

# Arizona Families for Home Education 41st Annual Convention

## EXHIBITOR INFORMATION

### EXHIBITOR INFORMATION ONLINE

Find instructions and all of the necessary info  
in one handy spot online as it becomes available.

**AFHE.ORG/EXHIBITOR-PORTAL**

**FRIDAY, JULY 12 AND SATURDAY, JULY 13, 2024**

Phoenix Convention Center South Building  
33 South 3rd Street  
Phoenix, Arizona 85004

### EXHIBIT HALL HOURS

Friday 10:00 AM - 6:30 PM  
Saturday 10:00 AM - 6:00 PM

**SERVING**  
THE HOMESCHOOL COMMUNITY  
**TOGETHER**

AFHE TOOLS SPEAKERS EXHIBITORS MARKETPLACE THRIVING FAMILIES

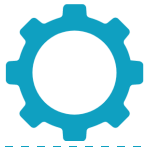
The AFHE Homeschool Convention is the largest gathering of homeschool families in Arizona each year.

It is our pleasure to labor together with you to support, encourage and equip parents who are teaching their children at home!



**ARIZONA FAMILIES FOR HOME EDUCATION**

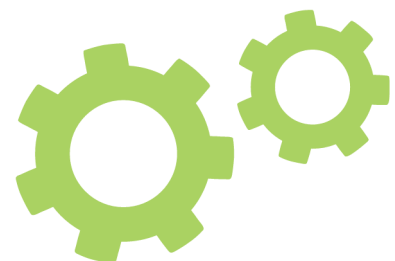
vendors@afhe.org | 480-304-5667 | AFHE Exhibit Hall | P.O. Box 2035, Chandler, AZ 85244-2035



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## INVITATION TO APPLY

The AFHE Convention is an event that focuses on encouraging, equipping, and inspiring parents as they endeavor to teach their children at home. Businesses that sell products or services designed to meet the needs and serve the interests of homeschooling families are invited to apply for exhibit space during AFHE's Annual Arizona Home Education Convention.

- ⇒ Convention exhibitors and convention program advertisers must support AFHE's philosophy and mission of promoting and supporting parent-directed, home-based education, and should not conflict with a biblical worldview.
- ⇒ Participation in this event is by invitation only. AFHE reserves the right to decline any application without further explanation.

### 2023 CONVENTION REPORT

Purchasing Units / Families **1,300**

Total Attendance **3,181**

Exhibitors Registered **140**



## DATES, TIMES, LOCATION

### CONVENTION DATES

Friday, July 12 and Saturday, July 13, 2024

### VENUE

Phoenix Convention Center, South Building  
33 South 3rd Street, Phoenix, AZ 85004

### EXHIBIT HALL HOURS

Friday 10:00 AM - 6:30 PM  
Saturday 10:00 AM - 6:00 PM

**BOOTHS MUST BE STAFFED AT ALL TIMES FROM OPEN TO CLOSE.** (This includes during workshops/exhibitor workshops.)

### EXHIBITOR SET-UP TIMES (estimated)

Thursday, July 11	Noon - 5:30 PM
Friday, July 12	7:30 - 9:00 AM
Saturday, July 13	7:30 - 9:30 AM

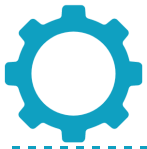
### STAGING AREA THURSDAY

East Garage, 601 E. Washington Street, Phoenix

### TEAR DOWN / MOVE OUT

Saturday, July 13 6:00 - 9:00 PM

**NO TEAR DOWN PERMITTED BEFORE 6:00 PM SATURDAY. Booths must remain intact and fully operational to serve customers until 6:00 PM. Please plan accordingly. Failure to observe this requirement will jeopardize your future participation in our event.**



# IMPORTANT DATES

## APRIL 2024

Su	Mo	Tu	We	Th	Fri	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## MAY 2024

Su	Mo	Tu	We	Th	Fri	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## JUNE 2024

Su	M	Tu	We	Th	Fri	Sa
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## JULY 2024

Su	Mo	Tu	We	Th	Fri	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## EXHIBITOR APPLICATION

- September 2023** Exhibitor application opens
- April 1, 2024** Deadline to be included in the program  
Last day to apply for exhibitor workshop
- April 2, 2024** Exhibitor booth fees increase
- May 24, 2024** Last day to apply as an exhibitor
- June 7, 2024** Last day to submit names for badges

## WELCOME BAG APPLICATION

- May 16, 2024** Shipping address for inserts will be shared
- May 24, 2024** Deadline for welcome bag applications
- June 13, 2024** Welcome bag inserts must be delivered

## CONVENTION PROGRAM ADVERTISING

- April 3, 2024** Advertising contract submission & payment deadline
- April 26, 2024** All program ads must be received

## BOOTH ASSIGNMENTS & EXHIBITOR WORKSHOPS

- April 23, 2024** Booth assignments will be emailed out
- April 23, 2024** Exhibitor workshop schedule finalized
- June 21, 2024** Last day to order and pay for lavalier microphone for exhibitor workshop

## ATTENDEE REGISTRATION

- April 2, 2024** Pre-registration opens for attendees
- June 21, 2024** Pre-registration closes for attendees  
On-site registration available at the door

## CONVENTION DATES

- July 11, 2024** Exhibitor load-in and set-up
- July 12-13, 2024** AFHE Home Education Convention



# SCHEDULE OVERVIEW

## THURSDAY, JULY 11, 2024

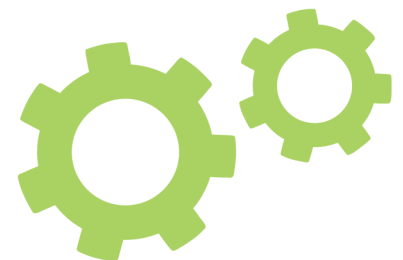
- 11:00 AM** Estimated time for staging to begin with large vehicles; location TBD
- 12:00 - 6:00 PM** **EXHIBITOR LOAD-IN AND SET UP**  
Note: Exhibitor access to the exhibit hall spaces will not be permitted before noon.
- 9:00 AM - 5:00 PM (estimated)** **(tentative) Homeschool Leadership Conference**
- 9:30 AM - 12:30 PM** ***You Can Homeschool!* New Homeschooler Mini-Conference**
- 2:00 - 5:00 PM** **Getting Started Homeschooling with Special Needs Mini-Conference**

