



Massachusetts Homeschool Organization of Parent Educators



Serving Massachusetts homeschool families since 1988

2024 MassHOPE Christian Homeschool and Parenting Convention

“Anchored in Hope” (Hebrews 6:19)

EXHIBITOR GUIDE

MassHOPE is looking forward to our **2024 Christian Homeschool and Parenting Convention**, and we hope to have you with us serving homeschool families in Massachusetts and beyond! For decades now, our annual convention has provided inspiration, support, and resources for homeschool parents throughout New England. We are looking forward to yet another year.

Our convention is scheduled for April 18-20, 2024, and will once again be found at the Sturbridge Host Hotel and Conference Center, centrally located in Sturbridge, Massachusetts. Please read the **Exhibitor Booth Options** carefully for details specific to our venue.

**Space is limited -
Apply today!**

Exhibitor Registration is not final until you have completed the application form, sent payment, and have been accepted.

IMPORTANT NOTES FOR 2024:

- Participation is by invitation only.
- We request that, whenever possible, vendors select a single booth. Requests for multiple booths will be handled individually, with a maximum of four (4) spaces.
- **In order to accommodate as many exhibitors as possible in this venue, all exhibit hall booth spaces are 8' D x 10' W with one (1) 6' table.** (There are a limited number of smaller 8'x8' booths available outside the exhibit hall for non-selling vendors, such as colleges and camps.)

Questions?

Susan Jacobsen, Exhibit Hall Coordinator

exhibithall@masshope.org

cell: 508-335-3122

EXHIBITOR BOOTH OPTIONS

- **Early Bird booth price** is available through **January 15, 2024**.
- **Standard booth price** is available through **March 1, 2024**.
- **Short Notice registration** is available after **March 1, 2024**. We will make every attempt to include you in our convention program, but there is no guarantee.

Exhibit Hall Booth

Early Bird \$400 / Standard \$425 / Short Notice \$450

- 8' D x 10' W booth, 8' high back drape, 3' high side drapes, one (1) 6' skirted table, two (2) chairs, and an ID sign

Lobby Booth

Early Bird \$325 / Standard \$350 / Short Notice \$375

- Lobby booths are available in a limited number and are for ministries and nonprofits to share information only, with **no** product sales or fundraisers. As an example, colleges and universities, as well as camps, are eligible for lobby booths.
- 8' D x 8' W booth, 8' high back drape, 3' high side drapes, one (1) 6' skirted table, two (2) chairs, and an ID sign (Note: Lobby booth placement will be in a heavily traveled hallway. Exhibitors should secure any items of value overnight.)

2024	Size (DxW)	Early Bird (thru 1/15/24)	Standard (thru 3/1/24)	Short Notice (post 3/1/24)
Exhibit Hall	8' x 10'	\$400	\$425	\$450
Lobby	8' x 8'	\$325	\$350	\$375

Booth placement will be determined by the MassHOPE Exhibit Hall Coordinator and the convention committee prior to the event.

For the Application to Exhibit, please click [here](#).

EXHIBIT HALL GENERAL INFORMATION

Hotel Information

A block of rooms has been reserved at the **Sturbridge Host Hotel & Conference Center**, 366 Main Street, Sturbridge, Massachusetts. Discounted rooms (\$109/night + tax) are available on a first come, first served basis to both exhibitors and attendees.

→ To make your reservation, you must call the Sturbridge Host and mention you are with MassHOPE in order to receive the contracted rate.

Phone number: 508-347-7393

Room block release date: March 28, 2024

Hotel Parking

There is a large open-air parking lot at the hotel with plenty of space for parking.

Exhibit Hall Location

- Hawthorne Hall of the **Sturbridge Host Hotel & Conference Center**, 366 Main St, Sturbridge, MA

Exhibitor Set-Up and Tear-Down

- Set-Up – Thursday, April 18, 2024: 10:00 AM – 8:00 PM
- Tear-Down – Saturday, April 20, 2024: 5:00 PM – 8:00 PM

Convention Shopping Hours

- Friday, April 19, 2024: 9:00 AM – 5:30 PM
- Saturday, April 20, 2024: 9:00 AM – 5:00 PM
- Booths must be manned at all times during shopping hours.

Furniture Rentals / Drop Shipments

Capital Conventions will be our official service contractor this year. If you need a local shipping point, they will receive your drop shipments and then transport them to the Sturbridge Host. They also have booth accessories available for rental. You will receive further information concerning their services directly from them as time gets closer.

Electricity

All booths and tables have access to electrical hookup. Arrangements for electricity need to be made directly with the Sturbridge Host **before** the convention. More details will be included in the Capital Conventions exhibitor service packet.

Exhibitor Confirmations/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, exhibitors agree not to hold MassHOPE responsible.

If an exhibitor cancels:

- 8 weeks prior to convention – full refund will be given
- 6 weeks prior to convention – 50% refund will be given
- 4 weeks prior to convention – no refund will be given

Exhibitor Name Badges

Each booth comes with up to two (2) complimentary name badges. Additional name badges may be purchased during the application process. All exhibitors (adults and children) must wear name badges at all times.

Children

We recommend you make child care arrangements for children not helping in your booth. Children must stay in your booth. Children under 12 years old found away from their booth 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.

Food / Beverages

No food or beverages purchased offsite may be brought in the Sturbridge Host Exhibit Hall. There will be a concession stand in the ballroom foyer selling breakfast and lunch options. Food purchased at the concession

stand may be brought into the exhibit hall space. There are a variety of restaurant options in the vicinity of the hotel, from fast food to fine dining.

