



# Welcome to Alberta Home Education Association's 31st Annual Home Education Convention

April 6th - 8th 2017 at Westerner Park in Red Deer, Alberta

Welcome to one of the largest home education curriculum fairs in Canada. Our Exhibit Hall is designed to serve our members and guests by including a wide range of materials of interest to the home education community within the mandate of AHEA. Over 100 exhibitors from across Canada regularly fill over 300 booths, offering products and services for over 1700 attendees from western Canada. The numbers of home educators in Alberta is rising quickly due to government education policy. We expect 2017 to be the largest convention yet.

Although our convention focus is on home education AHEA may, if space allows, grant table space to other types of vendors. Please note that if a vendor is granted space one year it does not mean space will be available or granted in future years.

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For all other convention information please visit our website: <http://convention.aheaonline.com/>

## Front Page Basics

<b>Location:</b>	Stockmen's Pavilion at the <a href="#">Westerner Park</a> at 4847A 19th Street, Red Deer, Alberta.		
<b>Set-up:</b>	Thurs, Apr 6: 12:00pm ⇔ 8:00 pm	Volunteers with carts available	
	Fri, Apr 7: 8:00 am ⇔ 10:00 am	Volunteers with carts available	
<b>Parking:</b>	There is no daytime charge as long as you obey all signage.		
<b>Hall Hours:</b>	<b>Fri, Apr 7: 10:30am ⇔ 6:00 pm</b>		
	<b>Sat, Apr 8: 9:00 am ⇔ 4:30 pm</b>		
<b>Takedown:</b>	Sat, Apr 8: 4:20 pm until complete.	Volunteers with carts available until 6:30pm	

*Exhibitors must be at their booths and ready for business during all public hours of operation. If you cannot staff your booth for both days and all business hours then you will be denied the right to exhibit. If you register and then choose to leave early WITHOUT the express consent of the Exhibit Hall Coordinator, you will be not be accepted to exhibit the following year.*



## **Pricing and Advertising**

### 1. **Booth rental (\$175/booth early bird – After Jan 15<sup>th</sup> \$200/booth)** includes:

- ***One draped 10x10 booth with one skirted table and 2 chairs, hooks to hang your signage***
  - up to 10 booths can be purchased
  - Extra tables and chairs can be ordered via AHEA when you register or choose no tables/chairs
  - You can bring your own tables/bookshelves/stands
- ***Company name and website link on AHEA website***
- ***Company listing and location in the program guide***
- ***Assistance with unloading and loading***
- ***Hospitality area:*** This area is stocked with cold water, coffee, tea, fruit and sweets will be available for your enjoyment at any time. Please note that fruit is a healthy snack and sweets are not, you have a choice. Our volunteers will deliver refreshments from this area in the morning and afternoon throughout the convention if you are unable to leave your booth for a break. If you are busy when they come by, it is likely they will not 'bother' you and you may miss them. Keep an eye out for them if you absolutely cannot leave your booth. Please do not walk around with your food.

### 2. **Exhibitor Workshop (\$70)**

This is an opportunity for exhibitors to present their specific goods and services to interested home educators. The Exhibit Hall Jury will select the successful applicants based on what they believe to be in the best interest and educational needs of our convention attendees and theme of the convention. We also like to vary the content of the workshops from year to year. *The promotion of school board programs, networking or pyramid sales is not permitted at these workshops. AHEA reserves the right to refuse any workshop without comment.* Projectors and screens are provided, you must supply the computer.

### 3. **Advertising in the Convention Guide (\$65)**

AHEA produces a convention guide for our attendees and exhibitors that include a full schedule of events, speaker biographies, session descriptions, and workshop descriptions as well as any other information that is important for the convention. We also offer advertising space to exhibitors and non-attending vendors: \$65.00 for a 3.5" wide by 4.5" high. *Please contact [ads@aheaonline.com](mailto:ads@aheaonline.com)*

### 4. **Advertising in AHEA's HOME Matters magazine (variable sizing and pricing)**

We publish 3 times per year (February, June, and October) and reach over 3000 home educating families in Alberta and other provinces. *Please contact [editor@aheaonline.com](mailto:editor@aheaonline.com)*

***Payment:*** *Once you are registered, accepted and I have received your payment (cheques are slow), will you be assigned a booth. Paying by credit card makes it more likely you will receive your first choice of booth.*

***Refunds:*** *Up to Feb 7, 2016, a 50% refund will be made for cancellations of booth applications. After that date, no refunds will be issued for any reason. Workshop fees are non-refundable once your workshop is accepted. If your registration is refused you will receive a refund.*



