter
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Introduction

Thank you for your interest in the Alberta Home Education Association's annual curriculum and services fair. We are determined and excited to be the only home education convention planning to meet in person this year so far, as well as usually being the largest event. We know it will again prove to be very popular with our home education families, the number of which has almost doubled in Alberta. This year has shown us that there is no substitute for in-person interaction.

We are looking forward to loosening restrictions in our province within the next couple months and we will be modelling our convention on the anticipated re-opening guidelines. We are planning a large exhibit hall again with adequate spacing for you to interact safely with your customers. Aisles have been widened and traffic will flow smoothly through the hall for the convenience and safety of everyone. The AHEA curriculum sale offers that opportunity and we would invite you to be a part of it.

Our convention will be structured to allow blocks of 500 people each to have up to 3 hours of shopping in the exhibit hall each day. Please be sure to read through the refund policy before registering.

For all other convention information and to register as an exhibitor please visit go to this link:

<https://ahea.brushfire.com/ahea-convention-2021-exhibitors/500774>

Introduction

Excitement is building!

Here are some recent comments about the AHEA convention that were shared recently in the AHEA Facebook group:

There's something inspiring about being with, literally, hundreds of people who are all doing what you do. Often when we homeschool we think it's just us, or our little group, that does this amazing homeschooling adventure. But being at the convention makes you realize that you are not alone in the journey. There's strength in being together! The speakers are inspiring, the curriculum and the ability to actually see it is so helpful, and I can say from experience that when your children come to high school graduation the convention's ceremony is fantastic. It's all good. But knowing that you belong to a larger group all eager to revolutionize education for their children? That's priceless.

I am so looking forward to this!!!

We planned to go to our first convention last year but that didn't work out. Looking forward to finally being able to go!

The shopping alone makes it worthwhile, and the friendships developed over the years -- even if the convention is the only time we see one another -- are priceless.

So excited!!!!

In person home school convention is 100% worth it in my opinion.

The convention is the highlight of my year!!

Place, Date & Times



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

Set-up: Thurs. June 3: 1:00pm ⇒ 7:00 pm
 Friday, June 4: 7:00 am ⇒ 9:30 am

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

Exhibition Hall Hours: Friday, June 4: 10:00am ⇒ 4:30 pm
 Saturday, June 5: 9:00 am ⇒ 4:30 pm
Takedown: Saturday, June 5: 4:30 pm ⇒ 10:00 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.

Place, Date & Times



2021 Dates and Deadlines to remember

- April 16 Deadline for the early bird exhibitor rate of \$300+gst/booth. (Fee increases to \$325 +gst on April 17)

- May 1 Deadline to send prize vouchers for the BUY IT HERE program draws

- May 1 Deadline to apply as an exhibitor

- May 1 Deadline for listing in our digital Convention Guide and on our AHEA website

- May 1 Deadline for ad submission to the digital Convention Guide

- May 3 Deadline for securing convention rates at hotels

- May 3 Deadline for booking an extra needed Goodkey Show Services (electricity and special items)



Pricing

Booth rental: \$300+gst/booth early bird (After April 16 \$325+ 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 & on brushfire event website and program guide in the event app**
- **Assistance with unloading and loading**
- **Coffee & tea (delivered to your booth once each morning and afternoon on Friday and Saturday) if allowable according to Alberta Health Services guidelines.**

Note: there is a 5% service fee for credit card payments.

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 and it is best to bring a presentation on a USB to be inserted into the audio visual team's laptop. 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.

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.

Pricing



Payment:

Approved exhibitors will be assigned a booth when payment is received. Payment available by credit card through the registration website, by cheque (mail to: P.O. Box 92008 RPO Meadowbrook, Edmonton, AB T6T 1N1) or by e-transfer to bookkeeper@aheaonline

Refunds:

After registration, no refunds or credits will be issued for any reason including in the case of force majeure, adverse weather, natural disaster (such as earthquake, fire, flood or tornado), labour disputes, non-appearance of featured/keynote speakers, war, terrorism or riots, government regulations or due to a communicable disease outbreak other than the exception below.

If you can not come at last minute due to having Covid symptoms or needing to quarantine, please plan to have a back up person to come in your place or forfeit your registration fee.

***Should Alberta Health Services guidelines require the convention not to run on these dates,** AHEA will transition to an online convention for attendees similar to last year. In that case, we would offer advertising space for each exhibitor in that virtual convention and you will receive a refund equal to 70% of your paid registration fee.*

***Exception - Please note that we have set a Convention Pivot date of May 1, 2021.** If we do not meet the minimum number of attendee and/or exhibitor requirements before this date, we reserve the right to cancel the convention. In this case, you will receive a refund equal to 90% of your paid registration fee.*

If your booth registration or workshop application is refused based on our registration criteria or workshops being full, you will receive a full refund minus any applicable payment service fees.



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 10:00 am to 4:30 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)

Registration Criteria



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

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.

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.

