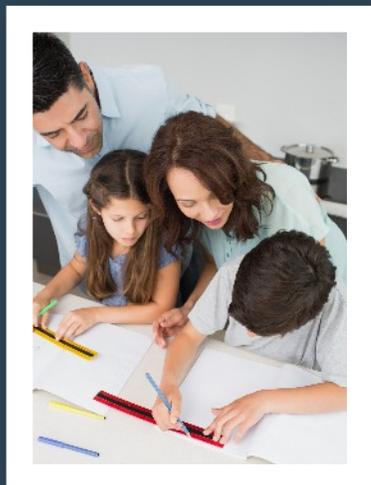


25TH ANNUAL KW CHRISTIAN HOME EDUCATORS' CONFERENCE



INSPIRE LEARNING, INSPIRE FAMILY

April 1, 2017

Rockway Mennonite Collegiate

110 Doon Rd. Kitchener

New This
Year

REGISTER ONLINE AT NO EXTRA CHARGE

Registration Deadline:

December 9, 2016

Ad Information due:

January 9, 2017

Online Registration:

www.kwchea.ca/exhibit-reg.html

Mail in Registrations:

Lynne Martin

2204 Floradale Rd.

Floradale, ON N0B 1V0

Email:

exhibitors@kwchea.ca

Phone: 519-669-0971

Ad Info:

syllabus@kwchea.ca

Our Website

www.kwchea.ca

Dear Exhibitor:

Plans are well underway for our annual Spring Conference. We hope you will plan to join us this year on **April 1, 2017**.

This year we are pleased to offer online registration. To do so, go to www.kwchea.ca/exhibit-reg.html.

Carefully read the information in this packet and make special note of changes, particularly with regard to deadlines. Please ensure that you understand the space configuration that you are requesting, and that once assigned, it cannot be altered.

Please note that information received after **January 9, 2017** is not guaranteed to be in the syllabus.

You will be notified **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 conference date. Also, spots are **not** held in anticipation of receiving your forms and payment.

Please note that if you are representing more than one company, each company must submit its own registration form.

Details about our conference are laid out on the following pages. We have tried to make things clear, but if you do not understand something, please contact us about it.

If you are unable to attend the conference this year, you may still place an ad in our syllabus.

We trust that these details will provide the information you need to prepare for this exciting conference. If you have any questions, please contact me at exhibitors@kwchea.ca or (519) 669-0971.

Lynne Martin

Exhibitor Coordinator

Please read the following pages carefully as there are many 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 this year for no additional charge at www.kwchea.ca/exhibit-reg.html.** See more in the notes about Registration. An exhibitor registration form for those that wish to mail it is on page 12. Please note the following important information.



Registration www.kwchea.ca/exhibit-reg.html

Since the exhibit hall fills quickly, and vendors 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) Vendor registrations are classified into two groups.
 - (a) Group One vendors 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 vendors meet the following criteria:
 - i Companies with a mainly local clientele (KW, Cambridge)
 - ii Christian elementary and high schools
 - iii Colleges and Universities
 - iv Companies promoting Christian values, or socially responsible material only
 - v Companies which provide field trip type activities only (camps, daytrips, etc.)
 - vi Companies whose products are not classified as educational (as defined by the KWCHEA Conference Committee)
 - vii Online education
 - viii Disability support
 - ix Academic and Career counselling
- 3) We will confirm receipt of registration forms as they arrive. However, confirmation of Exhibit Hall acceptance will be sent to you late **January 2017**.
- 4) All registrations received by **December 9, 2016**, 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 that the registrations were received.
- 5) Late registrations may be considered after **December 9, 2016**, however, these will be assigned spaces based on a first come, first served basis, whether categorized as Group One or Group Two.
- 6) Registrations received after **January 9, 2017** are not guaranteed to have their information included in the syllabus. The information will be posted on the website regardless of registration date.
- 7) The vision of the conference is to present materials useful for homeschooling. The committee reserves the right to ask you to remove those things from a display that do not fit this mandate.

