

Application to Exhibit at the 2023 MassHOPE Convention

CONVENTION PROGRAM INFORMATION: (PLEASE PRINT CLEARLY AS THIS IS THE INFO PUBLISHED IN THE PROGRAM.)

Exhibiting Company Name _____

Mailing Address _____

City _____ State _____ Zip _____ Business Phone / Toll Free # _____

URL (website address): _____ Federal/Massachusetts Tax ID: _____
(will not be placed in program, for Dept of Revenue only)

COMPANY CONTACT: (PERSON TO CONTACT WITH ANY QUESTIONS ABOUT BOOTH, IN-HOUSE OR LOCAL REP. – WILL **NOT** APPEAR IN PROGRAM)

Name _____ EMAIL for ALL Convention Correspondence: _____

Phone _____ ext. _____ Address _____ City, State, Zip _____

Refer any questions regarding convention to (check one): Company ☐ Representative ☐

IMPORTANT SORRY, I cannot attend this year, but please keep me on your mailing list _____ (Check here)
(Return application to Susan Jacobsen, 46 South Road, Holden, MA 01520 or scan and email to exhibithall@masshope.org.)

BOOTH PRICES: Please click one box below (Discount offered to those paying by check. See red text below.)

- ☐ **VENDOR HALL BOOTH** (10' X 10' booth, one 6' table, and two chairs)
postmark of 2/28/23 or earlier: Price per booth = \$400 TOTAL BOOTHS ____ X \$400 = TOTAL: \$ ____
postmark of 3/1/23 or later: Price per booth = \$450 TOTAL BOOTHS ____ X \$450 = TOTAL: \$ ____

*** Pay by check and save: \$388/booth before 2/28/23 deadline, and \$437/booth after 2/28/23. ***

- ☐ **LOBBY BOOTH** (8' X 10' booth, one 6' table, and two chairs - for vendors distributing literature only – e.g. colleges, camps, etc)
postmark of 2/28/23 or earlier: Price per booth = \$375 TOTAL BOOTHS ____ X \$375 = TOTAL: \$ ____
postmark of 3/1/23 or later: Price per booth = \$425 TOTAL BOOTHS ____ X \$425 = TOTAL: \$ ____

*** Pay by check and save: \$364/booth before 2/28/23 deadline, and \$413/booth after 2/28/23. ***

NAME BADGES: Please print the names of your representatives as they should appear on the Exhibitor name badge.

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Each company will receive up to two (2) name badges per booth. You **will** be charged for extra badges.

Extra name badges for **adult** (above 18 years) _____ X \$39 = \$ _____

Extra name badges for **teen** (12-18 years) _____ X \$10 = \$ _____

Extra name badges for **child** (3-11 years) _____ X \$5 = \$ _____

TOTAL EXTRA NAME BADGES REQUESTED _____

NAME BADGE TOTAL: \$ _____

TOTAL COST: \$ _____

TOTAL ENCLOSED: \$ _____

____ check here if paying by credit card
and enter transaction date: _____

(https://masshope.org/vendor_pay/)

Please see the reverse side of form =>

INSTRUCTIONS:

- Read *Vendor Information and Rules and Regulations* (p.5) carefully.
- Fill out application in full.
- Please have the **attending representative** sign below. **Application will not be processed without signatures.**
- All vendors whose applications are accepted by February 28, 2023 AND are paid in full will have their websites linked from MassHOPE's website. We will do our best to add those received after 2/28/23 but can make no guarantee.
- Enclose check made payable to MassHOPE, Inc. for full amount.
- If interested in convention advertising, please fill out the convention advertising form (pp.8-9) and mail with payment to Susan at the address on the ad form. *** All advertising submissions must be received by March 3, 2023. ***

Mail check and completed application to: Susan Jacobsen, MassHOPE, 46 South Road, Holden, MA 01520

OR submit application via email and pay with credit card at: https://masshope.org/vendor_pay/.

For any questions, contact Susan: 508-335-3122 or ExhibitHall@MassHOPE.org.

By signing the *Application to Exhibit* form you are agreeing that you WILL set up on Thursday, April 27, and stay set up until the close of the convention at 5 PM, Saturday, April 29. Your booth **MUST be manned during **ALL** hours the exhibit hall is open. Failure to comply may jeopardize your chance of being invited back in subsequent years and/or may result in a fine.**

I have read the *Vendor Information and Rules and Regulations*. I understand and agree to comply with MassHOPE's policy. I understand that there are no refunds after **April 1, 2023**.

Authorized signature: _____

Date: _____

Exhibitor's signature: _____

Date: _____

*If this packet has been received by a convention coordinator for a larger company, please note that we **require two (2) signatures** on the application **BEFORE** it will be accepted - one signature of the person filling out the application, and one of the actual exhibitor (representative), only **after** each has read the vendor packet.*

Office Use Only:

Total Amount Due \$ _____ Pre-Registration Paid \$ _____ Balance \$ _____

CHECK PAYMENT:

Amount Paid with Application \$ _____ Check Number _____ Rec'd _____ Postmark _____

Application postmark date _____ Application rec'd date _____

CREDIT CARD PAYMENT:

Date of credit card transaction _____ Receipt date of emailed application _____

Outstanding Balance \$ _____

Need Rep. Signature: N ____ Y ____ (hold)



2023 Convention

Advertisement Specifications & Pricing

- All ads are subject to availability and space
- All ads must be submitted in full CMYK color
- Resolution MUST be set at 300 dpi
- Acceptable file formats are: PDF, JPG and TIFF
- Ad file submission deadline is March 3, 2023

MassHOPE reserves the right to accept or reject submitted ads



Premium Advertising & Sponsorship Opportunities

Convention Sponsor \$775*

- Full page color ad in convention program
- Inclusion in sponsor list on program back cover
- Projected sponsor recognition at general sessions

