

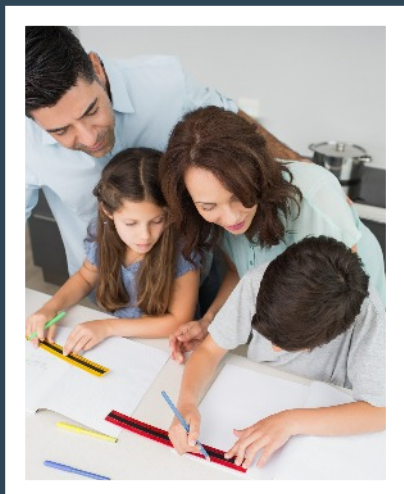
28TH ANNUAL KW CHRISTIAN HOME EDUCATORS' CONFERENCE

INSPIRE LEARNING, INSPIRE FAMILY

April 4, 2020

Rockway Mennonite Collegiate

110 Doon Rd. Kitchener



Registration Deadline:

December 9, 2019

Ad Information due:

January 6, 2020

Online Registration:

www.kwchea.ca/exhibit-reg.html

Mail in Registrations:

Anna Marsh

226 Lincoln Rd.

Waterloo, ON N2J 2P3

Email:

exhibitors@kwchea.ca

Phone: 226-499-0103

Ad Info:

syllabus@kwchea.ca

Our Website

www.kwchea.ca

Dear Exhibitor:

We are excited because plans are well underway for our annual Spring Conference. We hope you plan to join us this year on **April 4, 2020**.

The exhibit hall is an vital piece of our conference and we value your participation in this way. Last year we had over 800 attendees, and including the speakers and exhibitors, many of whom also shop in the exhibit hall, over 1000 people were present during the conference.

Supporting you as an exhibitor is my special role and I appreciate getting to know you as we work through the preparations for this year's conference. I appreciate the care you will take in reading the exhibitor package. Do not hesitate to contact me with questions!

Carefully read the information in this packet and take special note of changes, especially with deadlines. Please make sure that you understand the space configuration that you are requesting.

Please note that information received after **January 6, 2020** is not guaranteed to be in the syllabus.

You will be notified in **late January** whether a spot has been reserved for you. Be aware, however, that we are unable to confirm the **type** of spot assigned until closer to the conference date. Also, spots are **not** held in anticipation of receiving your forms and payment.

Note that our wifi coverage in the hall is not consistent, more details are in the package.

If you can't join us this year, we welcome you placing an ad in the syllabus.

I am happy to talk with you through email at exhibitors@kwchea.ca or feel free to call (226) 499-0103.

Anna Marsh

Exhibitor Coordinator

Please read the following pages carefully as there are some changes.

A large triple gym accommodates all exhibitors. Our exhibit hall fills up quickly, and while we will do our best to accommodate your company, it is wise to register early. **Registration can be done online for no additional charges.** A mail-in exhibitor registration form is on page 12.

Online: www.kwchea.ca/exhibit-reg.html

Since the exhibit hall fills quickly, and exhibitors have been turned away in recent years, the following method is used for assigning tables.

- 1) All companies on our database will be sent the registration forms on the same date.
- 2) The vision of the conference is to present materials useful for homeschooling. Exhibitor registrations are classified into two groups.
 - (a) Group One exhibitors meet the following criteria:
 - i Curriculum companies (publishers or resellers), whether they sell one product or several
 - ii Companies that sell educational products or services (as defined by the KWCHEA Conference Committee)
 - (b) Group Two exhibitors meet the following criteria:
 - i Companies with a mainly local clientele (KW, Cambridge)
 - ii Christian elementary and high schools
 - iii Colleges and Universities
 - iv Online education
 - v Disability support
 - vi Academic and Career counselling
 - vii Companies promoting Christian values
 - viii Companies which provide field trip type activities only (camps, daytrips, etc.)
 - ix Companies whose materials are not classified as educational (as defined by the KWCHEA Conference Committee).
- 3) Materials or services that do not meet criteria for inclusion in the exhibit hall include: health and welfare, nutritional products and food supplements, ethical issues and political positions. The committee reserves the right to ask you to remove those things from a display that do not fit our mandate.
- 4) We will confirm receipt of registration forms as we receive them. Confirmation of Exhibit Hall acceptance will be sent to you in late **January 2020**.
- 5) All registrations received by **December 9, 2019**, will be divided into Groups 1 and 2 and assigned spaces as available. After all Group 1 registrations have been placed, Group 2 registrations will be considered for the remaining spaces. Consideration will be based on the date the registrations were received.
- 6) You may continue to register after **December 9, 2019**, but all registrations received after this date will be assigned spaces based on a first come, first served basis.
- 7) Registrations received after **January 6, 2020** are not guaranteed to have their information included in the syllabus. The information will be posted on the website regardless of registration date.