## **The Fine Print**

### **Registration Criteria:**

- Your application will be reviewed for acceptance as per its relevance to homeschooling, the interests and educational needs of the attendees; the hall capacity; and as per the criteria below:
- No exhibitor will offer for sale or demonstration any item which:
  - Promotes public school programs with the intent of recruiting students
  - Encourages participation in teacher-directed educational programs
  - Is contrary to the divinity of Jesus Christ
  - Makes light of Satan and the reality of Hell and its demons
  - Is considered “New Age” or “Humanist” in its philosophy

AHEA does not require that our exhibitors subscribe to our principles, objectives and values, however, we do require that no exhibitor have materials or products that would conflict with it.

### **AHEA reserves the right to:**

- Refuse any exhibitor for any reason, and all decisions are final.
- Ban exhibitors who abandon their booth(s) during the convention.
- Prohibit 2 exhibitors sharing the same booth space
- To ask you to place your wandering or disruptive children in the children’s program.
- To ask an exhibitor to remove from their display any items which in our opinion violate our agreement.

**AHEA is not responsible...** for loss, damage, or injury of any kind to exhibitors or their property from any cause whatsoever prior to, during, or after the convention. Exhibitors are responsible for the security of their cash boxes at all times during the entire convention. We employ a security company to watch over your merchandise overnight, but it has not proven 100% effective in eliminating theft though we have a low incidence.

### **AHEA requires that you adhere to our Rules of Decorum:**

- You must wear your exhibitor name tag at all times. Please note that if you are NOT wearing your name tag, security will remove you from the convention site. Therefore it is extremely important that once you arrive, ALWAYS wear your name tag.
- You must staff your booth at all times when the Exhibit Hall is open. Please ensure your reps are not late or that they do not leave early. If you are alone please have a sign that indicates you will be back shortly.
- Your racks and tables must not interfere with the visibility or operation of adjoining booths nor exceed booth boundaries.
- You may not stand in the aisle or walk around the hall passing out literature.
- You may not smoke in the exhibit hall.
- Noise emitting devices such as tape/CD players, video/DVD players, musical instruments or computers may be prohibited if their operation results in complaints.
- Conduct yourself in a professional manner at all times and refrain from criticizing other exhibitors, convention attendees, convention staff, or volunteers.



## Logistics

### Staffing in detail:

- You are allowed to have 2 representatives in your booth without cost. **They will have access to the entire convention. This is new this year.**
- Extra representatives (>2/booth) are \$100 each and also include access to the entire convention. Note, please, that early bird registration for the convention is \$80 (Mar 1) and you may want to register them at the cheaper rate. You can register the extra rep for the convention at <http://convention.aheaonline.com/>
- You must always have someone tending your booth.
- If you have chosen to staff your booth alone and need a brief break to nourish or relieve yourself, please put up a 'Be back in a minute' sign; ask the exhibitor next to you to watch your display or text 780 455 3067 to see if a volunteer is available to sit at your booth.
- **Well behaved children (U12) may be in your booth, but must be supervised at all times.** You may also utilize the children's program (ages 5-12) or the youth program (12+). <http://convention.aheaonline.com/>

### Booth Assignment:

- Vendors will be allowed to purchase up to and including 10 booths.
- Booth assignments are based on the date of registration and your suggested location. We will consider each request and make our best effort to satisfy you but we cannot guarantee that your requests will be filled.
- Vendors with the least set up/material may be placed nearest the loading doors since those booths will not be set up until the other vendors have moved in.
- Finalized booth assignments will be sent to you in March 2017.

### Tables/Chairs:

- You can order, and pay, for any extra tables and chairs with your registration and we will ensure that they are set up for you upon arrival.
- You may bring your own tables and chairs if you choose. If you do not want the complimentary tables and chairs be sure to note that you want an empty booth.

### Setup/Takedown:

- To increase efficiency in the unloading area you will be assigned a specific unloading/set-up time. Please indicate your preference while registering online.
- To expedite the loading and unloading of ALL exhibitors please note that the dollies are for the exclusive use of AHEA volunteers.
- Your scheduled unloading/set-up times will come to you in March of 2017.
- The Westerner has one loading area for the Exhibit Hall on the *east* side of the Stockmen's Pavilion.
- **All** exhibitors must use these *east* doors to unload their products.
- Absolutely no unloading will be allowed through the main doors, you will be turned away.
- **Should you need to ship items to Westerner Park direct your shipper to have Goodkey staff sign for it.**

### Name Tags:

- **Must be worn at all times. Put them on immediately and help to ensure the safety of your inventory.**
- **If your rep must enter during the day please text them and plan to meet them at the door** so they may have a name tag. Otherwise it is a cumbersome and long process for them to get in to the hall.
- Hired security is monitoring the hall at all times and name-tags help them do their work efficiently.