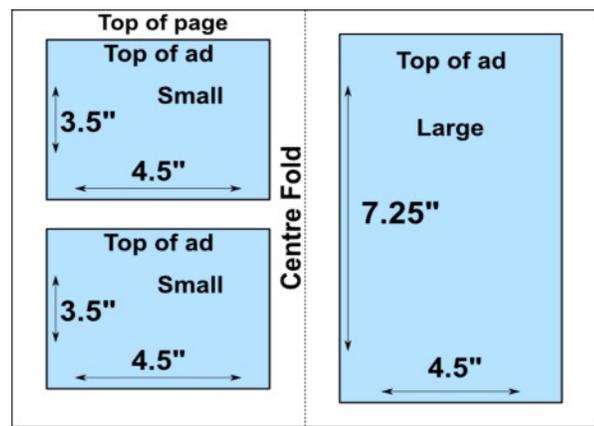
Syllabus

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) Ads are available in two sizes.
 - (a) A small ad approx. 4.5" wide by 3.5" long, costs \$40.00 (\$35.40 +HST)
 - (b) A large ad approx. 4.5" wide by 7.25" long, costs \$60.00 (\$53.10 +HST)



- 2) Ads are to be supplied in either Adobe Acrobat PDF format or JPG format. All ads will be printed in grayscale. The PDF or JPG should be the size of the ad.
- 3) PDFs should be created with the highest resolution setting (press quality). All fonts are to be 100% embedded in PDF.
- 4) JPGs should have a minimum resolution of 300 dpi.
- 5) 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.
- 6) The ads will all be located in one section of the syllabus.
- 7) 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.
- 8) Information for the ad should be sent to syllabus@kwchea.ca as soon as possible.
- 9) 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.
- 10) Ad information will not be accepted after **January 9, 2017**.

Payment- ONLINE PAYMENT 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 or after conference day.
- 3) **Payment does not mean acceptance.** You will be notified of acceptance late **January, 2017**. In the event that we are unable to accommodate you in the Exhibitor 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 9, 2017**. 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 at par.

Exhibit Space

Effective from the 2013 Conference, it is now necessary to charge HST. Please note that the HST registration number is 83334 6935 RT001.

- 1) The cost to rent a **Standard Space** at the conference is **\$85.00** (\$75.22 + HST). A **Standard Space** is eight feet long by six feet deep.
- 2) The cost to rent a space against a wall is **\$100.00** (\$88.50 + 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, 2017.** 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 **\$212.50** (\$188.05 + 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 or telephone.
- 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. Please indicate this information on your 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 cost \$6.50 per person, and include cold meat sandwiches, carrot and celery sticks, cookies, fruit, and beverage. We deliver these lunches before the official lunch period begins. If you would prefer to obtain your lunch from the buffet, you may do so at a cost of \$8.00. Please indicate on the registration which lunch, if any, you would prefer.
- 4) **Speakers** receive a complimentary lunch and will be reimbursed for it with their honorarium. **Please order and pay for their lunch with your registration.**

Power

- 1) Due to increasing demands for power, we can provide power only for those who cannot run their equipment on batteries.
- 2) Access to the limited power outlets is offered on a first-come, first-served basis. Please indicate on the registration form what equipment you have that cannot run on batteries. You are required to bring your own extension cords and power bars. We suggest a heavy duty cord at least 25 feet long.

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 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 March 31, 2017 6:00 p.m. – 8:00 p.m.

Saturday April 1, 2017 7:00 a.m. – 7:45 a.m.

Please note that all vendors must be set up no later than 8:00 a.m. on Sat. April 1, 2017.

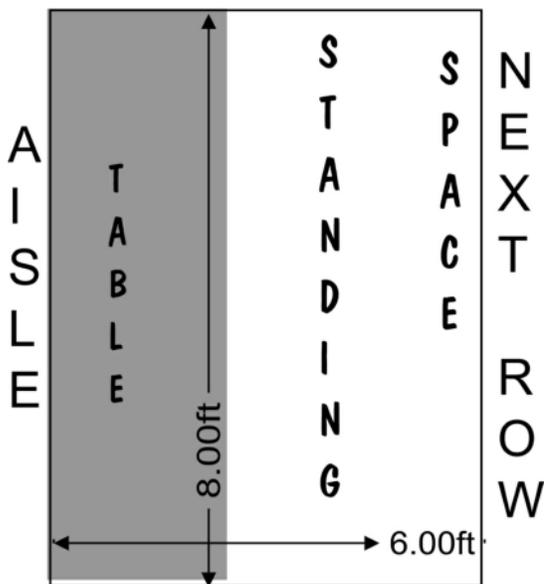
EXHIBIT HALL HOURS: Saturday April 1, 2017 8:00 a.m. – 5:00 p.m.

TEAR DOWN TIMES: Saturday April 1, 2017 5:00 p.m. – 7:00 p.m.