## FRIDAY, JULY 12, 2024 (session schedule subject to adjustment through spring 2024)

- Exhibit Hall Hours 10:00 AM - 6:30 PM**
- 9:00 - 10:00 AM** **Keynote General Session: Ballroom (worship 8:30 - 8:50 AM)**
- 10:30 - 11:30 AM** **Featured and Exhibitor Workshops**
- 11:30 AM - 1:00 PM** **Shopping and Lunch**
- 1:00 - 2:00 PM** **Featured and Exhibitor Workshops**
- 2:30 - 3:30 PM** **Featured and Exhibitor Workshops**
- 4:00 - 5:00 PM** **Featured and Exhibitor Workshops**
- 5:00 - 6:30 PM** **Shopping**
- 7:00 - 8:30 PM (tentative)** **Friday Night Event**

## SATURDAY, JULY 13, 2024 (session schedule subject to adjustment through spring 2024)

- Exhibit Hall Hours 10:00 AM - 6:00 PM**
- 9:00 - 10:00 AM** **Keynote General Session: Ballroom (worship 8:30-8:50 AM)**
- 10:30 - 11:30 AM** **Featured and Exhibitor Workshops**
- 11:30 AM - 1:00 PM** **Shopping and Lunch**
- 1:00 - 2:00 PM** **Featured and Exhibitor Workshops**
- 2:30 - 3:30 PM** **Featured and Exhibitor Workshops**
- 4:00 - 5:00 PM** **Featured and Exhibitor Workshops**
- 5:00 - 6:00 PM** **Shopping**
- 5:45 - 6:30 PM** **Buy It Here prize drawing (Ballroom)**
- 6:00 - 9:00 PM** **Exhibitor Teardown and Load-Out**



# BOOTH CONTENTS

Electrical outlets, audio-visual equipment, and internet service must be ordered through the Phoenix Convention Center's designated service providers. Booth-related items such as carpeting, additional chairs, tables, or other furnishings may be rented from our contracted expo decorator.

**Please refer to page 16 for service provider information.**

Standard and premium booth space exhibitors may bring your own tables if you need more than the one that is included in your booth kit, or they may be rented through the expo/decorator service (Modern Expo & Events). *Non-profit exhibitors, please note: the 8x8 booths are just two-thirds the size of a standard booth. Carefully plan your space usage before renting additional tables.*

You may wish to bring your own tablecloth; the table covering provided by the decorator is a white plastic tablecloth stapled to the table. S-hooks for hanging banners are available on-site from Modern Expo .

Note: AFHE and Modern Expo do not permit the transfer of booth contents from one exhibitor to another, including unneeded tables.

## STANDARD BOOTH SPACE

Each standard booth space is **10'x10'** (100 sq .ft.), and booth rental will include the following:

- ◇ **PIPE & DRAPE:** 8' tall draped backdrop and 3' tall draped side rails
- ◇ **TABLE:** One 8' skirted and covered table
- ◇ **CHAIRS:** Two chairs
- ◇ **WASTEBASKET:** One small wastebasket
- ◇ **COMPANY NAME SIGN:** One 7"x44" sign stating your company name and booth number. You are welcome to bring your own banner/signage.
- ◇ **NAME BADGES:** Up to three name badges (exhibitor credentials) are included for each 10'x10' booth space rental. Exhibitors with three or more booth spaces will receive a maximum of nine badges. Extra exhibitor badges may be purchased for \$50/adult or \$10/youth (age 17 and under).

## PREMIUM BOOTH SPACE

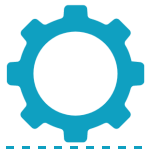
AFHE offers a limited number of premium booth spaces near the entrance of the exhibit hall and in central aisles. Premium booths include the same items as standard booths (see above).

**Reservations for premium booths are limited to 2 per exhibitor (keynote speakers excepted). If you want to reserve more premium space, please consider our end-cap and island options.**

## NON-PROFIT BOOTH SPACE

Non-profit organizations are invited to apply for an 8'x8' booth at a discounted rate. Maximum of one booth per non-profit. Must be approved for non-profit space by the AFHE Convention team. Non-profit booths will be grouped together in 2-3 sections around the hall for logistical/set-up considerations.

- ◇ **PIPE & DRAPE:** 8' tall draped backdrop and 3' tall draped side rails
- ◇ **TABLE:** One 6' skirted and covered table
- ◇ **CHAIRS:** Two chairs
- ◇ **WASTEBASKET:** One small wastebasket
- ◇ **COMPANY NAME SIGN:** One 7"x44" sign stating your company name and booth number. You are welcome to bring your own banner/signage.
- ◇ **NAME BADGES:** Up to three name badges (exhibitor credentials) are included. Extra exhibitor badges may be purchased for \$50/adult or \$10/youth (age 17 and under).



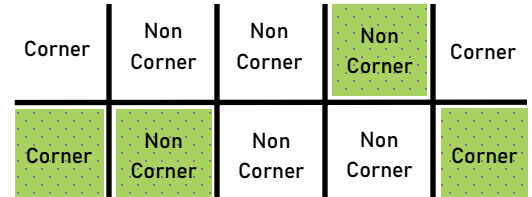
# BOOTH CONFIGURATIONS

The AFHE team gives careful attention to exhibit hall layout to encourage customers to move throughout our space. Final vendor placement will be made at the discretion of the AFHE Convention Director and Exhibit Hall Coordinators.

Please see the included diagrams below for clarity on the various booth configuration types (Standard and Premium) which you will see listed on the exhibitor application.

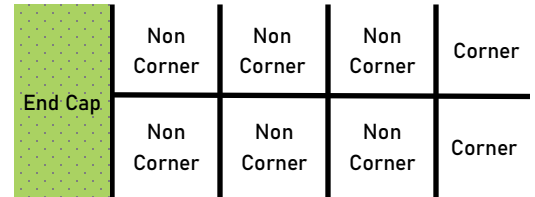
## IN-LINE BOOTHS

Single corner or non-corner booths, or a group of 2 or more booths in a row.



