

2023 VENDOR INFORMATION PACKET FOR MASSHOPE

MassHOPE's 33rd Annual Christian Homeschool and Family Discipleship Convention

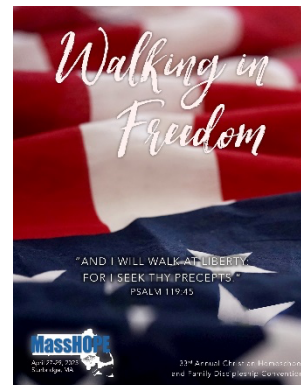
Please join us for another exciting convention of encouragement and ministry!

April 27-29, 2023
Sturbridge Host Hotel & Conference Center – Sturbridge, Massachusetts

“Walking in Freedom”

“And I walk at liberty: for I seek thy precepts (Psalm 119:45)

**Our lineup of speakers will include Israel Wayne,
Bill Jack, Mike Snavelly,
Rachael and Davis Carman,
Deborah Wuehler,
and more!**



This packet includes all the information you need to apply to be a vendor at the 2023 MassHOPE Convention. It also contains the information you need once your application has been approved, including our Rules and Regulations and Statement of Faith. Please read and review all information carefully. Thank you!

If you have any questions/concerns, please don't hesitate to contact me.

We are looking forward to a great convention for everyone – speakers, attendees, volunteers, conference center staff, and, of course, our vendors. We covet your prayers as we work out all the details for a successful event.

Blessings as you plan your convention season,
Susan



Please direct Exhibit Hall questions/correspondence to:

**Susan Jacobsen
46 South Road
Holden, MA 01520**

**cell: 508-335-3122
email: ExhibitHall@MassHOPE.org**

Massachusetts Homeschool Organization of Parent Educators

"Promoting and safeguarding home education to the glory of God"

VENUE

Our event will be held on the shores of Cedar Lake at the Sturbridge Host Hotel and Conference Center in Sturbridge, Massachusetts. You will find this family-friendly facility to be a perfect venue with many amenities, free parking, and so much more!

Sturbridge Host Hotel & Conference Center

366 Main Street

Sturbridge, MA 01566

508-347-7393

Rate: \$109-129/night

<http://www.sturbridgehosthotel.com/>

Amenities:

Free Wi-Fi (in guest rooms)

Business center

Indoor swimming pool

Fitness Area

All under one roof – sleep, eat, sell!

Be certain to mention MassHOPE when making your reservations!

VENDOR SETUP AND TAKEDOWN

Thursday, April 27: 10 AM - 8 PM

The exhibit hall will be available for **setup from 10 AM until 8 PM**. The hall is located at ground level with easy access directly from the parking lot. All exhibitors need to check in at the exhibit hall main entrance. No unauthorized person will be allowed into the exhibit hall. All exhibitors must have their booths completely set up on Thursday. All exhibitors who are not set up by Thursday evening will forfeit their spaces without refund, unless prior arrangements have been made with the exhibit hall coordinator. **Takedown** time is **Saturday** from **5 PM until 8 PM**.

EXHIBIT HALL HOURS

Friday, April 28: 8:30 AM – 5:30 PM

Saturday, April 29: 8:30 AM – 5 PM

The exhibit hall will be closed Friday evening. Exhibitors may enter the exhibit hall each day at 7:00 AM. The main entrance of the exhibit hall will open to the attendees at 8:30 AM on both Friday and Saturday. The exhibit hall will be locked overnight on Thursday and Friday.

LINK TO YOUR WEBSITE

If you have paid in full by February 28, 2023, and your application is accepted, we will provide a link to your website on the Convention page of the MassHOPE website. Links to sites whose registrations are received after that date may be added, time permitting.

MASSHOPE VENDOR BUCKS PROGRAM

Once again MassHOPE will be selling discounted MassHOPE Vendor Bucks to pre-registered attendees in an effort to drive more business to our vendors. This has been a big hit with attendees who come to the exhibit hall with a fistful of bucks ready to spend.

