



AHEA
Alberta Home Education
Association

Exhibitor Information
2025 Convention

May 29, 30, 31

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Place, Dates & Times



Thank you for your interest in the Alberta Home Education Association's Convention 2025 which includes one of the largest home education Exhibit Halls in Canada. 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.

With the explosive growth seen in Home Education over the past three years, people are excited to come together to hear keynote speakers, attend instructive workshops, connect with their friends, make new acquaintances and of course shop for all their homeschool curriculum needs! We anticipate the appetite for a booming Exhibit Hall to help serve the needs of this growing community!

This year the Exhibit Hall will be returning to the large Stockman's Pavilion which can host over 120 Vendors from across Canada. Exhibitor Registration is open now. The Earlybird pricing deadline is **March 15**.

Once you are familiar this booklet, please register as an Exhibitor at this link: <https://www.aheaonline.com/events/convention/shopping/exhibitors-area>

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.

Place, Dates & Times



Location: Stockmen's Pavilion - Westerner Park at 4847A 19th Street,
Red Deer, Alberta.

Set-up: Thursday, May 29: 1:00 pm - 7:00 pm
Friday, May 30: 8:00 am - 10 am

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

Exhibition Hall Hours: Friday, May 30: 10:45 am - 6:00 pm
Saturday, May 31: 9:00 am - 5:00 pm

Takedown: Saturday, May 31: 5:00 pm - 8:00 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.*

2025 Dates and Deadlines to Remember

- Mar. 15** Deadline for the early bird exhibitor rate of \$300+gst/booth.
(Fee increases to \$350 + gst after Mar. 15)
- April 25** Deadline for ad submission to the Convention Guide
- April 28** Inserts printed by One on One pre-approved by Editor
- April 28** Deadline for securing convention rates at hotels
- May 2** Deadline for ordering inserts from One to One
- May 9** Goodkey Show Services Earlybird Deadline **to order power for your booth and special items** **Please Note:** All orders place after this date are considered a late order; regular prices will apply and are subject to a 35% surcharge Goodkey requires payment in full at the time orders are placed. Canceled Orders: There is a 50% cancellation fee.
- May 16** Deadline Big Screen Ad Submissions
- May 16** Inserts printed by you to pre-approved by Editor
- May 22** Deadline for submitting inserts for AHEA Bags

Payment/Cancellation Policy



Booth rental: \$300+gst/booth early bird (After March 15 \$350+ gst/booth)

includes:

- One draped 10 x 10 booth with one skirted table and 2 chairs
- Company name and website link on AHEA website and program guide, does not apply to late registrants
- Assistance with loading and unloading
- Hospitality area providing coffee, tea, and water
- Please note: Wi-fi is not included in the booth cost. Please ensure you have arranged wi-fi accessibility for your point of sale needs. If you require wired service, please contact support@totalcomm.ca

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 need extra tables order through Goodkey by March 9. If you do not want the included tables, be sure to note that you do not want tables

Exhibitor Workshops (\$125)

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. **To apply for a workshop submit a detailed description to convention@aheaonline.com. You will be invoiced upon acceptance. Applications are subject to AHEA approval.**

Young Entrepreneur Booths (\$50)

We have a limited number of half booths available for young entrepreneurs (Ages 13-18) who would like to exhibit a product in the AHEA Exhibit Hall. You are responsible for manning your booth for the entire time the exhibit hall is open. At least one parent must be registered for the Convention. To attend youth activities you must buy a youth ticket but you are to ensure your booth is manned while the exhibit hall is open. Applications can be made at exhibitorvetting@aheaonline.com and are subject to AHEA approval.

Payment/Cancellation Policy



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 **March 15** a full refund for cancelled booth(s) minus a processing fee of \$25 per booth. After that date, no refunds will be issued. Workshop fees are non-refundable once your workshop is accepted.



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 10:45 am to 6:00 pm**
- ♦ **Saturday 9:00 am to 5:00 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
- ♦ encourages incorporating public education or government control into home education
- ♦ encourages participation in teacher-directed educational programs
- ♦ contrary to the Philosophy and Statement of Faith (on the last page)

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 not complied with the Exhibit Hall rules in previous 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.

Willing Non-Resident School Boards offering Home Education programs 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. For each AHEA event, 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.” *You will be required to do this in the next section in order to proceed with registration.*
- 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.
- School boards may have maximum 1 table/booth.