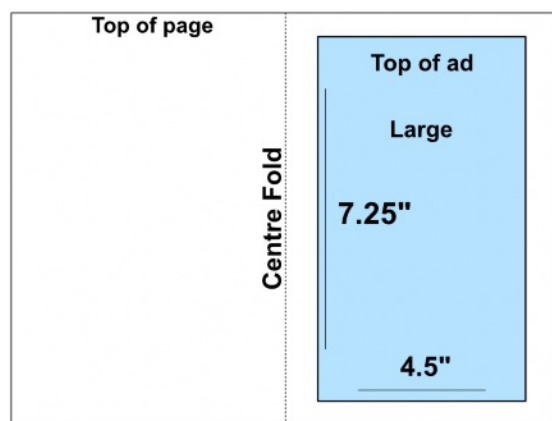
Syllabus

Conference attendees receive a syllabus, which includes information about the conference. We encourage people to keep the syllabus as a resource throughout the year. To assist you in making your company more visible, we include your company name, phone number, email address, and web address in our syllabus. Pre-registered attendees receive a syllabus prior to the conference, thus enabling them to check the exhibitors' web sites and catalogues ahead of time.

Syllabus Ad

You may also be interested in placing an ad in our syllabus. This paid spot would be in addition to the information described in the syllabus section. You may place an ad in our syllabus even if you are unable to attend the conference.

- 1) The size of the ad is approximately 4.5" wide by 7.25" long.
- 2) The cost is \$75.00 (\$66.37 +HST)
- 3) Ads may be in a JPG format or PDF format.
- 4) All ads will be printed in grayscale.
- 5) The PDF or JPG should be the size of the ad.
- 6) JPGs should have a minimum resolution of 300 dpi.
- 7) PDFs should be created with the highest resolution setting (press quality). All fonts are to be 100% embedded in PDF.
- 8) Please keep in mind that resolution is controlled also by the resolution of the original graphics being used. Graphics pulled from web sites should be avoided as they are generally only 72dpi (screen resolution) and will be poor quality when printed.
- 9) The ads will all be located in one section of the syllabus.
- 10) The vision of the conference is to present materials useful for homeschooling, and the committee reserves the right to not include ads that do not fit this mandate. Should this occur, the ad cost would be refunded.
- 11) Information for the ad should be sent to syllabus@kwchea.ca as soon as possible.
- 12) Since another company's ad will be on the back of your ad, coupons which need to be cut out from your ad will not be permitted. Alternatively, please feel free to use a coupon code if you should so desire.
- 13) Ad information will not be accepted after **January 6, 2020**.



Payment - Online Payment is now available

- 1) Full payment is required at registration. We give a full refund for cancellation requests made prior to eight weeks before the conference, 30% for requests made between eight weeks and two weeks before the conference, and no refund for cancellations made less than two weeks before the conference.
- 2) Online registrations receive receipt of payment immediately. For those who pay by cheque, receipts will be issued on the conference date.
- 3) **Payment does not mean acceptance.** You will be notified of acceptance in late **January 2020**. In the event that we are unable to accommodate you in the Exhibit Hall, we will issue a full refund.
- 4) In order for your information to be printed in the syllabus, we must have payment and a completed registration form by **January 6, 2020**. Registrations may be accepted after this date, but your information will be not included in the syllabus. We will put your information on our website as soon as we receive it, right up to the conference date.
- 5) If you wish to place an ad, but do NOT get into the exhibit hall, we will refund the exhibit hall cost to you in full. You do not need to make separate payments.
- 6) Cheques or money orders received in US Funds will be accepted as par.

