

# 2018 CHOIS Convention

CHOIS.ORG



## Welcome to the CHOIS Convention!

You are an integral part of our convention, and we appreciate your service to Idaho's homeschool community.

In 2018, the CHOIS Convention is celebrating its 20th year in existence! We're looking forward to a fun and exciting convention highlighting the joy of home education. This year, we have opened online registration for exhibitors. Registration is now a simple three-step process:

1

### APPLICATION

Complete the 2018 Exhibitor Application at <https://chois.org/convention/exhibitors>

2

### INVITATION

CHOIS will notify you by email once your application has been reviewed.

3

### PAYMENT

You'll be invoiced for payment, the final step of registration.



### Exhibit Hall Dates & Times

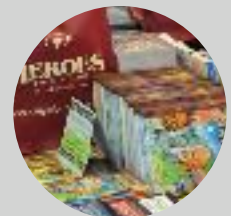
Friday, June 1  
10 AM - 5 PM  
Saturday, June 2  
10 AM - 5 PM



### Location

NNU Johnson  
Sports Center  
313 E Dewey St  
Nampa, ID 83686

### Exhibitor Set-up



Friday, June 1  
7 AM - 10 AM

# Full Convention Schedule

## Friday & Saturday

**Registration Open**  
8:00 AM - 5:00 PM

**Keynote Session**  
8:45 AM - 10:00 AM



**Exhibit Hall Open**  
10:00 AM - 5:00 PM

**Workshops**  
11:00 AM - 12:00 PM

**Lunch Break**  
12:00 PM - 1:30 PM

**Workshops**  
1:30 PM - 2:30 PM

**Workshops**  
3:00 PM - 4:00 PM

**Keynote Session**  
5:15 PM - 6:15 PM

**“We regularly surpass our sales goals at the CHOIS Convention. Your attendees come ready to buy!”**



**“The CHOIS Convention is one of our favorite conventions. It’s very well organized.”**

## TRAVEL INFORMATION

### Airport

For those exhibitors traveling by air, utilize the Boise International Airport (BOI), serviced by Alaska Airlines, Allegiant, American Airlines, Delta, Southwest, and United. The convention site at Northwest Nazarene University is a 30-minute drive from the Boise International Airport.

### Hotel

CHOIS has negotiated a discounted rate of \$100/night at the Best Western® Plus Peppertree - Nampa Civic Center Inn. To reserve this special rate, go to [https://www.bestwestern.com/en\\_US/book/hotel-rooms.13061.html?groupId=5R6SI3R7](https://www.bestwestern.com/en_US/book/hotel-rooms.13061.html?groupId=5R6SI3R7)



# Booth Contents and Prices

## EACH BOOTH SPACE IS 8' X 10' (80 SQ. FT.) AND INCLUDES THE FOLLOWING:

- 3' high draped side rails and 8' high draped backdrop
- One 8' skirted table
- Two folding chairs
- Internet access
- Admission for two representatives

Electricity, extra tables and chairs, and admission for additional representatives can be provided for a fee.

Item	Early Registration by 4/30/2018	Late Registration 5/1/2018 or later
Regular Booth	\$200.00	\$300.00
Corner Booth	\$250.00	\$350.00
Endcap Booth	\$500.00	\$600.00
Additional Table with Linen	\$30.00	\$30.00
Additional Table without Linen	\$25.00	\$25.00
Additional Chair	\$10.00	\$10.00
Electricity	\$35.00	\$35.00
Admission per Additional Representative	\$25.00	\$25.00

**Please note that due to printing deadlines, Late Registration booths will not be printed in the Convention Program or on the Exhibit Hall Map.**

## Payment Information and Deadlines

Registration to participate in the CHOIS Convention as an exhibitor is a three-part process. First, you will complete the online application form. Next, your application will be reviewed by CHOIS and you will receive notice by email indicating whether your application was approved or declined. If approved, you will be provided with an invoice and payment instructions, the third and final step of the registration process. CHOIS reserves the right to refuse any application without further explanation.

Booth spaces are reserved only after the application is reviewed, approved, and payment in full is received. Applications received after the May 1st deadline may be accepted, but will not be included in the convention program. Please note, booth assignments will be made after the early application deadline and will be communicated to registered exhibitors in early May.

## PAYMENT

Once your application is approved, you will be emailed an invoice. Payment must be made within 10 business days after an invoice with payment instructions has been sent to the exhibitor by the CHOIS Exhibit Hall Coordinator. If you need additional time to arrange payment because your company's accounts payable process takes longer, please notify us at the time you receive your approval. Your exhibitor registration is not complete until payment is received.

Payments may be made by check or by credit card.