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 April.
- The Westerner has one loading area for the Stockmen's 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 Your Booth

- You may have 2 representatives in your booth without charge. These are not transferrable representatives (each new representative will be charged). Each representative must have his/her own nametag.
- Extra representatives (>2/booth) must purchase a single entry to the 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 register your children for the children's program (ages 3- 12) or the youth program (12+). Please see the AHEA Website 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 Exhibit Hall, without it, you will be detained by Security.
- If your additional 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. Nametags are not transferrable.



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

- Always conduct yourself in a professional manner
- 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.
- Ensure you have a proper signage at your booth



Upon acceptance of your application, you will receive more information regarding the following exciting advertising opportunities:

- Sponsorship Packages
- Convention Guide Ads
- Convention Bag Inserts
- Digital Ads



Accommodations



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 15.

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 Code: AHEA0531050124

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

Please note: If you are not available to receive your shipped items at the Westerner Grounds on delivery, you will be charged an unloading fee. Refer to the Goodkey Package. Please refer to Page 19 of the Goodkey Package for rates and details.

AHEA 2025 YOUR Exhibitor Name
c/o Goodkey Show Services Ltd.
Westerner Park
4847A 19th Street
Red Deer, AB, Canada T4R 2N7

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 and use the codes below when booking. Room prices are before taxes.

Deadline to book rooms at these rates is: **April 28th** unless otherwise indicated below. All prices do not include tax.

Microtel	403-967-0320	\$140	Use Code: AHEA
Holiday Inn Express Gaetz	403-343-2112	\$129.99	Use Code: AHEA
Holiday Inn & Suites Red Deer South	403-348-8485	\$154.99	Use: AHEA Group Code May 5 th deadline
Days Inn	403-340-3297	\$109.00	Use: AHEA Convention Rate
iHotel and Conference Centre	403-342-6567	\$119.00	Use: AHEA May 14 th deadline
Westerner Campground	403-352-9901	n/a	On Westerner Grounds, No tents are allowed. Reservations required and recommended well in advance
Red Deer Lions Campground	403-342-8183	n/a	RV and Tenting sites, no peak weekends require 2 nights min., online reservations recommended before May 1 st or if booking after May 1 st call the office



Philosophy

1. AHEA affirms that God has given parents the primary responsibility for the welfare, socialization and education of their children.
2. AHEA is dedicated to the education and socialization of children in the natural setting of the family.
3. AHEA further holds that the right to home education includes not merely a right over the place in which education occurs, but a right to determine the content, process and timing of this education.
4. AHEA holds to the belief that no academic discipline is neutral, and that all education is religious in nature since one's view of the world and life is inevitably involved in teaching.
5. AHEA holds that student assessment is an integral aspect of the education process, and therefore parents have the sole right and responsibility to determine the methods and instruments to be used to ensure the educational welfare of the child.
6. AHEA pursues and recommends—within the framework of its philosophy—a policy of constructive interaction in dealing with those legally charged with the monitoring of home education programs

Statement of Faith

Scripture: We believe all Scripture is given by inspiration of God, is without error, is profitable for doctrine, for reproof, for correction, and for instruction in righteousness. (2 Timothy 3:16).

God: We believe that there is one God, eternally existent in three persons: Father, Son, and Holy Spirit (Matthew 28:19).

Jesus: We believe in the deity of Jesus Christ (John 1:1), His virgin birth (Matthew 1:18–25), sinless life (Hebrews 4:15), and miracles. We believe in His vicarious and atoning death (Hebrews 9:27, 28), resurrection from the dead (1 Corinthians 15:1–8), ascension to the right hand of the Father (Acts 1:9–11), and in His personal return in power and glory (Hebrews 9:27, 28).
Man: We believe that man was created in the image of God. He created them biologically male and female (Genesis 1:26, 27). Man sinned by disobeying God; thus, he was alienated from his Creator (Genesis 3:17–24). That historic fall brought all mankind under divine condemnation. Man's nature is corrupted, and he is thus totally unable to please God (Romans 3:23). Every man is in need of regeneration and renewal by the Holy Spirit.

Salvation: We believe that salvation is a free gift of God and comes through faith in Jesus Christ, whose death on the cross paid the penalty for man's sin (Romans 3:25).

Marriage and Family: We believe that the God of the Bible designed marriage as an exclusive lifetime covenant of union between one man and one woman, and that sexual intimacy is reserved for that union (Genesis 2:24). Marriage is His unique gift that echoes the union of Christ and His church (Ephesians 5:23) and is the ideal environment that He has ordained for procreation and for the raising of children in the nurture and admonition of the Lord to the glory of God (Ephesians 6:1–4). We believe that children belong to God who has given the responsibility and authority for their discipleship and education to their parents (Deuteronomy 6:5–7).