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

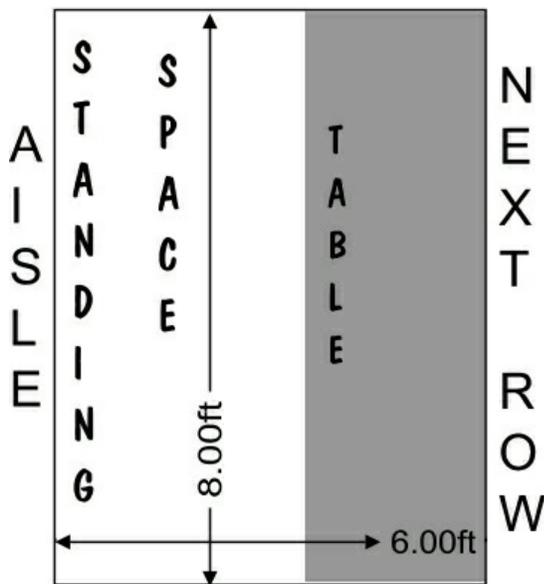
Standard Space A

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



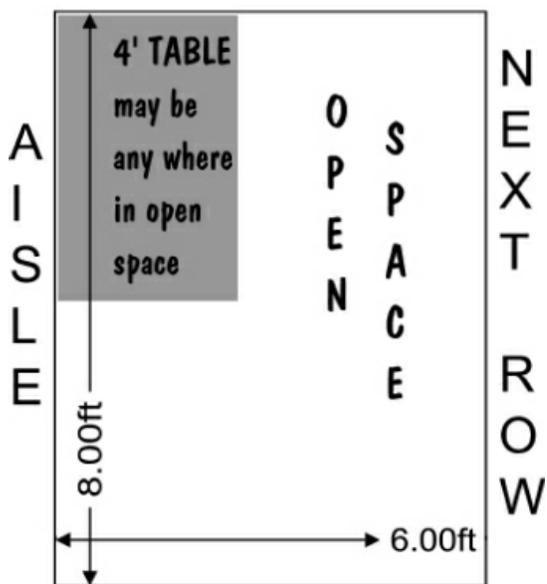
Standard Space B

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



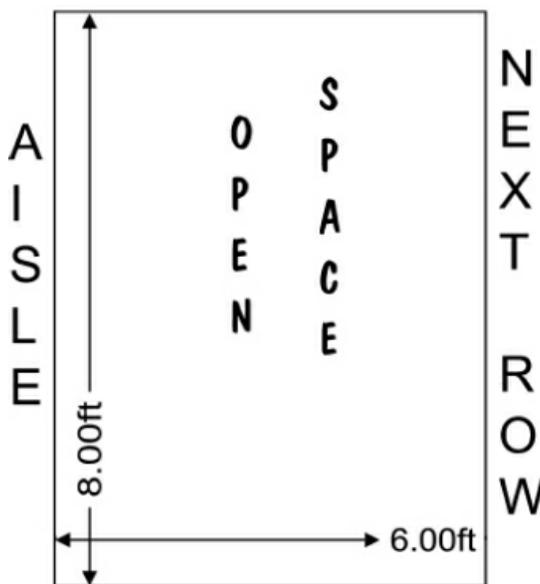
Standard Space C

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.