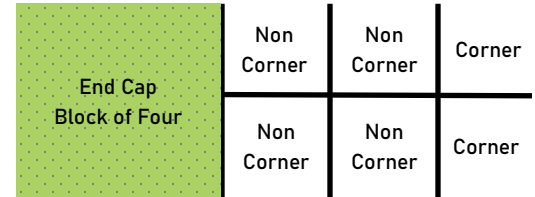
## END-CAP BLOCK OF 2

Two corner booths at the end of a row or an island. Limited availability. Generally placed at the far end or outside of row/island to maintain an open visual flow in the hall.



## END-CAP BLOCK OF 4

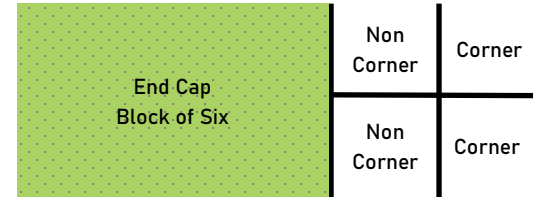
Two corner booths and two non-corner booths in a 20'x20' square at one end of a row or an island. Limited availability.



## END-CAP BLOCK OF 6

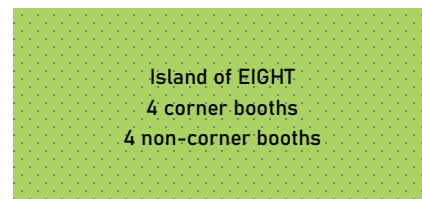
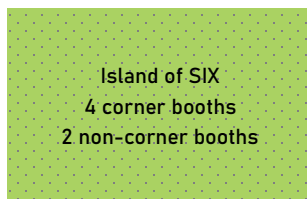
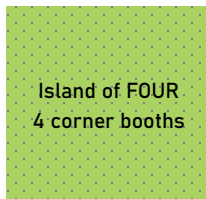
Two corner booths and four non-corner booths in a 20'x30' rectangle at one end of an island. Limited availability.

(Same type of configuration for end-cap blocks of 8 or 10)



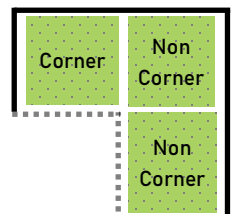
## ISLANDS OF 4, 6, OR 8

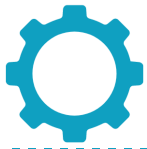
Stand-alone islands of booths with 10' aisle around the grouping. Limited availability.



## L-SHAPE TRIPLE BOOTH

One available; special discount pricing. This group of three 10'x10' booths where two rows meet will be reserved as a block. Please refer to the separate map for location.

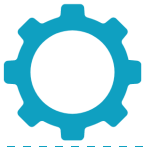




# BOOTH PRICING

All booth selections are subject to availability. Booth assignments will be made by the AFHE Convention Director and Exhibit Hall Coordinators.	EARLY REGISTRATION Received by APRIL 1, 2024	LATE REGISTRATION Received APRIL 2 or later
<b>STANDARD BOOTH SPACE - 10'x10'</b>		
<b>CORNER BOOTH</b> - single booth	\$465	\$565
<b>NON-CORNER BOOTH</b> - single inline booth	\$395	\$495
<b>THREE-BOOTH CORNER BLOCK (L-shape, inside corner)</b> 1 corner + 2 non-corner booths at the end of a row (discount price)	\$1,125	\$1,225
<b>END-CAP BLOCK OF TWO</b> 2 corner booths at the end of an island, plus \$50 end-cap fee	\$980	\$1,030
<b>END-CAP BLOCK OF FOUR - or - ISLAND OF FOUR</b>	\$1,770	\$1,970
<b>END-CAP BLOCK OF SIX - or - ISLAND OF SIX</b> (includes large block discount)	\$2,350	\$2,550
<b>END-CAP BLOCK OF EIGHT - or - ISLAND OF EIGHT</b> (includes large block discount)	\$3,000	\$3,200
<b>END-CAP BLOCK OF TEN</b> (includes large block discount; only one will be sold, with placement at the discretion of the AFHE Convention Director)	\$3,600	\$3,800
<b>PREMIUM BOOTH SPACE - 10'x10'</b> in premium locations near the entrance and in central aisles		
<b>CORNER BOOTH</b> - single booth	\$575	\$675
<b>NON-CORNER BOOTH</b> - single inline booth	\$525	\$625
<b>END-CAP BLOCK OF SIX</b> in a premium location (just one available)	\$2,750	\$2,950
<b>NON-PROFIT BOOTH SPACE - 8'x8'</b> For approved 501(c)(3) organizations (in a designated section of the hall)		
<b>CORNER</b> - single booth	\$350	\$450
<b>NON-CORNER</b> - single inline booth	\$295	\$395





# WELCOME BAGS

AFHE provides an opportunity for exhibitors and others to apply to advertise in our convention welcome bags, which are distributed to our convention attendee families. We will be assembling 1,600 bags for the 2024 AFHE Convention. If you wish to participate in the welcome bags, you will submit an application and a sample for review, pay the appropriate fee, and provide 1,600 copies of your insert item(s).

Single insert means a brochure, postcard, flier, DVD, or magazine/catalog 8 pages or less. Multi-page inserts must be stapled together or secured so that they may be easily picked up individually by the bag-stuffing volunteer team. Items such as magazines and catalogs that are more than 8 pages have a higher fee. Registered exhibitors may add welcome bag insert(s) to their exhibitor application at a discounted rate.

## A SAMPLE OF EACH WELCOME BAG INSERT MUST BE REVIEWED

Please submit one sample of each item you would like to have inserted in the welcome bag ASAP after submitting your application. You do not need to wait to be invoiced before sending your sample.

