

May 20-22 Springdale, AR

2010 Northwest Arkansas Home School Convention Northwest Arkansas Convention Center Springdale, AR

Convention Overview:

This year's keynote speaker will be Rick Boyer from The Learning Parent. Other featured speakers are currently being scheduled.

The 2010 Northwest Arkansas Home School Convention will be held May 20-22 at the Northwest Arkansas Convention Center in Springdale, Arkansas. **NEW THIS YEAR! The exhibit hall will be open on Thursday evening from 5:00 p.m. until 9:00 p.m.** This will be a *free* night for attendees where they do not have to pay a registration fee to shop in the exhibit hall. No other events will be going on at that time – only the exhibit hall. The convention will then continue with its **normal exhibit hall hours of 9:00 a.m. until 5:00 p.m. on Friday and Saturday.** Vendor demonstrations and workshops will be conducted from 9:30 a.m. until 4:30 p.m. on Friday and Saturday. **The vendor demonstrations will be held across the hall from the workshops and in the building next door to the exhibit hall.**

Set-Up and Tear Down:

You will be notified by mail no later than 10 days prior to the convention as to what booth(s) you have been assigned. You will also receive a detailed map of the convention center 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 from 10:00 a.m. until 3:30 p.m. There will be a short break from 3:30 p.m. until 4:30 p.m. to grab a bite to eat and the exhibit hall will open promptly at 5:00 p.m. 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. This is to save you from possibly being asked to move in the event of a mix-up.

Exhibitors who need to ship materials directly to the convention center should make arrangements with Katie Morrison at the Northwest Arkansas Convention Center at 479-872-5977. No shipments can be delivered any earlier than 1 day prior to the convention. The Northwest Arkansas Convention Center charges an extra storage fee for anything shipped early to the convention. Please contact Katie for the exact cost. **Exhibitors are responsible for their own shipping and handling charges and will be billed by the Education Alliance after the convention based off of the number of packages shipped.**

Tear down will be on Saturday evening from 5:00-7:00 p.m.

Booth Space:

- ◇ Each 10' x 10' booth space includes one 6' skirted table, two metal folding chairs, and a wastebasket. There will be no sign provided so you must bring your own.
- ◇ Vendors are allowed to bring their own additional tables, tablecloths and racks. Table clothes will be available upon request for additional tables.
- ◇ Each regular booth space is \$150 if postmarked before 12/31/09 or \$170 afterwards.
- ◇ If you need electricity for your booth, please mark it on the application form along with a list of appliances to be used. One electrical outlet in the floor will be provided for an additional \$40 fee per booth.

- ◇ 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 accommodate 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 9.25%. 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 1,000 of these bags at the Searcy convention and another 500 at the Springdale convention totaling 1500 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 Jill Wait, 49 Mine Hill Drive, North Little Rock, AR 72118. Should you have any questions, please contact the Education Alliance Office at 501-978-5503 or e-mail to 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 and are in the same building as the workshops. Rooms hold 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, but may request more if space becomes available. **Please include a title and a brief description (50 words or less) of your demonstration when registering.** Please send in your description as soon as possible. There will be three 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 will be left blank.

Accommodations:

The Fayetteville/Springdale area has many hotel accommodations. Some of your options include:

Comfort Suites	479-725-1777
Doubletree Club Hotel Springdale	479-751-7200
Extended Stay America	479-872-1490
Fairfield Inn & Suites	479-725-1800
Hampton Inn	479-756-3500

Holiday Inn
La Quinta
Residence Inn by Marriott
Sleep Inn & Suites

800-345-8082
479-751-2626
479-872-9100
479-756-5800

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

Hospitality:

The convention center does not allow outside food and drink to be brought into the exhibit hall. So, we will not be able to provide complimentary drinks and snack bags. However, there is a concession stand in the back of the exhibit hall if you would like to purchase something there.

Meals:

A list of nearby restaurants will be provided to you upon check-in.

Cancellation Policy:

We will refund all but \$25 for cancellations made before 3/1/10.

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.
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 the Northwest Arkansas Convention Center 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 over 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 Mike Bennett at mike@bdglr.com or 501-604-2660. Please see the advertising specification 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. Banners will be posted from June 2010 until June 2011 on our "Curriculum and Resources" page if you are a vendor or to our "College Prep" page if you are a college.

These magazines will be distributed twice to approximately 5,000 households and 75 support groups 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.
1/2 Page = \$300 ea.

1/4 Page = \$175 ea.
1/8 Page = \$100 ea.

The deadline to purchase an ad in this publication is 2/1/10 if you want your ad to be in both editions or 3/2/10 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 2/1/10. 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.

Vendors in attendance at the 2009 Northwest Arkansas Home School Convention:

A Beka Academy
A Beka Books
Accelerated Christian Education
Arkansas Department of Education
Arkansas Studies Curriculum
Bob Jones University Press
Bright Minds – The Critical Thinking Co.
Christian Light Education
College Degree Planners
Ecclesia College
Five Stones Family Business
Good Steward Books
Growing Healthy Homes
Home School Legal Defense Association
Institute for Church & Family – Harding University
Math-U-See
Michelle Edwards (Nature's Sunshine)
Miss Ellie Presents
Nancy Larson Publishers
NEST Family Entertainment
Pages of Parenting Bookstore
Paula's Bread
Rod and Staff
Scholastic Book Fair
Sonlight Curriculum, Ltd.
Teaching Textbooks
The Concerned Group/A Reason For
The Family That Stays Together
Total Language Plus
Usborne Books and More
Youth With A Mission Ozarks