MassHOPE will provide morning coffee and tea on Friday and Saturday, 7:30 AM, until it runs out.

Exhibitor Workshops

There are a limited number of exhibitor workshop slots available, and we set a limit of one workshop per exhibitor. Additional workshop requests may be submitted and may be granted if availability allows. Please be prepared to submit a workshop title and description during the application process.

MassHOPE Bucks

MassHOPE will be selling discounted MassHOPE Bucks to pre-registered attendees in an effort to drive more business to our exhibitors. This has proven to be a big hit with attendees who come to the exhibit hall with a fistful of Bucks, ready to spend! You may accept these at face value as cash. At the end of the convention, you may present all collected MassHOPE Bucks to us for reimbursement.

Sales Tax

All exhibitors are responsible for their own licensing as well as the collection and payment of taxes on all sales. Please register and file with the Massachusetts Department of Revenue by visiting <https://www.mass.gov/info-details/register-your-business-with-masstaxconnect>

Questions regarding any sales tax concerns should be directed to Jenny Esteves at the DOR.

- Jenny Esteves: 508-421-2431 or estevesj@dor.state.ma.us

Please be certain to include your nine-digit tax ID number on your exhibitor application. We must have this information **PRIOR** to the convention.

Advertisements / Sponsorships

MassHOPE's goal is to make our convention as profitable as possible for all participants. We offer a variety of advertising and sponsorship options for our exhibitors in an effort to help you expand your reach to our families. You will find advertising information on the Convention Ad Form (click [here](#)). All exhibitors in our database, whether or not you will be present at our convention, are welcome to advertise or sponsor our event. Any questions, please email advertising@masshope.org.

Payments for all advertisements and sponsorships, as well as ad submissions, must be received by **March 4, 2024**.

EXHIBITOR RULES & REGULATIONS

Advertising and Booth Content Guidelines

MassHOPE is a Christian organization. As such, all advertising and exhibitors must be pre-approved by our convention committee. MassHOPE reserves the right to accept or reject exhibitor applications and/or advertisements without comment.

All materials and products must be generally acceptable to Christian homeschooling parents. Although we do not require our exhibitors and/or advertisers to agree with our Statement of Faith (click [here](#)), we request that our exhibitors not display materials and products that would conflict with it. Examples of inappropriate material include, but are not limited to, those promoting evolution, secular humanism, witchcraft, and the occult.

MassHOPE does not allow exhibitors or advertising that promote public or private school programs that accept government funding or vouchers of any kind.

The MassHOPE convention committee will determine the acceptability of materials. Speakers and exhibitors must agree to remove any materials deemed inappropriate by this committee.

Exhibitor Booth Guidelines

- For a complete list of Exhibitor Rules and Regulations, please click [here](#).
- MassHOPE reserves the right to refuse any exhibitor for any reason. All decisions made by the convention committee are final. New exhibitor applicants must include a detailed description of the products or services with their application forms. Failure to provide the description may result in a delay in the processing of the application.
- Duplication of companies will not be allowed in the exhibit hall. For example, only one distributor from the same company such as Usborne Books or Discovery Toys will be permitted. Individual book or product duplications are permitted (e.g., two exhibitors carrying the same titles). The MassHOPE convention committee will make the decision as to what could constitute an unacceptable duplication.
- Exhibitors may not share booth space, electric, or internet with any other company or organization; nor are they allowed to display materials for another company or organization without written consent of the Exhibit Hall Coordinator.
- MassHOPE does not allow raffles at the convention. Door prize drawings are permitted.
- Exhibitors with music or audio/visual sound must maintain a volume level so as to not be a disturbance to neighboring exhibitors.
- Exhibitors are permitted to bring their own tables or display racks as long as they will fit inside the confines of their booth space(s). No exhibit should extend beyond the designated booth area.

Rules of Engagement

- Speakers / exhibitors will not criticize other speakers / exhibitors, the convention, the facility where the convention is held, the MassHOPE convention committee, or MassHOPE to other speakers / exhibitors and/or convention attendees.
- Concerns or critiques are to be made to the MassHOPE convention committee directly.
- The MassHOPE convention committee reserves the right to refuse any advertisement or exhibitor. All decisions are final and without comment.
- MassHOPE and the Sturbridge Host Hotel & Conference Center assume no responsibility for speaker / exhibitor inventory, materials, or equipment on the site of the MassHOPE convention.
- Speakers / exhibitors agree to hold MassHOPE and the Sturbridge Host Hotel & Conference Center harmless from any and all liabilities from any cause, and agree that MassHOPE and/or the Sturbridge Host Hotel & Conference Center shall not be responsible for any loss, damage, or injury that may occur to the exhibitor, their employees, or property from any cause whatsoever, prior, during, or subsequent to the dates of the convention
- The speaker / exhibitor, upon signing the Exhibitor Application, expressly releases MassHOPE and the Sturbridge Host Hotel & Conference Center from and agrees to indemnify the same against any and all claims for such loss, damage, or injury.

Timeline for Quick Reference

January 15, 2024 – Last day for early bird registration fee

(Standard and Short Notice registration dates/fees are available after January 15, 2024.)

March 4, 2024 – Deadline for ad submissions for convention program and advertising payments

April 18, 2024 – Setup: 10:00 AM – 8:00 PM

April 19, 2024 – Shopping hours: 9:00 AM – 5:30 PM

April 20, 2024 – Shopping hours: 9:00 AM – 5:00 PM, with takedown immediately following.

No refunds after March 21, 2024.