**Check:** Make checks payable to CHOIS and mail them to the following address:

CHOIS Exhibit Hall Coordinator  
P.O. Box 45062  
Boise, ID 83711

**Credit Card:** An online payment gateway link will be provided to exhibitors who wish to pay by credit card.

## Buy It Here! Promotion

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CHOIS sponsors a promotion to encourage attendees to buy on-site from our exhibitors. This has been overwhelmingly successful the past three years and we are please to offer the Buy It Here! promotion again in 2018.

The Buy It Here! promotions gives attendees the opportunity to be entered in a drawing for a cash prize. They get 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 CHOIS convention. Multiple winners will be selected.

**The purpose of Buy It Here! is to encourage on-site buying at Exhibitor Booths.**

The only thing exhibitors need to do is provide your customers with a paper receipt showing your company name, date of purchase, and amount of purchase. We do the rest! There's no cost to you and no additional work on your part!

The drawing will take place Saturday at 5:15 in the closing Keynote address in the Brandt Center. Winners must be present to win.

# Advertising Opportunities

## WELCOME BAGS

CHOIS provides an opportunity for exhibitors and others to apply to participate in our convention welcome bags, which are distributed to our convention attendee families. We will be assembling 500 bags for the 2018 CHOIS Convention.

If you wish to participate in the welcome bags, you will indicate that on your online Exhibitor Application, pay the appropriate fee, and provide 500 copies of your insert item. A mailing address for inserts will be provided with your payment confirmation.

Welcome Bag Insert Fee: **\$25.00**

Welcome Bag Participation Mailing Window: **May 15 - May 29, 2018**

## CONVENTION PROGRAM ADVERTISING

The CHOIS Convention Program is a high-quality, full-color magazine that convention attendees receive at registration check-in. Advertising in the convention program is a great way to let attendees know about your business/product/service/organization. Many attendees keep their program and refer to it throughout the year as a handy reference tool.

Your payment for advertising in the CHOIS Convention Program can be included with your payment of exhibitor fees. This advertisement is open to registered exhibitors as well as non-exhibitors who fit the mission of CHOIS.

Program Ad Size	Horizontal Dimensions	Vertical Dimensions	Cost
1/8 Page	3 5/8 inches	2 1/4 inches	\$35.00
1/4 Page	3 5/8 inches	4 3/4 inches	\$60.00
1/2 Page	3 5/8 inches	9 3/14 inches	\$100.00
1/2 Page	7 1/2 inches	4 3/4 inches	\$100.00
Full Page	7 1/2 inches	9 3/14 inches	\$150.00

All files must be submitted at a minimum resolution of 300 dpi.

All ads are subject to the approval of CHOIS. No refunds will be issued for ads that do not arrive in time for program printing. Email ads to [info@chois.org](mailto:info@chois.org).

The final deadline for submitting ads for the Convention Program is **May 1, 2018**.

## SILENT AUCTION DONATIONS

Increase your exposure by participating in the CHOIS Silent Auction! Attendees highly anticipate the Silent Auction and carefully preview all the items available for bidding. Your donation will be attractively displayed throughout the convention.

Silent auction donors receive a link on the [www.chois.org](http://www.chois.org) website, and mention in the convention program. CHOIS is a non-profit corporation, and all donations are tax deductible. **Send Silent Auction donations to 4690 N Futurity Avenue, Boise, ID 83704.**

## SPONSORSHIP OPPORTUNITIES

Sponsorships at the CHOIS Convention are an excellent opportunity for increased exposure to new and veteran homeschooling families, allowing you to showcase your products and services at an advanced level. Our sponsors receive outstanding brand exposure and exclusive benefits before, during, and after the convention.

By partnering together, we desire to enhance the experience of our convention attendees while promoting your business and expanding your reach with the Idaho homeschool community. In addition, your support through a sponsorship helps CHOIS to continue the year-round work of inspiring, promoting, and preserving home education in Idaho. Visit the CHOIS website to view the 2018 CHOIS Sponsorship Packet to learn about the variety of exciting sponsorship opportunities available: [www.chois.org/convention/sponsors](http://www.chois.org/convention/sponsors)

## CHOIS CONNECTION MAGAZINE

Don't miss the opportunity to have your information viewed by Idaho homeschoolers throughout the year. Advertising opportunities are available in the *CHOIS Connection*, our quarterly magazine. For more information, visit <https://chois.org/chois-connection/advertise/> or email [info@chois.org](mailto:info@chois.org).