**MAIL** sample(s) to AFHE Exhibit Hall, P.O. Box 2035, Chandler, AZ 85244-2035 - or -

**EMAIL** digital copy (pdf or jpg) to [vendors@afhe.org](mailto:vendors@afhe.org)

**WELCOME BAG FEE** - Registered exhibitors receive a discount rate for welcome bag advertising. **INSERT FEE PER LOT IS UNCHANGED FROM 2023.**

ADVERTISER TYPE	SINGLE INSERT Brochure, flier, postcard, etc.	MAGAZINE OR CATALOG More than 8 pages	ADVERTISING COST PER BAG	
			Does not include your print/ship costs	
<b>REGISTERED EXHIBITOR</b> Insert fee per lot of 1,600 of same item	<b>\$80</b>	<b>\$175</b>	<b>5 cents</b> Single insert	<b>10.9 cents</b> Magazine/catalog
<b>NON-EXHIBITOR</b> Insert fee per lot of 1,600 of same item	<b>\$120</b>	<b>\$300</b>	<b>7.5 cents</b> Single insert	<b>18.8 cents</b> Magazine/catalog

## WELCOME BAG PARTICIPATION DEADLINES

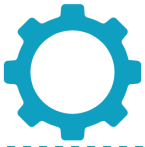
Application submission deadline:	<b>May 24, 2024</b>
Shipping instructions will be sent out:	<b>beginning May 16, 2024</b>
AFHE must receive all inserts by:	<b>June 13, 2024</b>

## SHIP OR DELIVER INSERTS: MAY 13 - JUNE 13

Please note: inserts will be shipped to a residence, for which the address will be provided starting May 16, 2024. Please plan to ship by UPS, FedEx, USPS, or other similar shipping service that can be delivered to a residence. AFHE will provide the address to approved welcome bag advertisers. You may also deliver your inserts to the residence in person.

**NOTE: This is NOT the address or the instructions for fliers being distributed on behalf of convention sponsors. Please refer to your sponsor checklist for instructions regarding those items.**

Inserts that are not received by June 13, 2024, **will not be included** in the welcome bags. The fee is non-refundable.



# PROGRAM ADVERTISING

The AFHE Convention Program is a retail-quality, full-color magazine for convention attendees to use for notetaking during the weekend and to reference following the event. Advertising in the convention program is an effective way to let attendees know about your business, product, service, or organization.

The opportunity to advertise in the convention program is open to registered exhibitors as well as non-exhibitors who fit AFHE’s mission and criteria. Exhibitors can add a program advertisement to your exhibitor registration to be paid on the same invoice.

Advertisements may not include promotion of public-school-at-home programs, publicly-funded K-12 online options, taxpayer-funded education options, local private school programs, or other programs that are otherwise outside the focus of this event or AFHE’s mission. Please review the guidelines on page 20.

NOTE: We have a very limited number of full-page ads available. Requests for full-page ads must be approved prior to invoicing.

**AD CONTRACT & PAYMENT DEADLINE**                      **April 3, 2024**  
**AD COPY SUBMISSION DEADLINE**                      **April 26, 2024**

## ADVERTISING RATES

Registered exhibitors receive a substantial discount on convention program advertising.

ADVERTISER TYPE	1/3 PAGE	1/2 PAGE	FULL PAGE	GUARANTEED POSITIONS	
				FULL PAGE Before or After Notes Insert (2 available)	1/3 PAGE Notes Insert Page (4 available)
REGISTERED EXHIBITOR	\$160	\$220	\$395	\$495	\$185
NON-EXHIBITOR	\$200	\$275	\$525	\$600	\$250

We include a NOTES section in the center of the program. This 8-page section of uncoated ruled paper is provided for attendees to take notes during workshops and refer back to following the Convention. These premium advertising locations are extremely limited.

We have two types of guaranteed positions: for this section

- 1) Full-page ad on the glossy page immediately preceding or immediately following the NOTES insert (2 available)
- 2) Third-page horizontal ad at the bottom of one of the notetaking pages (4 available)

## ADDITIONAL ADVERTISING OPPORTUNITIES WITH AFHE

**MOBILE APP:** All registered exhibitors will be listed on our mobile app July 1 - September 30, 2024 at no additional charge. Please inquire at [ads@afhe.org](mailto:ads@afhe.org) to learn about enhanced listings on the AFHE mobile app.

Onsite “commercial”-style video advertising is currently in development and details will be sent to our exhibitor mailing list by December 31, 2023.

The AFHE Media Kit has more information about digital and print advertising opportunities throughout the year.

**AFHE.ORG/ADVERTISING**



# EXHIBITOR WORKSHOPS

Exhibitor workshops are available as an avenue for you to describe/present your company's products or services in a workshop format, or for a presentation focusing on general homeschool encouragement. You must be an approved registered exhibitor in order to present an exhibitor workshop at the AFHE Convention. All workshops are subject to AFHE approval and **permission for AFHE to record the workshop must be granted in order to be approved.**

## EXHIBITOR WORKSHOP FEE

**\$125 per workshop** (initial scheduling is limited to one exhibitor workshop per company, with the opportunity to be added to a waiting list for a second workshop, space permitting)

## DETAILS

- ◇ Exhibitor workshops will be in four curtained pavilions inside the exhibit hall.
- ◇ Each pavilion is 20'x30' with 30 chairs, lectern, microphone\*, a projector with HDMI connectivity, a screen, and a skirted table for supplies/materials you bring for the workshop.
- ◇ Audience size is limited to the number of chairs in the curtained area.
- ◇ Exhibitor workshops will be 60 minutes long and will follow the featured speaker workshop schedule.
- ◇ **\*MICROPHONE:** One standard, cabled, hand-held microphone will be provided which can be placed in a on a mic stand or held by the presenter. A wireless lavalier microphone can be made available for an additional fee. Requests for wireless microphones **MUST** be made by no later than June 21 and paid in advance. Requests for wireless microphones made during the convention cannot be accommodated.

## SCHEDULING CONSIDERATIONS

We will do our very best to honor your preferences for time/day as indicated in your application, while paying attention to the balance of the overall schedule. The completed exhibitor workshop schedule will be sent out by the end of April.

## WORKSHOP TIMES

Exhibitor workshops are 60 minutes long with a break between to allow for necessary transition time between speakers. Exhibitor workshops follow the same schedule as the featured speaker workshops, plus a slot during the lunch break.