Exhibit Space

- 1) The cost to rent a **Standard Space** at the conference is **\$95.00** (\$84.07 + HST). A **Standard Space** is eight feet long by six feet deep.
- 2) The cost to rent a space against a wall is **\$110.00** (\$97.35 + HST). **Wall Spaces** are LIMITED. **While you may be admitted into the exhibit hall, we cannot confirm that you will receive a wall space until the map is finalized, which will be sometime in March, 2020.** A **Wall Space** is eight feet long by six feet deep. If no wall space is available, you will be given a standard space, and refunded the difference. Since wall spaces are LIMITED, please consider other options when you register. Please contact the exhibitor coordinator for other possible configurations for standard and premium end spaces. We reserve the right to limit the number of wall spaces that a vendor may have.
- 3) **Premium End Spaces** are approximately the size of two Standard Spaces, with the added option of a third table. Because they are on the end of a row and provide aisle frontage on three sides, these offer maximum exposure to potential customers. The cost for a **Premium End Space** is approximately 2.5 times the cost of two Standard Spaces and it provides the table frontage of three Standard Spaces. The cost for a Premium Ends Space is **\$237.50** (\$210.18 + HST). The **Premium End Space** may be configured in a "u" or "n" shape. Please see page 10 for the configurations available. Only twelve Premium End Spaces are available and, like the Wall Spaces, will be distributed on a first-come, first-served basis. If you request, but are not able to get, a Premium End Space, we will contact you to see if you wish three Standard Spaces instead. If you wish to change the configuration of a premium end space, please contact the exhibitor coordinator.
- 4) One table, as shown in the configurations, is provided at no additional cost. Tablecloths are also included at no extra charge. Please see the description sheets (pages 8-10) to select a space configuration which will accommodate your display needs.

- 5) Please consider your space configuration carefully. Changes to the number of spaces required will only be accepted if space is still available. The configuration of your space may not be changed after registration is confirmed. Tables will be placed according to the configuration ordered and may not be moved from this configuration. **If you wish to use a freestanding rack, you MUST rent an open space (Standard Space D, or Wall Space H) or one with a 4 foot table (Standard Space C, or Wall Space G).**
- 6) Product may not be placed in the aisles. We need to maintain a clear path through the exhibit hall for both traffic flow and fire safety reasons.
- 7) Registration can be done online by clicking on the register link at www.kwchea.ca/exhibit-reg.html. Registration can also be done by mailing the registration form on page 12 with a cheque for the full amount. Registrations are not accepted by e-mail, telephone or e-transfer.
- 8) Please note that, due to traffic flow considerations, certain vendors will be placed in specific locations, as determined by the conference committee.

Lunches and Snacks

- 1) We deliver morning and afternoon coffee and snack to your table at no additional charge. In order to have sufficient food and beverage for each exhibitor, we need to know the number of staff at your table. The snack delivery service is to enable you to stay at your table, while still enjoying refreshments. The exhibitor refreshments are of a higher quality than those offered outside the hall to attendees, and we appreciate you enjoying the delivered refreshments, instead of helping yourself to the attendee refreshments, which are served outside the hall. We can offer gluten free snacks, so please indicate the number of staff who require these on the registration form.
- 2) Our delivery people wear bright yellow vests. If you would get your food from them as quickly as possible, that would be very helpful.
- 3) Lunches are now complimentary and include cold meat sandwiches, carrot and celery sticks, cookies, fruit, and beverage. We will **deliver** these lunches before the official lunch period begins. Please indicate how many lunches you will need. Please include speakers in your lunch count. We are sorry, but we cannot offer gluten free lunches. If your staff require gluten free lunches, they will need to provide their own.

Power

- 1) Please consider your power needs carefully. There are a limited number of power outlets. Not everyone will be able to plug in to a wall outlet directly.
- 2) Access to the limited power outlets is offered on a first-come, first-served basis. You are required to bring your own extension cords and power bars. We suggest a heavy duty cord at least 25 feet long.
- 3) The conference will provide mats to cover extension cords that go through aisles.

Wi-fi Access

- 1) Access to wi-fi is available, however coverage in the exhibit hall is often inconsistent. If you rely on wi-fi (for example to complete purchases), you might want to consider provide your own by setting up a mobile hotspot or by some other means.
- 2) **We cannot guarantee your access to wi-fi.** Please also note that while wi-fi is usually sufficient for exhibitor needs, it cannot support video streaming. If your demonstrations rely on streaming video from the internet, please take other steps like downloading the content you need to stream before attending the conference.
- 3) The wi-fi coverage is provided by the school, and as they usually don't require good wi-fi coverage in the area used for the exhibit hall, they haven't made it a priority to service this area (in a gymnasium) with good coverage. **We cannot control the strength or availability of the wi-fi signal.**

Door Prizes

Each year we give away a number of door prizes. If your company is interested in donating a door prize, please indicate this on the registration form. Door prizes should be a physical object. Door prize winners will be given a certificate to redeem at your table.

Children and Teens

Our insurance policy prohibits the attendance of children under age 12 both the day of the conference, and during Friday evening set-up. Nursing babies are permitted both days. **Supervision of teens is the responsibility of the parent.**

Web Page

As a service to those attending our conference, and to our vendors, we include information about each of our exhibitors on our web page. We also place a link to your email address and website. This information remains on our web page for the entire year. We would appreciate it if you would put a link to our conference on your website. Our web address is www.kwchea.ca.