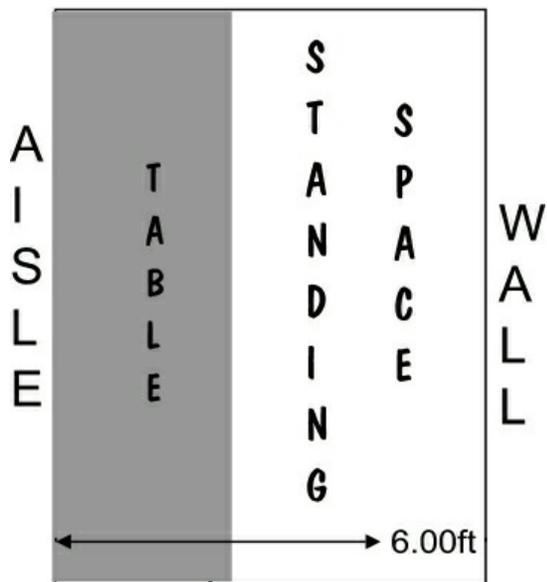


Standard Space D

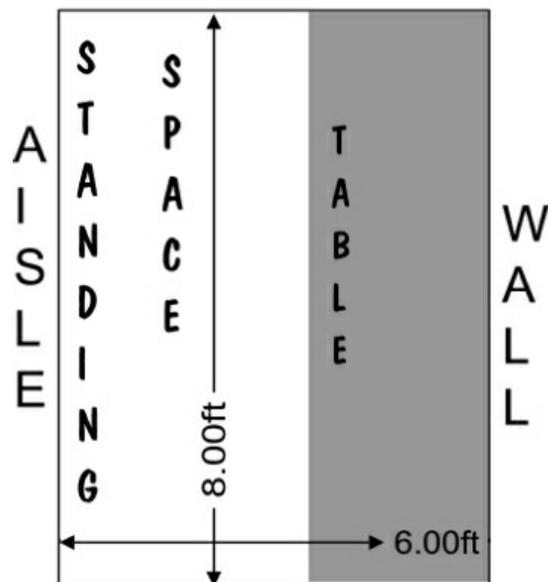
Open floor space. The exhibitor must stand in this space. Freestanding display units may be used.



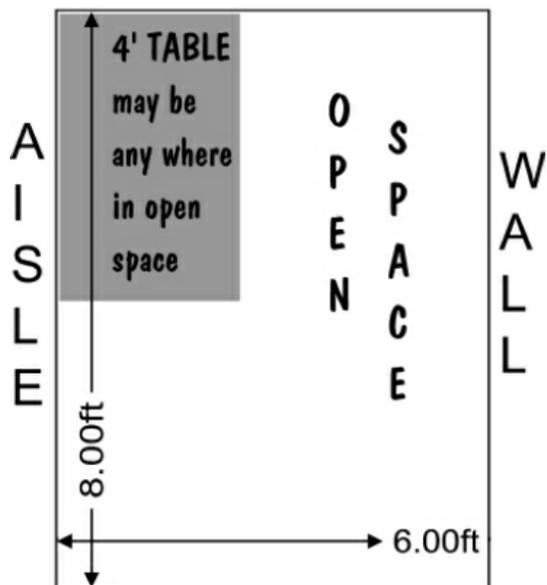
Wall Space E The table is at the front of the space. The exhibitor stands behind the table. The space backs onto an outside wall.



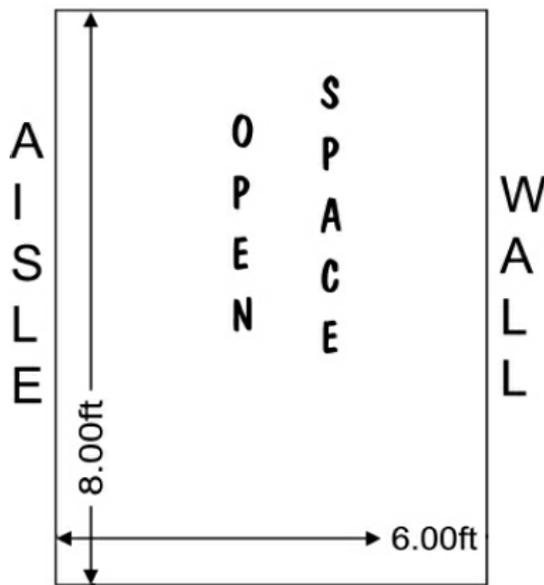
Wall Space F The table is at the back of the space. The exhibitor stands in front of the table. The space backs onto an outside wall.



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.

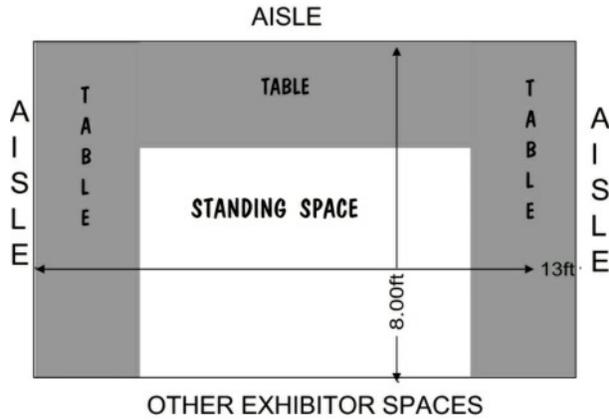


Wall Space H Open floor space. The exhibitor must stand in this space. Freestanding display units or booths may be used. The space backs onto an outside wall.