Three advantages to keep in mind:

1. This year we will redeem the bucks with a check - no need to worry about leaving the convention with loads of cash.
2. A check from MassHOPE is safer than checks from attendees.
3. Purchases with MassHOPE Bucks save you credit card fees.

ADVERTISING OPTIONS

Please be sure to consider advertising with us this year. We have several options available as explained on the ad form (p.6). If you are interested in advertising with us, please complete the ad form found on p.4 of the vendor application or send an email to: advertising@masshope.org.

FOOD OPTIONS

NO food or beverages purchased offsite may be brought into the Sturbridge Host Exhibit Hall.

There will be concession stand(s) onsite, and there are many nearby restaurants as well. We hope to have volunteers available to cover your booth for you while you grab a quick lunch. A vendor lounge will offer coffee, tea, water, and a place to rest for a bit. If you rent a room at the hotel, food and beverages purchased offsite can be taken to your room.

Concessions will be offered during our event. Times will be in the final vendor packet.

Concession Offerings

Breakfast:

Assorted Breakfast Breads and Pastries

Assorted Yogurt

Assorted Fresh Whole Fruit / Fruit Salad

Assorted Juices / Bottled Water / Milk

Coffee / Tea / Decaffeinated Coffee / Hot Chocolate

Lunch:

Assorted Cold Sandwiches / Assorted Salads

Hot Dogs / Hamburgers / Chicken Fingers

Soup du Jour

Assorted Fresh Whole Fruit

Assorted Bagged Snacks / Candy Bars

Assorted Cookies / Brownies

Assorted Soft Drinks / Bottled Water / Iced Tea / Lemonade

Coffee / Tea / Decaffeinated Coffee / Hot Chocolate

The above items are representative of what the Sturbridge Host offers and can vary. Food purchased at concession may be brought into the exhibit hall space.

ADDITIONAL NAME BADGES

Each booth space includes up to two name badges that cover admission for the entire convention. Additional exhibitor badges may be purchased at the following rates: \$39 per adult (above 18), \$10 per teen (12-18 years), and \$5 per child (3-11 years). Children under 3 are free. All exhibitors (adults and children) must wear appropriate name badges at all times.

CHILDREN

We recommend that you make child care arrangements for children not helping you in your booth. Children must stay in the booth. Children under 12 found away from their exhibit spaces without adult supervision, or of any age found in an unauthorized area of the hotel, will be returned to their parents with a verbal warning. Upon the third verbal warning from the Convention Committee, the exhibitor may be asked to leave the convention without refund.

IMPORTANT DETAILS

Furniture Rentals / Drop Shipments

We are pleased to announce that Corporate Events – New England will be our official service contractor. If you need a local shipping point, Corporate Events will receive your drop shipments and then transport them to the Sturbridge Host Hotel. They also have booth accessories available for rental. You will receive further information concerning their services directly from them.

Electricity

All booths and tables have access to electrical hook-up. Arrangements for electricity need to be made with the Sturbridge Host Hotel **before** the convention. Details will be sent in the Corporate Events packet.

IMPORTANT NOTICE

All exhibited materials must be acceptable to Christian homeschooling families.

It is impossible for MassHOPE to preview every item which might be displayed in the exhibit hall. Please review your material for items which might be offensive to our primarily Christian attendees and eliminate them from your display.

Such items would include: stories or art work containing witches, ghosts, dragons, or other occult material; science material based on evolution; New Age or overtly humanistic material; homeopathy; "Values Clarification" curriculum; "Multi-Cultural" curriculum (that material which treats all cultures and religions as equal with biblical values); fantasy role-playing games or curriculum; any material that portrays the Bible as merely mythological, or Christianity as untrue or as one among many equal religions; materials related to gender beyond male or female.

CANCELLATION POLICY

If the convention cannot be held due to fire, loss of electrical power, blizzard, snow, ice, flood, tornado, any other acts of God, or any other events or occurrences beyond the control or authority of MassHOPE, vendor agrees not to hold MassHOPE responsible.

