

2011 Arkansas Home School Convention  
Harding University Campus

**May 20-21**  
**Searcy, AR**

## **Convention Overview:**

This year's keynote speaker will be Phil Downer of Discipleship Network America! Other featured speakers are currently being scheduled.

The 2011 Arkansas Home School Convention will be held May 20-21 on the campus of Harding University in Searcy, Arkansas. The **Exhibit Hall will be open Friday and Saturday from 9:00 a.m. until 5:00 p.m.** Vendor demonstrations and workshops will be conducted on Friday and Saturday from 9:30 a.m. until 4:30 p.m. **Vendor demonstrations and workshops are held in the same building as the exhibit hall and across the street in the Reynolds Communication Building.** There will also be a used curriculum sale on Saturday afternoon in the Rhodes Memorial Field House down the street and a graduation ceremony Saturday evening.

## **Set Up and Tear Down:**

You will be notified by mail no later than ten days prior to the convention as to what booth(s) you have been assigned. You will also receive a detailed map of the campus explaining where the exhibit hall is and where you are to park. If you will not be near your office during the above time frame, you may call our office at 501-978-5503 to find out verbally where you have been assigned.

**Set-up will be on Thursday evening from 4:00-9:00 p.m.** Final touch-ups can be made on Friday morning from 7:00-8:00 a.m. just prior to the exhibit hall opening. Please do not begin setting up until you have checked in and been given the OK. We must double-check the floor layout to make sure it is correct and make any necessary last minute adjustments. This will save you from possibly being asked to move in case of a mix-up.

Exhibitors who need to ship materials directly to the convention should make arrangements with Kaye Morgan at Harding University at 501-279-4009. The "ship to" address is 409 S. Remington, Searcy, AR 72143. **No shipments can be delivered any earlier than 1 day prior to the convention (Thursday, May 19). Exhibitors are responsible for their own shipping and handling charges.**

Tear down will be on Saturday evening from 5:00-7:00 p.m. **Please be respectful and discard all trash in the dumpsters outside the exhibit hall before leaving the convention.**

## **Booth Space:**

◇ Each 10' x 10' booth space includes one 6' skirted table, two metal folding chairs, 3' side drape, 8' back drape, and one vendor identification sign. *If you would prefer 8' tables, please note that on the registration form and add \$5 per table to the cost of the booth.*

◇ All tables must remain within the assigned booth space. **No exhibit will be permitted to exceed the assigned booth space.** Vendors are allowed to bring their own additional tables, tablecloths and racks. Table cloths will be available for \$10 each if you do not bring your own.

◇ Each regular booth space is \$180 if postmarked before 1/1/11 or \$200 afterwards.

◇ If you need electricity for your booth, please mark it on the application form along with a list of appliances to be used. An electrical drop consisting of one duplex receptacle will be provided for an additional \$40 fee per booth for electricity.

◇ All new vendors must include a current catalog or detailed description of their products or services with their application form.

◇ Assignment of booth space is determined by various considerations including the date the application form was received, the number of booths reserved and whether or not you need electricity. The Education Alliance reserves the right to alter the location of vendor booths if it is in the best interest of the exhibit hall.

◇ The Education Alliance will have workers in place during set up and tear down to assist you, but we only have a few. So, please try to bring enough help with you to meet your needs.

## Sales Tax:

**Arkansas law requires that vendors selling merchandise in this state, even those selling material at a one-time event, MUST collect sales tax.** If you have an Arkansas sales tax permit number and pay Arkansas sales tax each month, you will only need to sign the appropriate form. If you do NOT have a permit number, you must collect sales tax at the event and submit a check made payable to the Arkansas Department of Finance of Administration (Arkansas DF&A). Arkansas law requires The Education Alliance to collect the tax forms (and checks) and forward the information on to the DF&A.

The Education Alliance staff will provide you with a sales tax packet with all of the necessary forms prior to the exhibit hall opening. **You must turn in the completed forms (and a check if appropriate) to an Education Alliance staff member before you leave the convention site.**

**If you have an Arkansas sales tax permit, please bring the number to the convention so that you can complete the forms. If you do NOT have a permit, please bring a check so that you can pay your taxes before you leave the convention.** (FYI – the current rate is 9.00%. Remember that rate could go up or down before the May convention.)

## Registration Literature Bags:

Literature bags will be handed out at registration to attendees as they arrive at the convention. These bags include fliers, catalogs, brochures, coupons and/or product samples (no thicker than 1/2"). They are an excellent opportunity to make sure everyone receives information about your product/company. We intend on passing out 800 of these bags at the Searcy convention and another 300 at the Bentonville convention totaling 1100 bags. If you cannot attend our convention, you may still send literature to be distributed. **The fee is \$100 to place something in the literature bags.** You may ship your inclusion and fee (made payable to The Education Alliance) to The Education Alliance office at the address below. Should you have any questions, please contact The Education Alliance Office at 501-978-5503 or e-mail to [info@arkansashomeschool.org](mailto:info@arkansashomeschool.org).

## Vendor Demonstrations:

There are only 16 vendor demonstrations available for vendors over the 2-day event to discuss and/or demonstrate their products and services. These demonstrations will last for 50 minutes. The rooms hold 25-40 people. **The fee for these will be \$25 per demonstration.** Demonstrations are filled on a first-come, first-serve basis and will be confirmed prior to the convention.

**Vendors are responsible for their own handouts and overhead transparencies.** Vendors are limited to one (1) demonstration per day for a total of two (2) demonstrations, but may request more if space becomes available. **Please include a title and a brief description (50 words or less) of your demonstration(s) when registering.** If you do no, please send in your description as soon as possible. There will be two separate mailings of the convention magazine and to maximize the advertising of your demonstration, we will need your description as soon as possible. If a company fails to provide a description, the space in the program and on the website will be left blank.