Registration Criteria



AHEA School Board Policy

Boards will need to follow these criteria to be allowed into the Exhibit Hall:

- The school's home education program has a strong focus on supporting home education as defined by the Home Education Regulation. School boards should provide a written response to the question - "Explain how your school authority shows an ongoing commitment to parent directed home education" which is included on the registration form.
- The school board is openly supportive of a Christian worldview.
- The school board will agree in writing to exclusively promote parent directed home education at the AHEA convention.
- Should there be reports made that the school acted in contradiction to the above, the reports would be investigated and the school would not be invited back to the convention for 2 year if it is confirmed.

Other related policy:

- School board participation is limited to a maximum of 8 to ensure balance in the Exhibit hall. Homeschool contractors must clearly indicate which school board they are attached to. Board signage must be restricted to only their booth (not at any other vendor's table). School boards may put an advertisement in our digital convention guide if they so chose but are not allowed to contribute to our sponsorship program.



Booth Information

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 early May.

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 May.
- 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.



Booth Information



- You may have 2 representatives in your booth without charge. This year, unfortunately, they will not have access to the entire convention due to capacity restrictions per room.
- Extra representatives (over the 2 per booth mentioned above) are \$100 each.
- 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.
- Children over 12 years old may be in your booth. Each child counts as one of your booth's representatives. Consider the youth program (12+) if you have youth that will be attending with you that are not one of your registered booth representatives. Registration for that is through the convention website. Note that the capacity in the youth program is limited this year so register very early for that if you are wanting your youth to take part.

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.



AHEA Guidelines

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 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 or talking negatively about other exhibitors, convention attendees, convention staff and board, 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.



COVID Safety

Precautions

AHEA is committed to following the Alberta Health Services guidelines and all exhibitors are expected to do so also.

- **Capacity** - We will be restricting capacity per Alberta Health Services guidelines at the time of the convention. Currently, we estimate that we will have a capacity of around 1000 people maximum per day. This is an estimate only based on the past restrictions that were in place for conventions and trade shows in Fall 2020.
- **Cleaning & Sanitizing** - Sanitizer will be available for guests to use throughout the venue. Cleaning & sanitizing the space within the booth is the duty of it's exhibitor. Ensure you have a plan and supplies in place to manage this throughout the day.
- **Signage posted** - There will be signage posted regarding hand hygiene, physical distancing & respiratory etiquette throughout the event space. Having additional signage within your booth to reiterate the efforts of physical distancing and the least amount of touch for high touch surfaces is encouraged.
- **Physical Distancing** - Plan your booth design to allow guests to physical distance. Remind visitors to maintain a distance of 2 metres when possible. No handshaking - Limit the chance of exposure by eliminating this gesture at this event.
- **Use Self Assessment Tool** - Please have each representative of your booth use the Alberta Health Services Self Assessment Tool each day before entering the convention. The link can be found on the event app and on the AHS website. If you have any symptoms, please follow all AHS guidelines and send someone else in your place.



COVID Safety

- **Avoid sharing** - Do not plan to give out brochures, catalogues or other promotional material. You will be able to have a link to your website or online catalogue included in the digital convection guide this year because of this necessary modification. Clean payment devices/electronics often and offer no touch payment options if possible. Have sanitizer available for guests to use before/after using a device.
- **Limit crowds** - Do not do any product demonstrations that would gather a crowd. Consider registering for an Exhibitor Workshop if you would like the opportunity to speak to a group of people.
- **Masks** - All exhibitors must adhere to all Alberta Health Services guidelines. We will be honoring mask exemptions according to those guidelines.
- **Show Compassion** - Be mindful that everyone has different concerns, thoughts and needs in this unique time. Please treat each guest, exhibitor, team and board member respectfully at all times and try not to drive fear where unnecessary. Help those that need special assistance to feel comfortable.



Advertising

Advertising

- Sponsorship packages – We will promote your company in various ways when you sign up for a sponsorship package.
- Advertising in the digital Convention Guide
- Advertising in the ARROW newsletter which is published approximately bi-monthly and will be available to the membership of AHEA either as an online publication or print edition.

Contact Natalie at conventiondirector@aheaonline.com for more information of the above advertising opportunities.

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 convention guide on the event app. 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 Bronek Walter, the Exhibit Hall Coordinator, a voucher via email or mail it before May 15 through Canada Post with your business name, the prize and its value to: P.O. Box 92008 RPO Meadowbrook, Edmonton, Alberta T6T 1N1



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 May 15, 2021.

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
Email: info@goodkey.com
Website: www.goodkey.com

To order online you will need the following codes:

Show Name: AHEA 2020

Show Code: AHEA6030521

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 2021
YOUR Exhibitor Name
c/o Goodkey Show Services Ltd.
Westerner Park
4847A 19th Street
Red Deer, AB, Canada T4R 2N7

Hotel Information



Accommodations - Hotels

We have secured a block of discounted rooms for AHEA convention attendees and exhibitors at several hotels in Red Deer. Note that the discounted prices are much lower than past years because of the tourism industry situation currently. Please see the convention event website for more details. Deadline to book rooms at these rates is May 3 or when all of the blocked rooms are fully booked, whichever comes first.

Accommodations - Campgrounds

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/>

The Lions Campground near downtown Red Deer is scheduled to open on April 26, 2021. See their website for booking details.

<http://reddeerlionscampground.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.