

## 2024 Homeschool Family Expo Exhibitor Information

The Homeschool Family Expo is an annual resource fair for current and prospective home educators. It connects curriculum, resource, and service providers with interested homeschooling families in a live, in-person format. Many homeschoolers have a strong desire to engage with and ask questions about the materials and services offered by various companies and organizations prior to committing time and funding. This event offers the opportunity to connect with families as they begin to make curriculum and program decisions for the upcoming school year.

The Homeschool Family Expo is an inclusive event that is supportive of all homeschooling styles and philosophies. Secular, neutral, and religious homeschool resources are all encouraged to participate. Discriminatory, offensive, or inappropriate exhibitors will not be permitted (as determined by event producer Texas Home Educators).

### **Event Details: South Houston**

March 16, 2024 from 10AM-4PM

Vendors 9AM to 5PM

Sagemont Annex  
11600 Hughes Rd,  
Houston, TX 77089

Free Parking  
Free Attendance

### **Event Details: North Houston**

March 23, 2024 from 10AM-4PM

Vendors 9AM to 5PM

Lone Star College – University Park Conference Center  
20515 Tomball Pkwy,  
Houston, TX 77070

Free Parking  
Free Attendance

# Exhibitor Options

## \$2,500 **Featured Sponsor**

Includes front row 10x10 booth with electricity, 2 bag inserts, 1 educational workshop, and multiple marketing and advertising benefits

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## \$1,000 **Partner Sponsor** (

Includes front row 10x10 booth with electricity, 1 bag insert, 1 educational workshop, and select marketing benefits

## \$500 **Prime Booth**

Includes corner 10x10 booth with electricity, 1 bag insert, and select marketing benefits

## \$375 **Standard Booth**

Includes inline 10x10 booth

## \$150 **Non-Profit Community Space**

Includes 8x6 space with one 6' table and 2 chairs;

Unless otherwise stated above, electricity is not included and must be ordered in advance on the Exhibitor Application Form for \$25 per booth. Electricity may not be added onsite.

## **Exhibitor Benefits**

- All participating exhibitors are valued and appreciated, and will enjoy the following benefits:
- # Access to the Exhibitor Lounge
- # Listing on the event website with company name, logo, and a link to your website
- # Listing on the event program with company name and booth location

## **Exhibitor Lounge**

All participants will have access to the Exhibitor Lounge, a dedicated space inside the venue featuring dining space, outlets for device charging, and complimentary water/packaged snacks.

## Sponsorship Features

A limited number of sponsorship opportunities are available, offering a larger reach, enhanced engagement, marketing impressions, and branding opportunities. Benefits are listed below:

	Featured Sponsor \$2,500	Partner Sponsor \$1,000	Prime Booth \$500
Quantity available	1	5	8
Booth space with power	Front Row	Front Row	Corner
Program listing	Logo & Description	Logo & Description	Logo only
Tote bag inserts*	2 items	1 item	1 item
Website listing with link	Home/Exhibitor Pages	Home/Exhibitor Pages	Exhibitor Page
Inclusion in e-newsletter*	2 Ads		1 Ad
Logo on all-sponsor banner	Yes		Yes
Inclusion in news release	Yes		Yes
Social media posts	Yes		Yes

Inclusion in event advertising	Yes
Mentions in media interviews	Yes

## Tote Bags & Inserts

The first 400 adults will receive a complimentary, reusable tote bag. Most attendees will take additional time after returning home to explore the materials provided in their tote bags. All sponsors may provide promotional swag to be placed in the tote bags; quantity varies by sponsorship level. Sponsor shall provide 400 identical items, each no smaller than 4.25" x 5.5" and no larger than 8.5" x 11" using 80lb or heavier paper weight (catalogs/magazines may use lighter paper). Inserts may be swag items, fliers, brochures, or small catalogs. Inserts must be mailed or delivered to Texas Home Educators no later than March 1<sup>st</sup>, 2024.

## E-Newsletter

The Texas Home Educators produces a weekly e-newsletter featuring articles, curriculum and co- op spotlights, and a list of upcoming events that appeal to homeschoolers. Partner and Featured Sponsors will have the ability to provide 1-2 digital ads for inclusion in the e-newsletter.

## **Payment**

Full payment of the exhibitor fee and any additional add-ons is due not more than 30 days following invoicing. Payment may be issued by company check, cashier's check, or money order made payable to the event producer, Texas Home Educators. Exhibitors will be charged \$35 for returned checks. No benefits shall be issued until full payment is received. Credit card payment is available with 5% credit card processing fee on the Vendor form.