Magazine Ad Size	Price
Inside Front Cover	\$350
Inside Back Cover	\$300
Full Page	\$250
Half Page (wide)	\$145
Third Page (wide)	\$85
Third Page (tall)	\$85
Quarter Page (tall)	\$65
Sixth Page (wide)	\$48
Sixth Page (tall)	\$48
Business Card	\$27





# Exhibitor Guidelines

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## CONDITIONS OF PARTICIPATION

- CHOIS reserves the right to reject or refuse any exhibitor with or without comment.
- Only one regional sales representative will be allowed in the exhibit hall. The first such sales representative to complete an application and submit payment will be accepted. Individual book or product duplications are permitted. In the event of applications which involve duplicate product or service lines, CHOIS shall have the discretion to approve any or all such applications. CHOIS shall determine at its sole discretion what constitutes unacceptable duplication.
- Exhibitors may not share space with any other company or organization, or display materials for another company or organization without the consent of CHOIS.
- If the location or date of the convention changes, CHOIS will undertake to provide advance notice for exhibitors to withdraw or reschedule.
- Subject to these exhibitor guidelines, your application will only be deemed complete when it has been reviewed, an invitation is extended by CHOIS, and rec. A confirmation email will be sent.

## CONVENTION HOURS

- All booths must be manned for the entire time the Exhibit Hall is open. The Exhibit Hall will be open for business from 10:00 AM to 5:00 PM on Friday and Saturday.

## INSTALLATION/DISMANTLING

- Exhibitors will install exhibits between 7:00 AM and 10:00 AM on Friday. If you have a large display that requires additional time for setup, please contact CHOIS at [exhibitors@chois.org](mailto:exhibitors@chois.org) to make possible arrangements for Thursday night installation.
- No dismantling of exhibits or removal of product is allowed prior to 5:00 PM on Saturday. Exhibitors will remove exhibits before 8:00 PM.

## DAMAGES

- Each exhibitor is liable for any damage caused by such exhibitor to the building, the furnishings and equipment supplied to the exhibitor by CHOIS, or to the property of any other exhibitor.

## COMPLIANCE

- CHOIS reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any exhibitor or its representatives, with or without cause. If an exhibit or exhibitor is ejected for violation of these guidelines or for any other stated reasons, no return of rental fees shall be made.

## UNOCCUPIED SPACE

- If the exhibitor fails to occupy contracted space by the opening of the convention or otherwise fails to comply with these rules or the application, CHOIS shall have the right to use such space in any manner.

## RULES OF DECORUM

- Exhibitors shall not criticize other exhibitors, convention speakers, attendees, the convention, or CHOIS, except to a CHOIS Board Member.
- Exhibitors will conduct themselves in a professional manner at all times and refrain from conduct or language which would discredit the convention, CHOIS, or home education.
- Exhibitor will not promote, endorse, nor encourage participation in a virtual charter school or other public school program.
- Exhibitors may not move their display outside the area of their booth space or stand in the aisle to hand out material. Exhibitors may place brochures, advertising or other promotional literature in their booth, but not in any other part of the convention facility.
- Custom display racks and counters may be used as long as they do not interfere with the visibility or operation of adjoining booths.
- No helium-filled, air-filled, or empty balloons allowed in the convention facility.
- Children under the age of twelve are not permitted to assist in a booth without prior permission from CHOIS. A responsible adult must accompany children at all times.
- Name tags must be worn for admittance to the convention and at all times while in your booth. You will be allowed two name tags for each booth. Additional booth attendants must pay the convention attendance fee.
- Exhibitors are responsible for collecting, reporting and paying sales tax on sales made at the convention. An Idaho State Sales Tax Declaration form will be provided at the convention, and must be filled out and a copy returned to the CHOIS Exhibit Hall Host. This form must be filled out even if a temporary tax permit is not needed.

## REFUNDS

- Cancellations before 90 days of the event will receive a 50% refund of booth rental space monies paid.
- Cancellations before 60 days of the event will receive a 25% refund if the vacated space is resold.
- After 60 days, no refunds will be issued for any reason.
- All requests must be made in writing.



## LIMITATIONS

- CHOIS or its representatives will not mediate any dispute between exhibitors.
- Distribution of printed materials, souvenirs, or other articles is restricted to the immediate space of the exhibit.
- Any part of the exhibit that is over 8 ft high must have prior written approval for installation by CHOIS.
- No individual public address system of any kind nor any music or audiovisual sound audible for more than 2' from the booth is permissible.
- Smoking, live or open flames and highly flammable material are not permitted on the property.
- Exhibitor is not permitted to sell food or beverages on the premises.

## LIABILITY

- CHOIS assumes no responsibility for speaker/exhibitor inventory, materials, or equipment on the site of the convention. Speakers/exhibitors agree to hold CHOIS harmless from any and all liabilities from any cause; agree that CHOIS shall not be responsible for any loss, damage, or injury that may occur to the exhibitor, their volunteers, employees, or property from any cause whatsoever, prior, during or subsequent to the period covered by this contract. The speaker/exhibitor on signing the contract expressly releases CHOIS from and agrees to indemnify same against any and all claims for such loss, damage or injury.