SET UP TIMES

Friday April 3, 2020 6:00 p.m. – 8:00 p.m.

Saturday April 4, 2020 7:00 a.m. – 8:00 a.m.

Please note that all exhibitors must be set up no later than 8:00 a.m. on Sat. April 4, 2020.

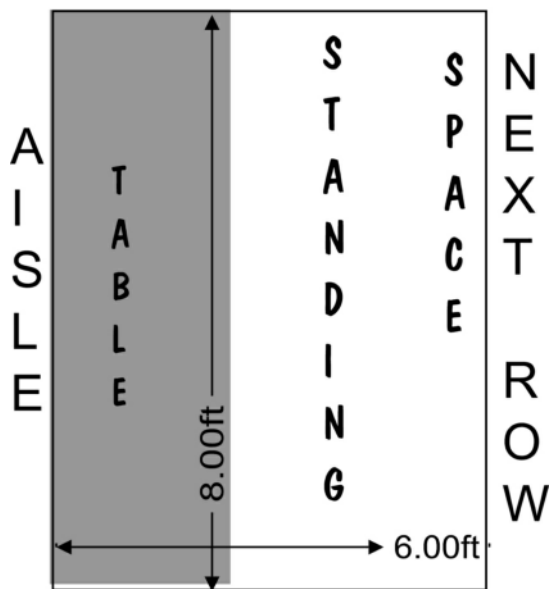
EXHIBIT HALL HOURS: Saturday April 4, 2020 8:00 a.m. – 5:00 p.m.

TEAR DOWN TIMES: Saturday April 4, 2020 5:00 p.m. – 7:00 p.m.

Please note that all exhibitors must not tear down their tables before 5:00 p.m.

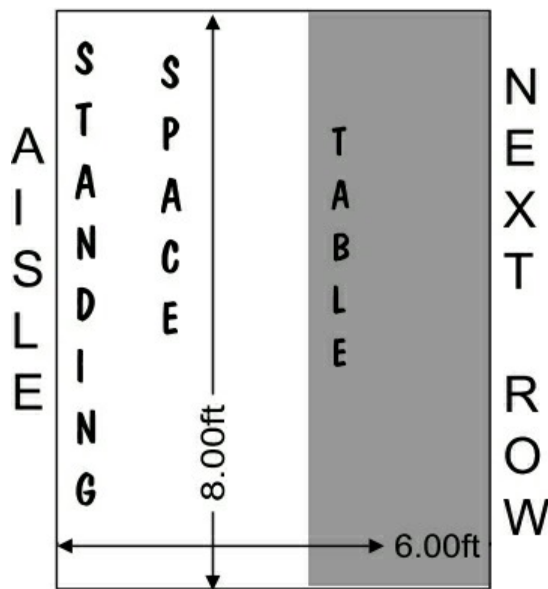
Standard Space A

The table is at the front of the space. The exhibitor stands behind table.



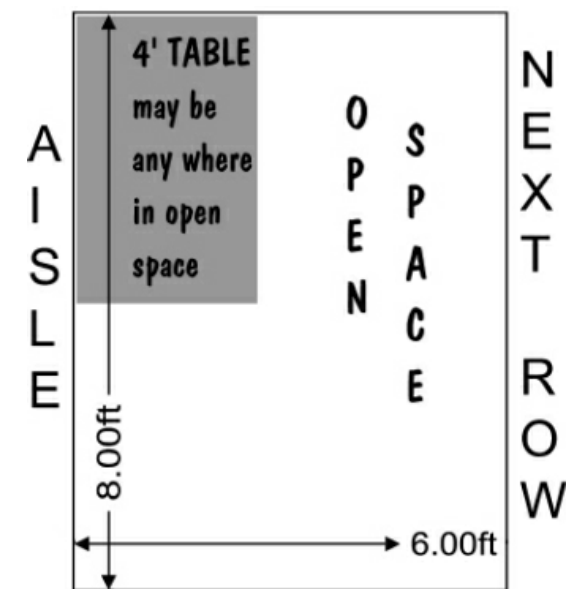
Standard Space B

The table is at the back of the space. The exhibitor stands in front of the table.