Lanyard & Name Badge Sponsor \$525

- Sponsor to provide customized lanyards
- Sponsor to pay \$500 for printing of name tags
- Includes your logo printed in the corner of all badges

Coffee/Tea Sponsors \$625

- Recognition given during men only or ladies only sessions

Concession Stand Sponsor \$525

- Public acknowledgment for sponsoring food concession

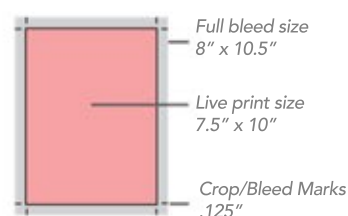
* Maximum of 6 Convention Sponsors

Convention Program Advertising

Full Page \$425

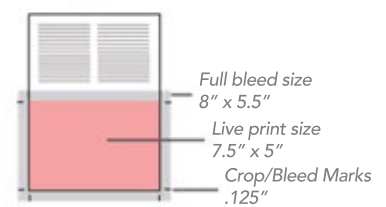
- Full Bleed Size:
8" wide x 10.5" tall
- Inside Live Print Area:
7.5" wide x 10" tall

INSIDE FRONT OR
BACK COVER +\$100



Half Page Horizontal \$275

- Full Bleed Size:
8" wide x 5.5" tall
- Inside Live Print Area:
7.5" wide x 5" tall



Quarter Page \$165

- Inside Live Print Area:
3.5" wide x 5" tall



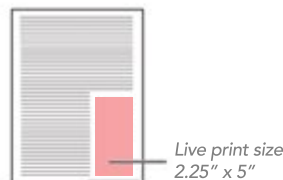
One-Eighth Page \$115

- Inside Live Print Area:
3.5" wide x 2" tall



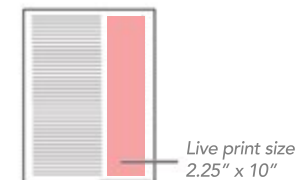
One-Sixth Page \$135

- Inside Live Print Area:
2.25" wide x 5" tall



One-Third Page \$220

- Inside Live Print Area:
2.25" wide x 10" tall

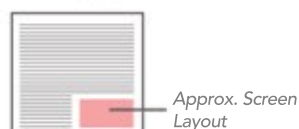


Digital Marketing*

* Subject to availability, review and approval of MassHOPE

Convention Page Banner \$175

- 640 x 480 Banner w/ link



Messenger E-Bulletin \$125

- Bi-Weekly Publication
- Two Consecutive Issues
- 2,100 Circulation (approx)
- No more than two ads will run at one time



Facebook Marketing \$100

- 1200 x 628 Post w/ link



Email Blast \$175

- Focused email to MassHOPE subscribers



For additional information, please contact advertising@masshope.org

To purchase a sponsorship or advertisement, please complete and submit the form on the next page.

2023 MassHOPE Convention Advertising Form

Option 1: SPONSORSHIPS

This is our fourth year offering sponsorships of our convention. We hope you will jump on board and help state organizations as they serve homeschoolers year-round. All sponsors will be thanked in print in the program, through signage, or both.

- ☐ **Convention Sponsor** - \$775.00 – This will include a full-page color ad in convention program, as well as inclusion in sponsor list on program back cover, AND projection of convention sponsors on screen at general sessions.
- ☐ **Lanyard/Name Badge Sponsor** – Your company/organization provides the customized lanyards for our attendees and \$525.00 for name badge printing. We will include your logo in the corner of the name badges. Each attendee will be wearing one of your lanyards holding a name badge with your logo!
- ☐ **Men's Coffee or Ladies' Tea Sponsor** - \$625.00 – Recognition given during men only or ladies only session
- ☐ **Concession Stand Sponsor** - \$525.00 – MassHOPE will publicly thank you for sponsoring our food concession.

If your company has done some type of sponsorship in the past at a different event, and you would like to make a proposal of something not listed, this would certainly be welcomed. Please submit any proposals or questions to advertising@masshope.org.

Option 2: SILENT AUCTION

MassHOPE expects to conduct another fun silent auction in 2023! If you would like to participate by donating a product, gift card, or service AND would like to be included in the convention program listing, please request a form from Susan Jacobsen via email: SilentAuction@masshope.org by March 3, 2023. Donated items may be received by email, mail, or at the convention.

Option 3: CONVENTION PROGRAM

All program advertisements are subject to availability of space. MassHOPE reserves the right to accept/reject ads without comment. Decisions are not necessarily made on a first come, first served basis, and all applicants will be notified by 3/3/23.

All ad forms and payments must be postmarked by March 3, 2023. All ad files are to be submitted by March 3, 2023.

FULL COLOR AD:

_____ 1/4 page ad \$165 _____ 1/2 page ad \$275 _____ full page ad \$425
_____ 1/8 page ad \$115 _____ 1/6 page ad \$135 _____ 1/3 page ad \$220
_____ INSIDE FRONT or BACK COVER (full page only) \$525

TOTAL: _____

GRAND TOTAL: _____

FOR ALL ADVERTISERS...

Company Name _____ Phone _____

Rep. Name _____ Phone _____

Company Address _____

City, State, Zip + 4 _____

E-mail Address _____

E-mail all files to: advertising@masshope.org

Check should be made payable to MassHOPE and mailed with this completed form to: MassHOPE, 46 South Road, Holden, MA 01520
Questions? Contact Susan - advertising@masshope.org.

MH office use only:

CHECK NUMBER: _____ CHECK AMOUNT: \$ _____ POSTMARK DATE: _____

FORM REC'D: _____ AD REC'D: _____ FILE TYPE: _____ PYMT REC'D DATE: _____