## **Ordering Electricity and wired Internet/Telephone**

### **Electricity Provider** (also furniture/carpet/misc)

Goodkey Show Services.

Toll free: 1.877.726.2211  
Toll free Fax: 1.888.426.5734  
Local Phone: 780.426.2211  
Local Fax: 888-426-5724  
Email: [reddeerexhibitorservices@goodkey.com](mailto:reddeerexhibitorservices@goodkey.com)  
Email: [info@goodkey.com](mailto:info@goodkey.com)  
Website: [www.goodkey.com](http://www.goodkey.com)

Please find Goodkey prices online or in the package attached to your invitation email.

You will need the following codes:

**Show Name:** AHEA 2017  
**Show Code:** AHEA47817

Please note that you are not able to change the colour of your booth draping.

### **WiFi**

WiFi is now available at the reduced rate of \$35. You can order it when you register for the convention as an exhibitor.

### **Wired Telephone/Internet Provider**

Telebyte Communications

Toll Free: (800) 565-1849  
Local Phone: 403-346-9966  
Local Fax: 403-346-9956  
Email: [westerner@telebyte.ca](mailto:westerner@telebyte.ca)  
Website: <http://www.telebyte.ca/>

Please find prices on the following page or here: <http://www.telebyte.ca/termsandconditions.htm>



## **Hotel Information**

We have certain hotels that are offering a group rate for those attending the convention. Please note that taxes are extra and you need to book before March 8, 2016 to get the group rate. We are expecting larger crowds this year and it may be important to book early.

Holiday Inn Express:	\$119.00	<a href="tel:403.343.2112">403.343.2112</a>	group: ALB
Travelodge:	\$89.00	<a href="tel:403.346.2011">403.346.2011</a>	group: AHEA
Black Knight Inn:	\$119.00	<a href="tel:403.343.6666">403.343.6666</a>	group: AHEA
Sandman:	\$119.00	<a href="tel:403.343.7400">403.343.7400</a>	group: AB Home Educators
Days Inn:	\$115.00	<a href="tel:403.340.3297">403.340.3297</a>	group: Alberta Home Education Association
Hampton Inn and Suites:	\$129.00	<a href="tel:403.346.6688">403.346.6688</a>	group: CHX-HEA
Econolodge:	\$69.00	<a href="tel:403.346.4188">403.346.4188</a>	group: Alberta Home Education

### **Dates and Deadlines to remember**

Jan 15, 2017    Deadline for early bird exhibitor rates (\$175.00). Cost increases to \$200.00  
Deadline for ad submission to the February HOME Matters magazine

Mar 1/17        Deadline to apply as an exhibitor  
Deadline for early bird attendee rates (\$80.)

Mar 15/17      Deadline for listing in our Convention Guide and on our website  
Deadline for ad submission to the Convention Guide

Mar 8/17        Deadline for securing convention rates at hotels

Mar 24/17      Deadline for early bird rates with Goodkey Show Services (electricity and special items)



## **Alberta Home Education Association Purpose & Values**

AHEA exists to serve the Home Education Community.

The purpose of the society, initially, was to support parents, to create a forum for better interaction between home educating families and to develop better interaction between school authorities and parents. From the very small beginnings, the organization has grown to continue those initial thrusts through one of the largest conference and curriculum fairs in Canada, special speaker seminars, information sharing to both new and experienced home educators and responding to political and bureaucratic challenges. AHEA continues to serve parents as needs arise, to support local groups of parents and individuals, and to interact with various levels of government to protect the responsibilities of parents.

- AHEA values the supremacy of God
- AHEA values parents as having the God-given right and responsibility to direct the education of their children
- AHEA values the traditional family unit defined as one husband, one wife and children, if any. We hold this model to be normative and the basis for a strong and stable society.
- AHEA values children and recognizes their need for discipling within the family context.
- AHEA values government as being instituted by God. We hold that government exists to serve the people, and that it must exercise its compelling interest in the education of children in the least intrusive manner.
- AHEA values education as the life-long formation of the individual and is not restricted to the acquisition of knowledge