## WORKSHOP TITLES & DESCRIPTION

**TITLE LENGTH:** Up to **50 characters** with spaces

**DESCRIPTION LENGTH:** Up to **325 characters** with spaces and punctuation (full sentences / approx. 45 words)

AFHE reserves the right to edit for length, spelling, sentence structure. If a significant change is required, we will contact you for your review to ensure it accurately reflects your presentation.

# BUY IT HERE!

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## BUY IT HERE!

AFHE developed this promotion several years ago to encourage attendees to buy on-site from our exhibitors. This has been overwhelmingly successful and we are pleased to offer the Buy It Here! promotion again in 2024.

This promotion gives attendees the opportunity to be entered in a drawing for a cash prize awarded by AFHE. Attendees receive one entry per \$25 spent at exhibitor booths during the convention. It is our desire to support and promote our exhibitors to those attending the AFHE Convention. Multiple winners will be selected.

### **The purpose of Buy It Here! is to encourage on-site purchases at exhibitor booths!**

The only thing exhibitors need to do is provide customers with a receipt showing your company name, date of purchase, and amount of purchase. The receipt may be paper or electronic. We do the rest!

The drawing will take place Saturday at 5:45 PM in the Ballroom at the end of exhibit hall hours. Buy It Here! details will be published on the AFHE website.

### Would you consider donating a prize?

In addition to the \$100 cash prizes provided by AFHE, we will give away additional items donated by exhibitors and sponsors.



If you would like to donate an item for the bonus prize drawing, please let us know in your exhibitor application or email us at [vendors@afhe.org](mailto:vendors@afhe.org).

Donated items should be products or merchandise that any winner could enjoy, as our attendees come from across the state and from neighboring states.

**Drop off your donated prize at Exhibitor Check-In** on Thursday, July 11 or Friday, July 12, or bring it to the Exhibitor Information table any time before the exhibit hall closes on Friday (6:30 PM).

# SALES TAX

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Sales tax is centralized through the Arizona Department of Revenue.

An Arizona Transaction Privilege Tax Permit is required for businesses engaging in taxable activities (such as the sale of products) at this event.

Please visit the Department of Revenue website below to learn details about remote sellers and marketplace facilitators.

### APPLICATION AND DETAILS

[azdor.gov/taxpayer-education/online-tutorials/tpt-tutorials](https://azdor.gov/taxpayer-education/online-tutorials/tpt-tutorials)

### QUESTIONS

[AZTaxHelp@azdor.gov](mailto:AZTaxHelp@azdor.gov)

**SALES TAX RATE**

**8.6%**

# SPONSORSHIPS

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Sponsorships at the AFHE Convention provide an excellent opportunity for increased exposure to new and veteran homeschool families, allowing you to showcase your products and services at an enhanced level. Our sponsors receive outstanding brand exposure and exclusive benefits before, during, and after the Convention.

We greatly value how our sponsors help enrich the experience of our convention attendees.

**When you join with us as a convention sponsor, your reach and impact extend far beyond the Convention to thousands of families around Arizona who depend on AFHE's year-round work of inspiring homeschool families, promoting parent-directed home education, and protecting homeschool freedom.**

The 2024 AFHE Convention Custom Marketing & Sponsorship Information Packet is available on the AFHE website.

**[AFHE.ORG/EXHIBITOR-PORTAL](https://afhe.org/exhibitor-portal)**

Our packages offer a variety of ways to reach your desired audience at our convention. Whether your message is suited for all attendees or needs to get to a particular segment of the community, there is a package that can help you achieve that! Here is a view of the range of opportunities you will find in the sponsor information packet.

## **BROAD TARGETED**

*Homeschool Vision Sponsor*

*Keynote Sponsor*

*Service Team Sponsor*

*Faith & Family Sponsor*

*Family Grant Sponsor*

*Arizona Freedom Sponsor*

*Teen Program Sponsor*

*Young Entrepreneurs & Innovators  
Sponsor*

*Hispanic Mini-Conference Sponsor*

*You Can Homeschool!*

*Mini-Conference Sponsor*

*Leadership Conference Sponsor  
(tentative)*



# DEPOSIT & CANCELLATION POLICY

## NON-REFUNDABLE DEPOSIT FOR NEW EXHIBITORS

First-time exhibitors or those who have cancelled without paying for booth space in previous years will be required to pay a \$100 deposit with your application. This deposit is non-refundable unless AFHE declines\* your application. **Select the *New Exhibitor* option on the application form at [afhe.org/exhibitor-portal](https://afhe.org/exhibitor-portal).**

The deposit will be applied to your total amount due for your booth space at the Convention. You will be invoiced for the balance owed.\*

The deposit does not apply to returning exhibitors in good standing.

\*If your application is declined, AFHE will promptly refund the \$100 deposit in full.

## CANCELLATION POLICY (Exhibitors)

If you must cancel and do so on or before April 1, 2024, AFHE will refund 50% of your paid fees. No refund will be issued for an exhibitor-initiated cancellation after April 1.

**CANCEL ON OR BEFORE APRIL 1, 2024**

**50% refund**

**CANCEL AFTER APRIL 1, 2024**

**No refund**

If you need to cancel, your exhibitor fees may NOT be transferred to another vendor to take your place. Each exhibitor must apply independently, go through the approval process, and pay any related fees.

Cancellation refund does not apply to non-refundable deposit for new exhibitors.

If a new exhibitor has been approved but cancels before paying the balance owed for the booth space, AFHE will retain the \$100 deposit.

A new exhibitor who cancels after paying the amount that was invoiced will receive a 50% refund less \$100.

## CANCELLATION POLICY (Mutual Hold Harmless)

AFHE recognizes the need to provide a clear cancellation policy for the sake of our exhibitors—our valued partners in serving the homeschool community—in the case of potential business disruptions caused by COVID mitigation measures which may be taken by various levels of government and other vital services. The statement below is the policy you will be asked to acknowledge in your exhibitor application:

In no event shall AFHE or approved AFHE Convention Exhibitors be liable for failure to perform or delay in performing any obligation under this Agreement if the failure or delay is caused by any circumstances beyond its reasonable control, including but not limited to acts of government restrictions or pandemics, including (without limitation) restrictions related to COVID.