If vendor cancels:

8 weeks prior to convention – full refund will be given

6 weeks prior to convention – 50% refund

4 weeks prior to convention – no refund (No refunds after April 1, 2023)

PLEASE DIRECT ALL EXHIBIT HALL CORRESPONDENCE TO:

Susan Jacobsen
46 South Road
Holden, MA 01520

Cell: 508-335-3122
Email: ExhibitHall@MassHOPE.org

TIMELINE FOR QUICK REFERENCE

February 28, 2023

- To take advantage of reduced booth rate, application with payment must be received by this date (or mailed applications with a 2/28/23 or earlier postmark date).

March 3, 2023

- Deadline to submit ads for convention program
- Advertising payments due

April 27, 2023

- Setup: 10AM – 8PM

April 28, 2023

- Shopping hours: 8:30 AM – 5:30 PM

April 29, 2023

- Shopping hours: 8:30 AM – 5 PM, with takedown immediately following.

No refunds after April 1, 2023

Rules and Regulations

In order to conform to MassHOPE and the Sturbridge Host Hotel policies, exhibitors are expected to understand and comply with the following:

1. It is understood that the "Application to Exhibit at 2023 MassHOPE Convention" is only an application to exhibit. Completing and submitting the form with a check does not ensure that the potential exhibitor will be asked to exhibit at the convention. All vendors who sell materials they feel may be of value to Christian home educators are welcome to apply. Exhibitors who are approved will have their checks cashed and will be notified by e-mail no later than February 28, 2023. Companies which apply late or after all space is filled may be placed on a waiting list. **MassHOPE's policy is to accept or deny exhibitors without comment.**
2. MassHOPE does not require that exhibitors and/or advertisers subscribe to our Statement of Faith (below), but it does require that exhibitors and/or advertisers do not promote any materials which would be in conflict with the Statement of Faith or might be offensive to Christian home educators. Such materials might include stories or artwork containing witches, ghosts, dragons, or other occult material; science material based on evolution; New Age or overtly humanistic material; homeopathy; "Values Clarification" curriculum; "multi-cultural" curriculum (the idea of valuing all lifestyles and religions as equal to the biblical view); fantasy role-playing games or curriculum; or any material that portrays the Bible as merely mythological, or Christianity as untrue or as one among many equal religions; materials related to gender beyond male or female. MassHOPE reserves the right, **at the convention**, to exclude specific items or entire displays which, in MassHOPE's opinion, would be inappropriate for display. Vendors who refuse to remove items deemed inappropriate by MassHOPE will be asked to leave without refund. Participation at the convention implies an understanding of, and agreement to, these conditions and releases MassHOPE from any financial or other liability related to such exclusion.
3. There is to be **NO used curriculum** of any kind available for purchase.
4. No vendor may sell any type of food or beverage product
5. 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 do one or more of these may jeopardize your chances of being invited back in subsequent years, and/or may result in a fine. If your booth is not manned during all exhibit hours, from opening until closing, and you would like to pre-register for the following year's convention, we will charge an additional \$50 at the time of pre-registration.
6. **If you are sending a representative in your place, it is your responsibility to make sure that he understands these rules and signs the application. Applications will not be processed without signatures.**
7. All materials or displays must stay within the confines of a pre-measured booth space (10'x10' or 8'x10'). Exhibitors **MUST** sit or stand within the booth space, and not in the aisle. You **WILL** be asked to move, and **MUST** comply, this is a safety issue.
8. Exhibitors are not allowed to share booth space with another company or organization, or display materials from another company or organization (not normally in their product lines) without PRIOR approval of MassHOPE.
9. The exhibit hall is provided for attendees so that they can see and purchase curriculum and home school related merchandise. Multi-level marketers may be invited to exhibit if their sole purpose is to sell products. **Multi-level marketers are not allowed to recruit in any way.** No signs, signup sheets, business cards, or notices of any sort of advertising business opportunities, home parties, etc. will be allowed. A vendor may give attendees a brochure, catalog, or business card with his name and address **only if asked for such information.** An attendee may contact an exhibitor outside of the exhibit hall. Multi-level marketers who disregard this rule may be asked to leave the convention without refund.
10. Exhibitors are responsible for collection and payment of sales tax. A list of vendors will be given to the Massachusetts Department of Revenue before the date of the convention.
11. If you agree to hold material for an attendee at your booth (after it has been paid for), you do so at your own risk.
12. Keep in mind that this is a Christian convention. Please make sure that your clothing, **both** during setup **and** during the actual event, is modest. By this we mean no tight clothing, midriff tops, miniskirts, or tank tops. Our attendees will respect you much more for following this rule and having a professional appearance!
13. **Cancellations after April 1, 2023 will not be refunded.**