## Accommodations:

Searcy has many hotel accommodations. Some of your options include:

Heritage Inn (located on Harding campus)	888-766-2465
Best Western	866-712-4787
Comfort Suites	866-538-0161
Days Inn	866-925-7735
Hampton Inn	866-538-0317
Holiday Inn Express	866-538-9346
LaQuinta Inn & Suites	866-539-5091
Super 8	866-538-6250

For a list of additional hotels in the surrounding areas, please call The Education Alliance at 501-978-5503.

## Hospitality:

A hospitality cart with complimentary drinks and snacks will be brought to your booth every couple of hours.

## Meals:

As a service to our vendors, pre-ordered lunch boxes are available through the campus catering service. The boxes include a sandwich, whole fresh fruit, cookies, and chips. Drinks are not included because they are available from the hospitality cart that will be brought by your booth. **The cost is \$8.00 per lunch, tax and gratuity included, and must be pre-ordered.** Please order your lunch(es) when registering for the convention. Someone will deliver your lunch(es) to your booth.

## Cancellation Policy:

We will refund all but \$25 for cancellations made before 3/1/11.

A 75% refund of booth rental and 100% refund of other fees will be given for cancellations made in the month of March.

A 50% refund of booth rental and 100% refund of other fees will be given for cancellations made in the month of April if the vacated spot is resold.

There will be no refund if cancellation is made after April 30.

## General Rules:

1. No smoking is allowed in the exhibit hall. You must go outside.
2. Building will be locked when exhibit hall is not open. Campus police will periodically patrol the building to ensure the safety of your equipment.
3. The Education Alliance reserves the right to refuse any exhibit or duplication between exhibits.
4. Exhibitors are not allowed to sell used books in the exhibit area.
5. Neither The Education Alliance nor Harding University shall be held liable for loss or damage to personal property, including vehicles and product inventory.
6. We reserve spaces on a first come - first served basis. Payment must accompany the registration form to reserve space. Please make checks payable to The Education Alliance.
7. Exhibitors are liable for any damage caused to the building or its contents. For example, if you cut holes in a rubber mat that is on the floor, you will be sent a bill to replace the mat.

## Advertising:

We are producing one publication that will include information for both of our conventions. We will be distributing 10,000 of these state-wide. When you purchase an ad in the publication, you will receive a complimentary copy of the publication and a complimentary 12-month banner ad on our website. The ads in the publication are black and white. If you need assistance with the layout and design of your ad, please contact Jonathan Bean at [jonathan@bdglr.com](mailto:jonathan@bdglr.com) or 501-604-2660. Please see the attached media sheet for further details regarding advertising in the publication. For the website banner ad, send us your logo in a TIFF, EPS or PDF format. Do not send JPEGs please. Send the banner ad to [info@arkansashomeschool.org](mailto:info@arkansashomeschool.org). Banners will be posted from June 2011 until June 2012 on our "Curriculum and Resources" page if you are a vendor or to our "College Prep" page if you are a college. Both of these pages are currently under construction, but will be completed prior to the conventions.

These magazines will be distributed two times to approximately 5,000 households and 75 support groups state-wide. They will also be distributed to legislators and to all test sites state-wide. These ads are a great way for you to reach a majority of the home school families in Arkansas and every family on our list. This will promote your product not only to those who are at the convention, but also to those who may not be able to attend. For vendors with a scheduling conflict, this would also be a great opportunity to still have your company represented.

The price list is as follows:

Full Page = \$500 ea.	1/4 Page = \$175 ea.
1/2 Page = \$300 ea.	1/8 Page = \$100 ea.

**The deadline to purchase an ad in this publication is 12/17/10 if you want your ad to be in both editions or 2/14/11 if you just want it in one.** The price is the same either way. So, take advantage of the price and you're your stuff in before 12/17/10. Please see the attached specification sheet for further details.

If you have any questions, please contact Melissa Savary at 501-978-5503 or [info@arkansashomeschool.org](mailto:info@arkansashomeschool.org).

## **Vendors in attendance at the 2010 Arkansas Home School Convention:**

A Beginning Advantage	Home School Legal Defense Association
A Beka Academy	Institute for Church & Family – Harding
A Beka Books	University
Accelerated Christian Education	International ALERT Academy/ALERT
Alpha Omega Publications	Cadet
Answers in Genesis	Jim Hodges
Arkansas Center for Music Education/Makin’ Music	Landmark’s Freedom Baptist Curriculum
Arkansas Department of Education	Light of Faith Resources
Arkansas Next Magazine	Math-U-See
Bob Jones University Press	Mid-America Science Museum
Center for Essential Education	My Father’s World
Character Focus Ministries	Nancy Larson Publishers
Christian Liberty Academy School System	Nest Family Learning
Christian Liberty Press	Paula’s Bread
Christian Light Education	Pick and Draw Game
Classical Conversations	Reformation Kidz
College Degree Planners	Rod and Staff
Compassion International	Scholastic Book Fairs
Cornerstone Learning Connection	Sonlight Curriculum, Ltd.
CrossPointe Preparatory	Teaching Textbooks
Diana Waring Presents!	TeenPact
Discovery Toys	The One Room School
Drills, Skills and More	Total Language Plus
Extra Extra Move All About It!	Usborne Books at Home
Five Stones Family Business	Verity Institute
Growing Healthy Homes	Visual Manna
Healing Oils of the Bible	Woodland Acres Bible Camp
HimVisible Teaching Curriculum	Youth With A Mission-Ozarks