## **Cancellation & Refund Policy**

All cancellations by the exhibitor must be made in writing and received no later than February 1, 2024. A full refund will be issued for requests received by this deadline. No refunds shall be issued for requests received after February 1, 2024.

Either party will not be considered in breach or in default because of, and will not be liable to, the other party for, any delay or failure to perform or appear by reason of fire, casualty, strikes, lockouts, labor trouble, inability to procure materials or supplies, failure of power, governmental authority (including restrictions or mandates), inclement weather, war or terrorism or the potential or actual threat thereof, public safety or public welfare considerations, riots, strikes, local, national or international emergencies, act of God, or other reason of like nature beyond the control of either party which prevents or renders execution of the event or participation in the event infeasible or unsafe (each a "Force Majeure Event"). If the event is cancelled due to force majeure, the exhibitor shall receive a full refund.

The event producer reserves the right to reject, eject, or prohibit any exhibitor and/or exhibitor representative with or without cause. If no cause is given, the exhibitor will receive a full refund (if the event has already begun, the exhibitor shall receive a prorated refund). If an exhibitor and/or exhibitor representative is ejected for violation of rules or any other stated reason, no refund shall be issued.

Any exhibitor who is not set up in its designated space at the start of the event will be assumed absent and its space will be automatically and immediately forfeited with no refund.

## **Booth Assignment & Subletting**

Sponsors are provided with prime booth placement. The order of selection shall be based on sponsorship level and executed sponsorship agreement date. All other exhibitors will be placed at the discretion of the event producer. Placement will be assigned to best benefit the event and all participants as determined by the event producer. No changes to booth location will be made onsite.

Exhibitors are prohibited from selling merchandise, distributing literature, or performing any business activity from a location other than their assigned space (this includes common areas, walkways, and other spaces outside of the exhibitor's defined area). Violation of this rule will result in immediate forfeiture of booth space and removal from the event without refund.

Exhibitors may not assign or sublet any part of their space at the event and may not allow representatives of other businesses to solicit or conduct business activity from their space at the event.

## **Onsite Operations**

Exhibitors may load-in and set up their designated space during the established load-in times. Exhibitors shall use designated entrances and loading bays only and shall park in permitted spaces or be subject to ticketing and/or towing at the vehicle owner's expense.

During the event, the exhibitor shall maintain its space in a clean and sanitary condition. The exhibitor's activities shall be conducted in accordance with all applicable laws and regulations. All trash must be disposed of in proper waste receptacles. No music or sound may be played in exhibitor booth spaces that can be heard more than 4 feet from the exhibitor's space.

Upon the conclusion of the event, the exhibitor shall deliver the booth space and provided furnishings or equipment to the event producer in a condition as good as that which existed upon the exhibitor's arrival, except for ordinary wear and tear.  
Booth Staff

The exhibitor's booth must be staffed during all public event hours on both days of the event. The exhibitor agrees that its representatives working at the event shall not drink any alcoholic beverage or be found publicly intoxicated while in performance of their duties at the event. Smoking and/or vaping are prohibited inside the venue.

The exhibitor's representatives shall refrain from conduct and/or language that may be considered profane, explicit, or inappropriate by the event producer.

## **Signage/Décor**

Each exhibitor is permitted to decorate its space as it pleases, within these stated guidelines. No staples, nails, or adhesives may be used on provided furnishings. Additional signage and/or décor is permitted so long as it fits within the exhibitors assigned space; banners and displays may not extend beyond booth space. Any signs, banners, or displays that feature any kind of violence, mature content, or

inappropriate messaging, as determined by the event producer, are prohibited. The event producer reserves the right to require modifications to any such signage or display, including removal.

## **Merchandise Sales**

Each exhibitor selling, distributing, or taking orders for merchandise or taxable services agrees to promptly pay all applicable taxes and fees, and to obtain all necessary permits and licenses required for the sale or distribution of such merchandise or services in the city of Houston and the state of Texas.

The exhibitor agrees to furnish the event producer, upon request, proof of current permits and licenses, including but not limited to a Texas sales tax permit.

## **Hold Harmless Clause**

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising from exhibitor's activities at the event venue and hereby agrees to protect, indemnify, defend, and hold the event producer and its agents and employees harmless against all claims, losses, and damages to persons or property, governmental charges, or fines and attorneys' fees arising out of or caused by exhibitor installation, removal, maintenance, occupancy, or use of the venue, excluding any such liability caused by the sole negligence of the event producer. Additionally, the exhibitor acknowledges that the event producer does not maintain insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to maintain insurance covering such losses by the exhibitor.

**Event Producer** The Homeschool Family Expos produced by Texas Home Educators, a Texas-based 501c3 corporation run by volunteers.