MassHOPE STATEMENT OF FAITH

We Believe:

- ◇ **The Bible to be the inspired Word of God, the supreme and final authority for all faith and life.**
- ◇ **That there is one God, eternally existent in three persons: Father, Son, and Holy Spirit.**
- ◇ **In the Deity of our Lord Jesus Christ, His virgin birth, His sinless life, His miracles, His vicarious and atoning death through His shed blood on the cross, His bodily resurrection, His ascension, and His imminent bodily return in power and glory.**
- ◇ **That man was created in the image of God, but fell into sin and is therefore lost, and only those who put their faith in Jesus Christ alone, not trusting in any personal works whatsoever, can be saved.**
- ◇ **That salvation is the free gift of God brought to the sinner by grace and received by personal faith in the Lord Jesus Christ, whose substitutionary death on the cross paid the penalty for man's sin.**
- ◇ **That the ministry of the Holy Spirit is to convict mankind, indwell, guide, instruct, and empower the believer for Godly living and service.**
- ◇ **That the God of the Bible established marriage as the exclusive lifetime covenant of union between one man and one woman. It is His unique gift that echoes the union of Christ and His church, and is the ideal environment that He has ordained for procreation and for the raising of children in the nurture and admonition of the Lord to the glory of God.**
- ◇ **In the spiritual unity of believers through our common faith in the Lord Jesus Christ, and that individual doctrinal differences which may exist, outside the aforementioned, should not hinder the unity of Christian home educators.**

Revised November 2010



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

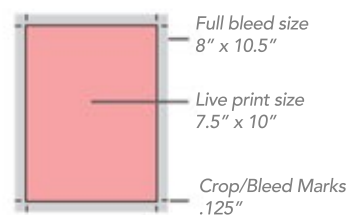
* Maximum of 6 Convention Sponsors

Convention Program Advertising

Full Page \$425

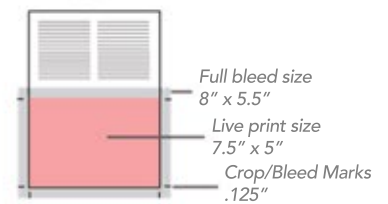
- Full Bleed Size:
8" wide x 10.5" tall
- Inside Live Print Area:
7.5" wide x 10" tall

INSIDE FRONT OR
BACK COVER +\$100



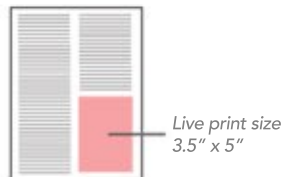
Half Page Horizontal \$275

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



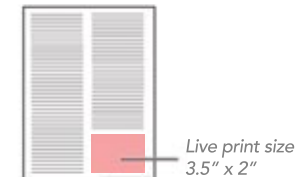
Quarter Page \$165

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



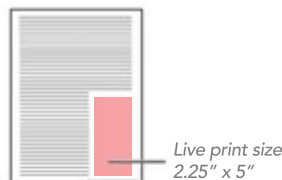
One-Eighth Page \$115

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



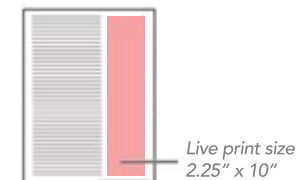
One-Sixth Page \$135

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



One-Third Page \$220

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

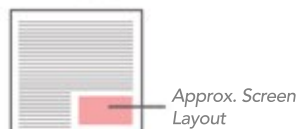


Digital Marketing*

* Subject to availability, review and approval of MassHOPE

Convention Page Banner \$175

- 640 x 480 Banner w/ link



Facebook Marketing \$100

- 1200 x 628 Post 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



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.