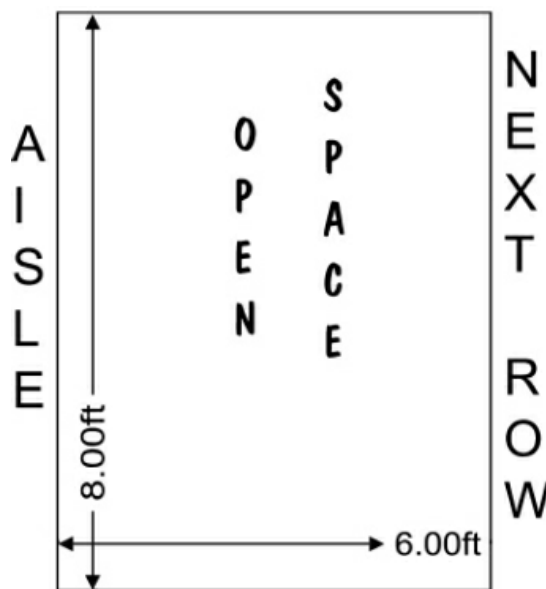
Standard Space C

Most of the space is open. Freestanding display units may be used. One 4 ft. table can be positioned anywhere in the space. The exhibitor must stand in this space.

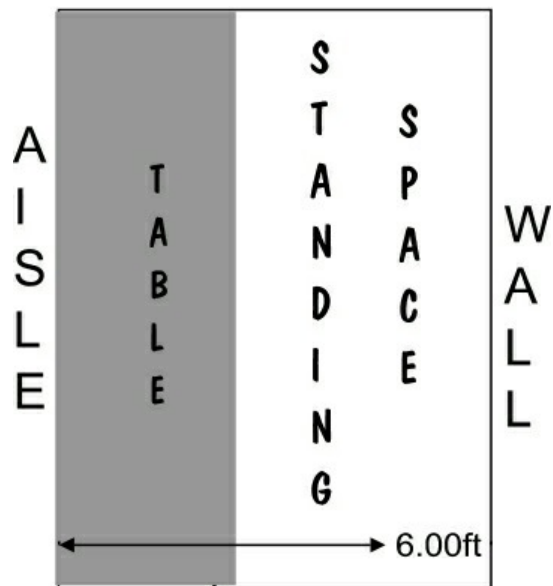


Standard Space D

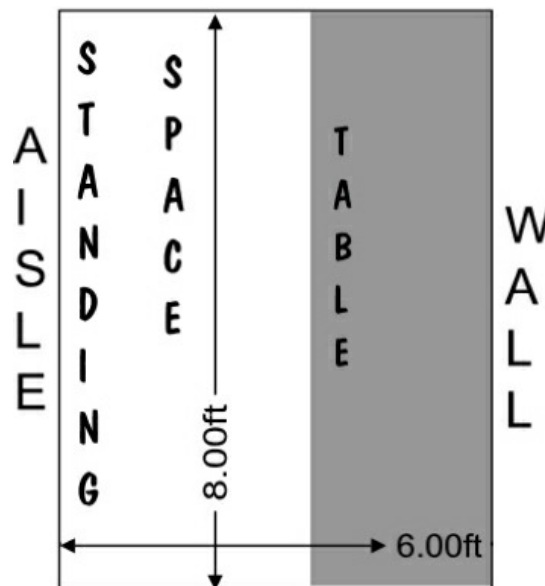
Open floor space. The exhibitor must stand in this space. Freestanding display units may be used.



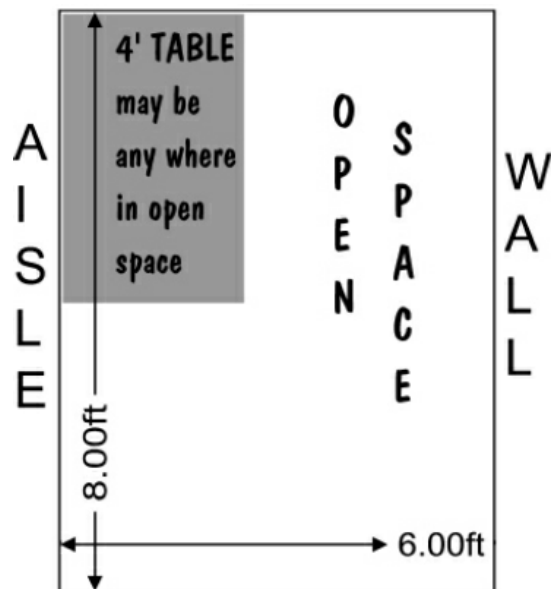
Wall Space E The table is at the front of the space. The exhibitor stands **behind** the table. The space backs onto an outside wall.