# APPLICATION & PAYMENT

Booth spaces are reserved once the application is reviewed, approved, and payment in full is received.

Applications received after the April 1, 2024 early application deadline may be accepted as space permits, but will not be included in the convention program. Please note that booth assignments will be confirmed **AFTER** the early application deadline and will be communicated to registered exhibitors April 23, 2024.

## STANDARD BOOTH SPACE

Application to participate in the AFHE Convention as an exhibitor is a two-step process.

### STEP ONE: COMPLETE THE APPLICATION

Complete the online application form and our team will review it as quickly as possible after it is received. New exhibitors, see announcement on page 14 about your \$100 deposit.

### STEP TWO: MAKE PAYMENT ONCE APPROVED and INVOICED

Once approved, you will be notified by email and provided with an invoice and payment instructions. Booth space is not reserved until payment in full is received.

If your application is declined, you will be notified by email. Please note, AFHE reserves the right to refuse any application without further explanation or comment.

## PAYMENT INSTRUCTIONS

### PAY BY CHECK

Make check payable to **AFHE**

### PAY BY CREDIT CARD

**Do not make payment before receiving your approval and the emailed invoice with payment instructions.**

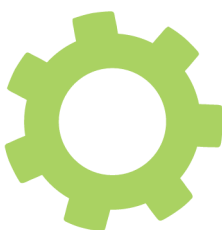
### PAYMENT DEADLINE

Payment is expected within two weeks of approval and invoice date. If additional time is needed to arrange payment because your company's accounts payable process takes longer, please notify us of the projected payment date when you receive your approval.

Your exhibitor registration is not complete until payment is received.

### MAILING ADDRESS

AFHE  
Attn: Exhibit Hall Coordinator  
P.O. Box 2035  
Chandler, AZ 85244-2035





# SERVICE PROVIDERS

Amenities/services which are not included in your booth rental may be ordered through the following service providers. Please contact them directly to order services once you have received your booth number. You will receive separate service kits from Modern Expo & Events and from Commonwealth Electric about six weeks before the convention, and your booth number will be required to place an order.

## ELECTRICITY

If you choose not to contract for electricity for your booth, be sure to bring enough batteries or power supplies for your devices to last all day.

## INTERNET

Internet service must be purchased per device onsite from Smart City Networks and cannot be shared. You may use a cellular device to run credit card transactions; however, there is no guarantee of consistent cell service in the exhibit hall. **Free wifi is provided in the South Lobby only, not in the exhibit hall.** The currently listed price for Exhibitor Internet service is \$79.95/day. Smart City Networks offers extensive internet options if you need more than basic service. **Please see the wifi section in these FAQs:** <https://www.phoenixconventioncenter.com/Pages/FAQ.aspx>

### DECORATOR/EXPOSITION SERVICES - MODERN EXPO & EVENTS

Extra furnishings (tables, chairs, couches), carpet, special signs/graphics, freight, material handling, shipping, etc.

PHONE 801-983-8160

WEBSITE / EMAIL modernexpo.com / expo@modernexpo.com

### ELECTRICITY - COMMONWEALTH EXPO ELECTRIC

PHONE 602-253-5881

WEBSITE commonwealthexpo.com

ORDER FORM commonwealthexpo.trekglobal.com

### AUDIO/VISUAL - AV CONCEPTS

Audio/visual equipment, computer hardware, projectors, special lighting

PHONE 480-557-6000

WEBSITE avconcepts.com

### INTERNET/TELEPHONE - SMART CITY NETWORKS

PHONE 602-252-1770

WEBSITE smartcitynetworks.com





# SERVICE TEAM

The AFHE Service Team is a group of dedicated teens and graduates who volunteer for service in various capacities throughout the AFHE Convention. **Look for the blue shirts!**

These young people will assist with exhibitor load-in and load-out. Also watch for them as they serve in these ways:

## DELIVER WATER

Our Service Team members will make hourly trips through the exhibit hall offering cups of water to exhibitors.

## MONITOR YOUR BOOTH FOR A SHORT BREAK

If you are alone in your booth and need a quick restroom break, we can provide a Service Team member to stand in your booth for a brief period. Please note, they will not make sales or otherwise represent you to your customers. Contact the exhibitor info table using the phone number provided at check-in if you require the assistance of a Service Team member.



# HOTEL

The Hyatt Regency Phoenix has offered special rates for our group. When making a reservation, be sure to use our online reservation link (available in December) or mention that you are with Arizona Families for Home Education. Rooms are limited and reservations are on a first-come, first-served basis. It is best to reserve your room early if you want to take advantage of this rate. The Hyatt Regency is a short two-block walk from the South Building of the Phoenix Convention Center.

Breakfast and parking are not included. Includes complimentary wireless internet.

We have not made group discount arrangements with any other hotels. There are other downtown hotels available.

## HYATT REGENCY PHOENIX

**122 N. Second Street, Phoenix, AZ 85004**

**888-421-1442 toll free or 602-252-1234 local**

## ONLINE RESERVATION LINK

Link will be posted at [afhe.org/exhibitor-portal](http://afhe.org/exhibitor-portal) when it becomes available in early December.

## GROUP DISCOUNT ROOM RATE

**\$135 + tax**

## ADJACENT GARAGE PARKING

**201 N. 1st Street, Phoenix 85004**

\$28 self-parking per 24 hour period (current rate); request your garage access card from the Hyatt valet upon hotel check-in; \$38/night valet parking

**SPECIAL FOR OUR GROUP: 25% discount on self-parking if you have a reservation in our room block.**



# AIRPORT

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**SKY HARBOR INTERNATIONAL AIRPORT** is located in Phoenix about four miles due east of the Phoenix Convention Center. For those without a vehicle, taxicabs and driving services are available at the airport or the Valley Metro Light Rail offers daily service from the airport to the Phoenix Convention Center and the Hyatt Regency.



# PARKING

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Parking is plentiful near the Phoenix Convention Center. Parking downtown costs approximately \$10-\$15 per day (not overnight). Visit the Downtown Phoenix interactive map at [dtphx.org](http://dtphx.org) for road construction updates, parking, and restaurants.