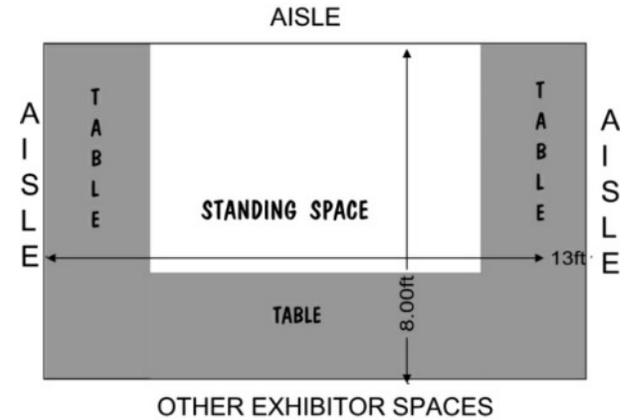
Premium End J

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.

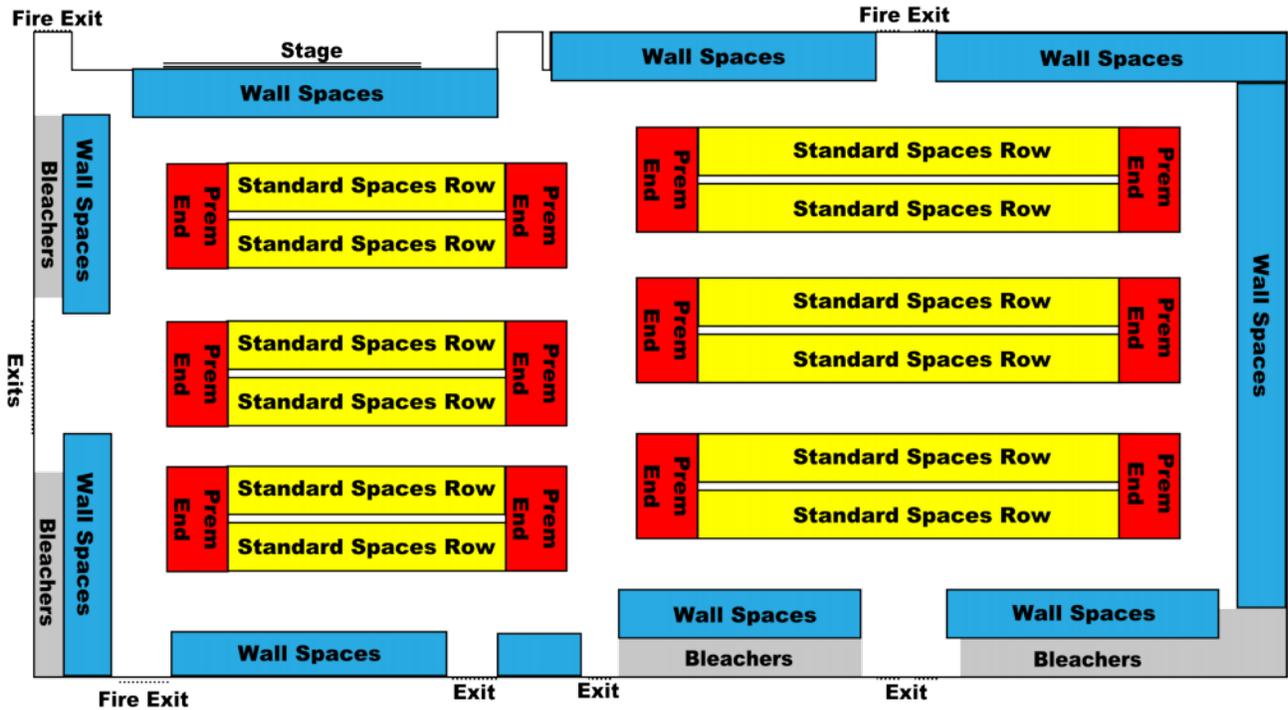


Premium End K

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

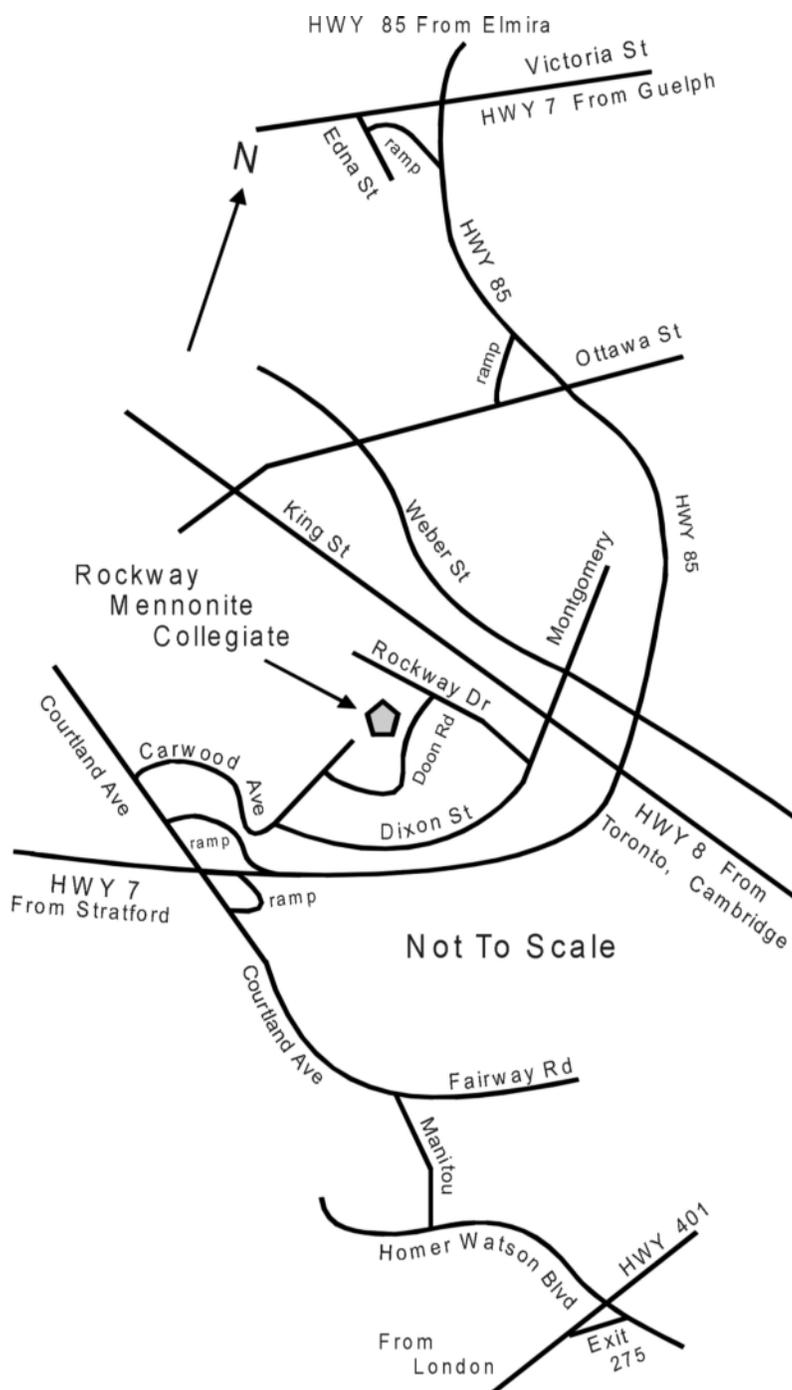
- HWY 85 south
- exit at Ottawa St
- right on Ottawa St
- left at Weber St
- right at Montgomery Rd (Dixon St past King St)
- right at Rockway Dr
- left at Doon Rd
- school is on the right

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 kwconference@kwchea.ca

MAIL TO: Lynne Martin 2204 Floradale Road, Floradale, ON N0B 1V0

Make cheques payable to **KWCHEA HOME ED. CONFERENCE** or

REGISTER ONLINE AT www.kwchea.ca/exhibit-reg.html

Contact Information – this information is for the Exhibitor Coordinator's use.		
Business Name:		
Contact person:		
Address:		
City:	Prov:	PC:
Phone:	Email:	
Website:		

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

Do you plan to donate a door prize? _____

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 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		\$85.00	
Standard B		\$85.00	
Standard C		\$85.00	
Standard D		\$85.00	
Wall E		\$100.00	
Wall F		\$100.00	
Wall G		\$100.00	
Wall H		\$100.00	
Prem End J		\$212.50	
Prem End K		\$212.50	
Delivered Lunch		\$6.50	
Buffet Lunch		\$8.00	
Large Ad		\$60.00	
Small Ad		\$40.00	
		Total	

Full payment is required at time of registration.

All pricing include HST

US Funds paid by cheque or money order will be accepted at par

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