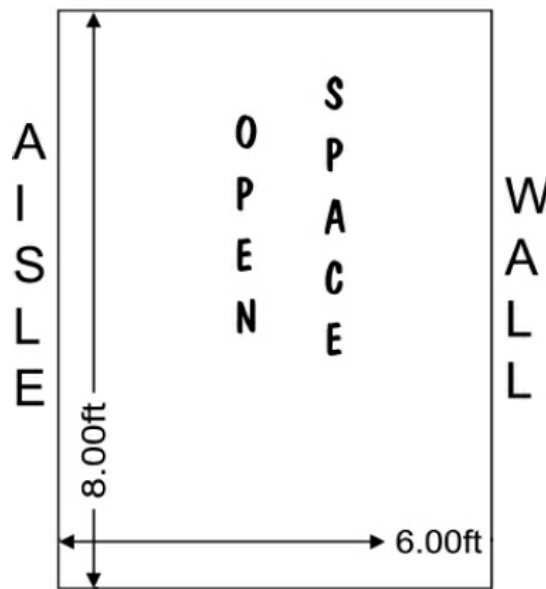
Wall Space F The table is at the back of the space. The exhibitor stands **in front** of the table. The space backs onto an outside wall.



Wall Space G Most of the space is open. Freestanding display units may be used. One 4 ft table can be positioned anywhere in the space. The exhibitor must stand in this space. The space backs onto an outside wall.

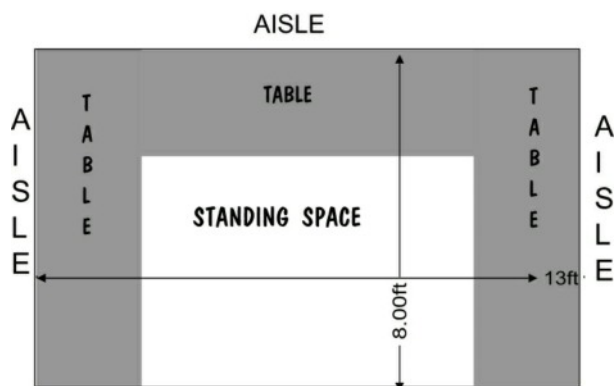


Wall Space H Open floor space. The exhibitor must stand in this space. Freestanding display units or booths may be used. The space backs onto an outside wall.



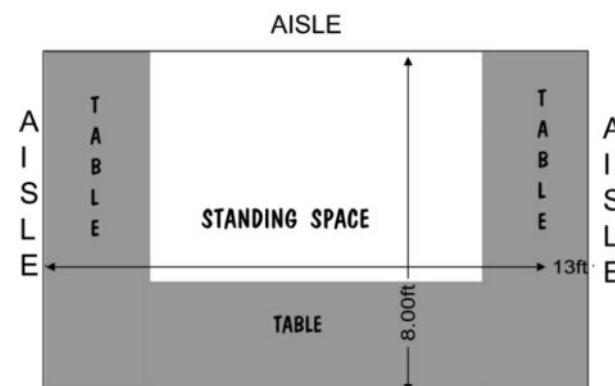
Premium End J

The space is approximately the size of two standard spaces. It is at the end of 2 rows of standard spaces. The spaces includes 3 eight ft tables.