## **JEFFERSON STREET GARAGE**

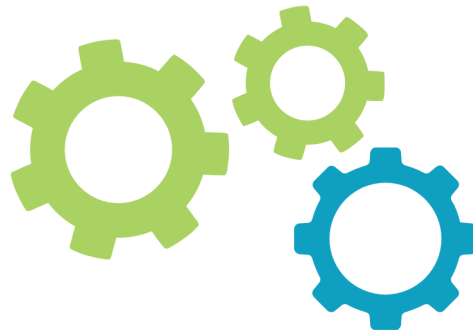
333 E. Jefferson Street, Phoenix, AZ 85004

[Note, limited parking if there is a Diamondbacks game at Chase Field. At this time there is not a home game on this date for the 2023 season.]

## **EAST GARAGE — capacity for oversized vehicles**

502 E. Washington Street, Phoenix, AZ 85004

\*Personal vehicles, including oversized vehicles, may be parked overnight in the East Garage *if you are staying in certain downtown hotels*. Contact us at [vendors@afhe.org](mailto:vendors@afhe.org) after May 1, 2024, for the most recent information.





# EXHIBITOR GUIDELINES

We have compiled this guideline reference section to assist you in having a successful experience during the 2024 AFHE Convention at the Phoenix Convention Center. ***Your onsite representatives should be made aware of these guidelines before arriving at the AFHE Convention.***

## PARTICIPATION

The AFHE Convention is an event that focuses on encouraging, equipping, and inspiring parents as they endeavor to teach their children at home. Businesses and organizations that offer products or services designed to meet the needs and serve the interests of homeschooling families are invited to apply for exhibit space during AFHE's Annual Arizona Home Education Convention. Convention exhibitors, sponsors, and convention program advertisers must support AFHE's philosophy and purpose of promoting and supporting parent-directed home-based education and should not conflict with a biblical worldview.

Political campaigns, candidates, or political parties are outside the intended scope of this event and will not be granted booth space, advertising orders, or welcome bag insert placement.

**Participation in this event is by invitation only. AFHE reserves the right to refuse any application without further explanation.**



## NAME BADGES

AFHE will provide exhibitor name badges (exhibitor credentials) branded for our event, pre-printed with your company name on them and the representative names that you provide to us in advance. If you do not know the representative names in advance, we will pre-print just the company name and have them ready for you at check-in. Blank badges will not be given out. We will handwrite representative names on badges at check-in.

### SUBMIT REPRESENTATIVES' NAMES BY JUNE 7

Send names for badges to [vendors@afhe.org](mailto:vendors@afhe.org) by June 7. Pre-printing your representatives' names on the badges allows us to provide a professional-looking, computer-generated name badge for your booth staff and provides uniformity of credentials for security purposes.

### BADGES MAY NOT BE SHARED

Up to three exhibitor name badges (adult or youth) are included with each booth space, with a maximum of nine badges for exhibitors with 3+ booths. Additional badges can be purchased with your exhibitor application or onsite from the exhibit hall coordinator.

Exhibitor badges may be used only by exhibitors and their spouses/children, exhibitor staff, and exhibitor volunteers. If you have additional unused badges, they may not be used to grant exhibit hall admission to someone who is not working in your booth. AFHE has opportunities available to assist families for whom the admission fee is a substantial hardship, such as volunteering in exchange for free admission or sponsored admission programs.

*PLEASE NOTE: An exhibitor name badge credential is not the same as a convention attendee credential. Your booth's exhibitor badges may not be used to provide access to the convention for someone who has not purchased convention admission through AFHE's registration process.*

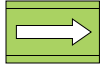
### AFHE EXHIBITOR BADGE MUST BE WORN AT ALL TIMES

Your exhibitor name badge is required for entrance into the exhibit hall. Please do not insert your own name badge into the name badge holder so that it covers the AFHE badge. Exhibitors may wear their company lapel pin or badge provided it does not cover or replace the AFHE exhibitor badge.



# EXHIBITOR GUIDELINES

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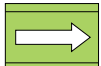
## ALL BOOTH CONTENTS MUST BE INSIDE THE BOOTH

Please ensure that all contents of your booth are located completely within the designated boundaries for your booth space including tables, signs, book/product displays, chairs, etc. The Fire Marshal prohibits exhibitor furnishings that extend beyond the booth boundary. No signage or displays may be taped or mounted to any walls, doors, windows, floors, or other surfaces in the exhibit hall or elsewhere on campus.



## PROMOTION PERMITTED ONLY WITHIN BOOTH

Distribution of materials (brochures, business cards, fliers, catalogs, etc.) is limited to the confines of your booth space. Please do not place materials on tables, in restrooms, or other locations around the Convention Center. In addition, roaming in the exhibit hall to promote one's company verbally, distribute literature, or advertise to attendees with mascots/costumes or signage is not permitted.



## BOOTH SHARING/DUAL BRANDING PROHIBITED

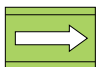
Exhibitors may not sublet or share their booth space with other companies or businesses. Soliciting business or otherwise marketing for a company other than the one named on the booth application is prohibited. Each individual company/business must apply for their own booth space and purchase their own advertising.



## NO PROMOTION OF PUBLIC, CHARTER, or LOCAL PRIVATE SCHOOLS, or PUBLICLY-FUNDED EDUCATION OPTIONS

In keeping with AFHE's mission statement and vision for this convention, we will not accept as exhibitors or advertisers any public, virtual charter, charter, or private schools, or homeschool enrichment programs offered through any of these education options. This includes learning pods, microschools, and hybrids, whether public or private.

Exhibitors and advertisers may not promote public-school-at-home programs, publicly-funded K-12 online options, taxpayer-funded education options, local private school programs, or other programs that are otherwise outside the focus of this event or AFHE's mission. We do allow a few curriculum providers offering a distance learning academy program where the instruction takes place in the child's home and is paid for by the family.