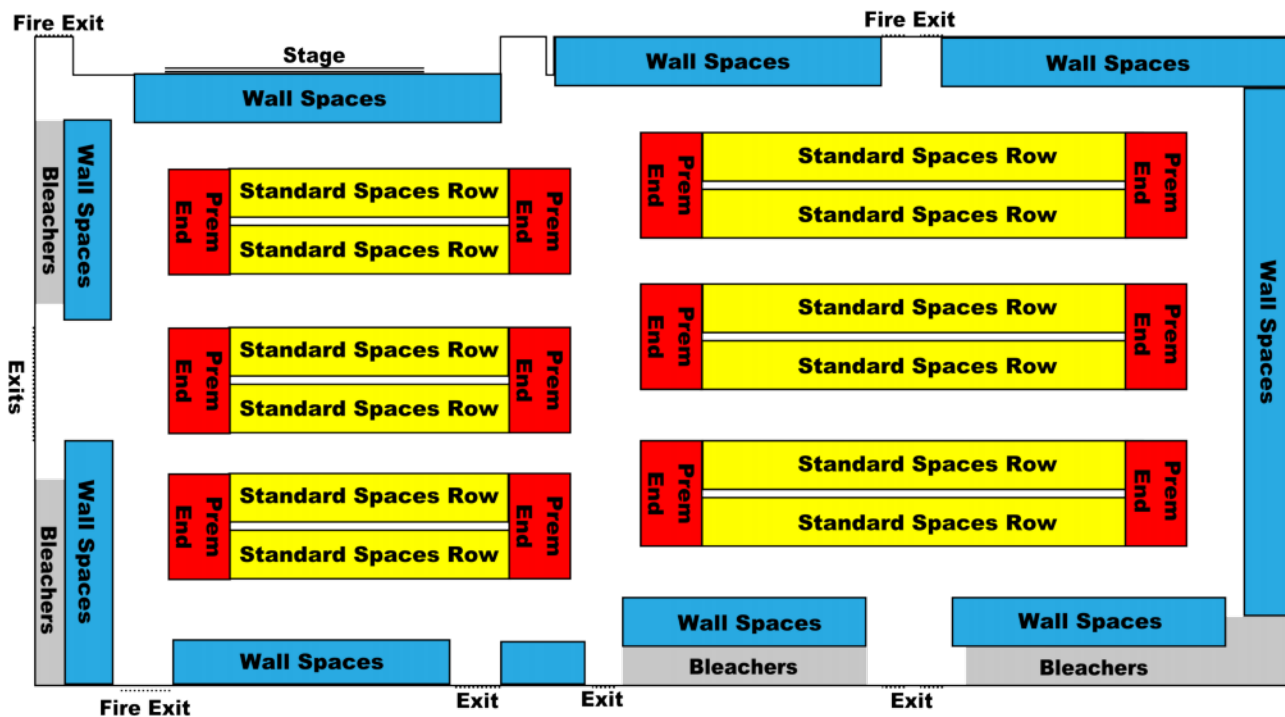


Premium End K

The space is approximately the size of two standard spaces. It is at the end of 2 rows of standard spaces. The spaces includes 3 eight ft tables.



Gym Layout



DIRECTIONS**From Toronto, Hamilton, Brantford, Cambridge**

- 401 west to Kitchener(exit 278)
- stay left after Fairway Rd exit
- follow signs for King St.
- left at Dixon St (first light)
- right at Rockway Dr
- left at Doon Rd
- school is on the right

From Stratford

- HWY 7 east
- exit at Courtland Ave
- right on Courtland Ave (north)
- right at Carwood Ave (1st light)
- veer left to Doon Rd (2nd right)
- right at Doon Rd
- school is on the left

From Elmira and North

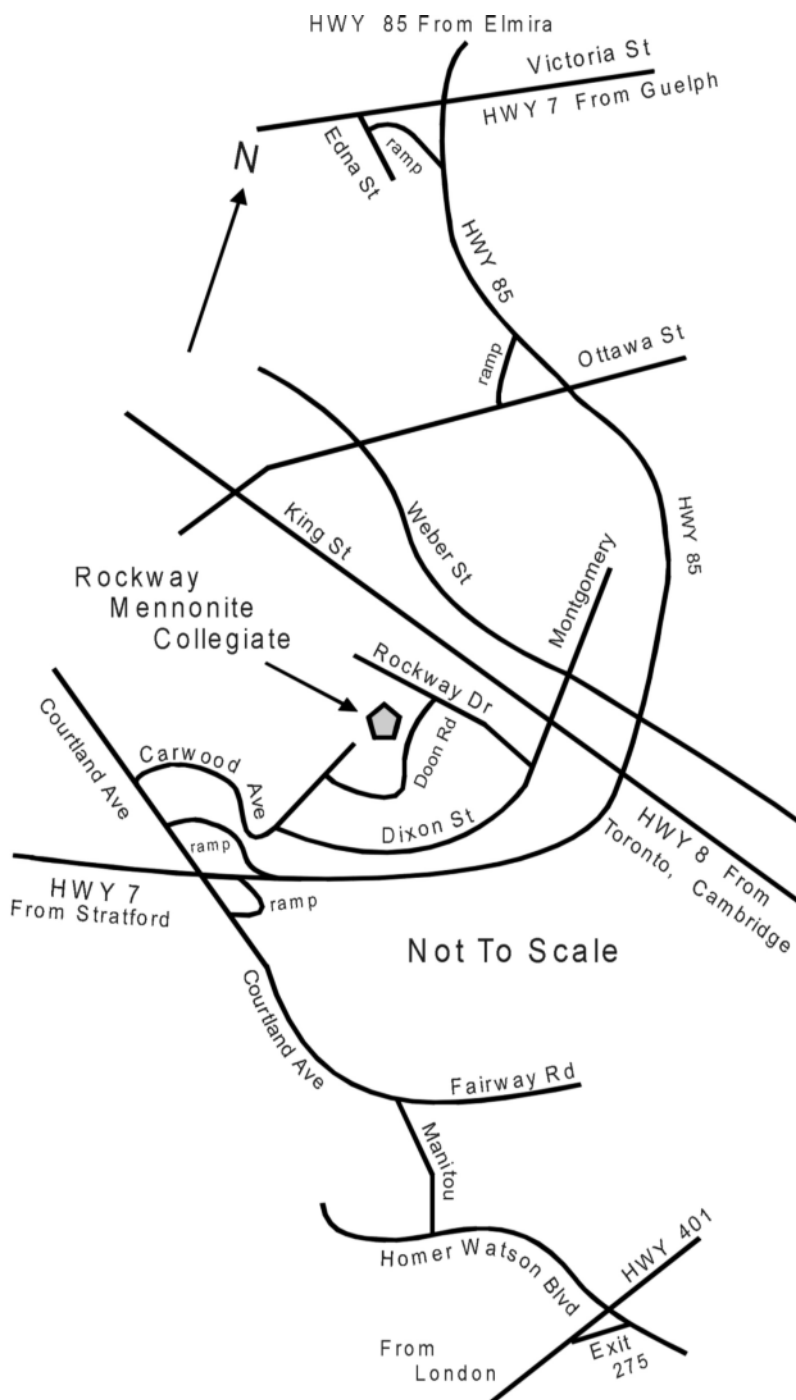
- HWY 85 south
- exit at Ottawa St
- right on Ottawa St
- left at Weber St
- right at Montgomery Rd (Dixon St past King St)
- right at Rockway Dr
- left at Doon Rd
- school is on the right

From Guelph

- HWY 7 becomes Victoria St
- left at Edna St (at Westons)
- left to Expressway (south)
- exit at Ottawa St
- right on Ottawa St
- left at Weber St (1st light)
- right at Montgomery Rd (2nd light)
- right at Rockway Dr
- left at Doon Rd
- school is on the right
- veer left to Doon Rd (2nd right)
- right at Doon Rd – school is on the left
- left at Courtland Ave
- right at Carwood Ave (first light past Expressway)

Guelph, Elmira Alternative

- Expressway south to Courtland
- right on Courtland (north)
- right at Carwood Ave (first light past Expressway)
- veer left to Doon Rd (2nd right)
- right at Doon Rd
- school is on the left

**From London**

- take 401 east towards Kitchener
- exit at Exit # 275 which is Homer Watson Blvd.
- left (north) on Homer Watson Blvd.
- right at Manitou Dr

CONTACT INFORMATION:

Website: www.kwchea.ca
 Email: exhibitors@kwchea.ca
 or kwhsconference@kwchea.ca

Register ONLINE at <https://www.kwchea.ca/exhibit-reg.html>

Registration due by December 9, 2019 Syllabus Ads due by January 6, 2020

Registrations received after Jan 6, 2020 are not guaranteed to be in the Syllabus.

If you are unable to register online, please mail your registration to Anna Marsh 226 Lincoln Rd. Waterloo, ON N2J 2 P3
(cheque payable to KWCHEA Home Ed. Conference)

EXHIBITOR REGISTRATION FORM – 28th Annual KW Christian Home Educators’ Conference April 4, 2020

Contact Information – this information is for the Exhibitor Coordinator’s use.		
Business Name:		
Contact person:		
Address:		
City:	Prov:	PC:
Phone:	Email:	
Website:		
Name of Attending Rep:		
Number to reach rep in case of emergency or last minute concerns:		

Information that will be published in the Syllabus and on the website	
Business Name:	
Phone:	Email:
Website:	

Number of conference brochures required to distribute to your customers _____

Type of products your company sells _____

Number staff present at one time _____

Note: We need to know the number of staff so that we can provide sufficient chairs and snacks for those present. Please note that extra tables and chairs will NOT be available at set-up; only those ordered will be placed at your location.

Lunches are included in price of space **but must be pre-ordered.**

Number of staff present at lunch time _____

Number of staff bringing their own lunch _____

Note: the number of staff bringing their own lunch plus the ordered lunch should equal the staff present at lunch time.

	#	Unit Price	Total Price
Standard A		\$95.00	
Standard B		\$95.00	
Standard C		\$95.00	
Standard D		\$95.00	
Wall E		\$110.00	
Wall F		\$110.00	
Wall G		\$110.00	
Wall H		\$110.00	
Prem End J		\$237.50	
Prem End K		\$237.50	
Lunches		FREE	
Syllabus Ad		\$75.00	
		Total	

Full payment is required at time of registration.

Please make a copy of the registration form for your records. Please complete a separate form for each company you are registering

All pricing include HST (reg # 83334 6935 RT001). US Funds will be accepted at par.