## EMPOWERMENT SCHOLARSHIP ACCOUNT (ESA)

The Empowerment Scholarship Account (ESA) is a taxpayer-funded education option in Arizona that is distinct from the legal definition of homeschooling. ESA-contracted families may use their funding to provide a parent-directed home-based education. Many ESA home educators attend the AFHE Convention. If your business is registered to receive ESA funds for your products or services you may display one (1) small sign at your booth to inform attendees (maximum sign size 8.5"x11"). Adherence to this signage policy will be actively monitored. Merchants may learn more about the ESA at <https://www.azed.gov/esa/>.



# EXHIBITOR GUIDELINES continued



## EMPTY BOXES MUST BE REMOVED FROM BOOTH

The Fire Marshal requires that all empty boxes, pallets, packing materials, etc. be removed from all booths prior to the start of the show. The Fire Marshal will not allow us to open the exhibit hall until these materials have been removed. Please make sure all these items are cleared from your booth no later than 9:00 AM Friday morning when the Fire Marshal begins the inspection. You may store your empty boxes in your vehicle or may inquire with the decorator/expo service provider about storage rental. All extra product/inventory must be stored under tables or in your vehicle. Extra products and merchandise should not be stacked out in the open.



## EXHIBITOR BOOTH STAFFING

**Your booth must be staffed at all times during Exhibit Hall open hours.** Please plan your staffing accordingly, especially if you are applying to present an exhibitor workshop. An AFHE volunteer can monitor your booth for a short time (15 minutes) if needed while you purchase a meal or take a restroom break. Contact the exhibitor info table using the phone number provided at check-in if you require the assistance of a volunteer.

Exhibitors that close down early on Saturday will jeopardize their future participation in the AFHE Convention.



## EXHIBITOR CHILDREN

Children of exhibitors must remain within your booth space or be with an adult at all times. Exhibitor children age 12 and older are welcome to participate in the teen program at the AFHE Convention (space permitting, registration required) and to shop in the exhibit hall provided they are not promoting your business outside your booth space and they are not being disruptive. Children under age 12 must remain with an adult at all times.

For safety reasons, during load-in and load-out, children age 15 or under may not be anywhere near the loading area at the back of the hall while the roll-up doors are open and vehicles are moving. In addition, all children should remain in the booth space while the decorator's forklifts are moving tables and equipment.



## CLOTH MUST BE FIRE RESISTANT OR TREATED

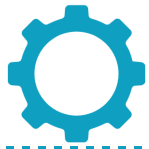
If you use any cloth/fabric within your booth space for decorations or table coverings, they must either have manufacturer's tag that indicates they are fire resistant or you must demonstrate to the Fire Marshal that you have treated them. Commercially manufactured tablecloths generally meet this requirement and have a label indicating fire resistance. Burlap has been a particular concern in recent years. Random burn tests have been conducted during the exhibit hall inspection.

We will not be allowed to open the exhibit hall until the Fire Marshal has completed the inspection and given final approval. Compliance with this issue is mandatory. If this will be an issue at your booth, you should have your own non-aerosol bottle of fire retardant handy at your booth. Fire retardant spray can be purchased at home improvement stores or Amazon.



## SOUND: AUDIO, VIDEO, MUSIC

The volume of all audios or videos played or noise in or around your booth must be low enough so as not to disrupt neighboring exhibitors. Live music such as instrument demonstrations at your booth or during exhibitor workshops must be pre-approved and should be utilized on a limited basis.



# EXHIBITOR GUIDELINES continued



## CUSTOMERS MUST BE REGISTERED ATTENDEES

All customers must be registered for the AFHE Convention to enter the exhibit hall to shop at your booth. Registered attendees will be wearing AFHE Convention name badges.



## SHARING TABLES/CHAIRS NOT PERMITTED

The items in your booth kit or items rented from the decorator/expo service may not be shared to another booth. If you have one or more tables that come with your booth space that you do not need, they must be turned in to Modern Expo and cannot be lent to another exhibitor. Tables may only be used in the booths for which they have been assigned.

If you need additional tables or chairs, you may bring your own or rent them from the decorator. If you believe your booth is missing any furnishings, visit the Modern Expo service table. Do not move chairs or tables from workshop rooms, the ballroom, lunch tables, exhibitor lounge, or the nursing moms area.



## ANIMALS

With the exception of official service animals as defined by the ADA and in Arizona law, the Phoenix Convention Center will not permit the presence or participation of animals in exhibit hall spaces.

If you wish to bring live animals to be part of your exhibitor booth, you must notify AFHE at the time that you submit your exhibitor application in order to request a waiver for your booth. Prior notification and approval by AFHE and the PCC must occur in order for such animals to be permitted.



## FOOD DISTRIBUTION

The sale or distribution of food is restricted by the Phoenix Convention Center. You may give out individually wrapped candies or mints at your booth for attendees to enjoy.

If you wish to give away or sell food at your booth, please email [vendors@afhe.org](mailto:vendors@afhe.org) to obtain approval and the additional information you will need to comply with PCC policies.



## HELIUM BALLOONS PROHIBITED

Helium balloons will not be permitted in the exhibit hall spaces.



# EXHIBITOR GUIDELINES continued

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## COMPANIES WITH MULTIPLE DISTRIBUTORS OR OPERATORS

We limit representation in the exhibit hall to no more than one exhibitor from a particular company that has multiple distributors or operators. Companies with a multi-level marketing structure will not be permitted in the exhibit hall or convention program advertising, but may participate in the welcome bags.



## USED BOOK DISTRIBUTORS

Companies whose inventory is primarily used books and/or curricula are not eligible to apply to be an exhibitor at the AFHE Convention. Our desire is to have new books, curriculum, and resources available for purchase by our attendees.



## CANCELLATION POLICY

Please refer to cancellation policy on page 14.



## SCAMS

It is a sad reality that when we publish our list of exhibitors for the 2024 Convention on our website, you will likely become a target for scammers. Please don't send information or execute any financial transactions with any company other than the service providers listed in this packet without checking with us first.

AFHE does not ever sell or share our lists of members, subscribers, exhibitor contacts, or event attendees with anyone outside our organization. If you have stayed at the Hyatt before as part of our contracted room block, you may receive an email from them about this year's reservation availability. This is the only hotel that AFHE has contacted about discount room rates.

