



December, 2009

Dear Exhibitor:

Take advantage of increased opportunities to sell your products and services to a large number of highly motivated buyers: homeschoolers. Be an exhibitor at Wisconsin Parents Association's 27th Annual Home Education Conference and Curriculum Fair on Friday, May 7, and Saturday, May 8, 2010, at the University of Wisconsin-Oshkosh. In recent years, nearly 1,000 homeschoolers have attended this conference. New this year: Be among the exhibitors presenting hour-long workshops during the conference.

Five reasons to be an exhibitor at this WPA conference:

- (1) **The Curriculum Fair, plus over 70 exciting workshops, affordable on-site housing, and special events** make this conference an inspiring and relaxing weekend for homeschooling parents.
- (2) **Presenting an hour-long exhibitor workshop** will allow you to explain and demonstrate the advantages of your products to a target audience.
- (3) **In this age of the Internet, homeschoolers are eager to take advantage of opportunities to meet you**, ask you specific questions, and examine your products. Your booth offers a great way to showcase the products you're justifiably proud of!
- (4) **Free admission to the Curriculum Fair on Friday** evening for people who have not registered for the full conference increases traffic to your booth.
- (5) **On-site housing for you and your associates is convenient and very affordable** (as low as \$22 for a single or double room).

Homeschoolers will focus on your product before, during, and after the Conference.

Before the Conference: Your business can be listed on WPA's Web site with a link to your Web site. (On-site exhibitors only.) Exhibitor workshops will be publicized. Conference goers can sign up to shop at the Curriculum Fair during any workshop time they choose.

During the Conference: Shoppers visit your booth, talk with you, and look over your products and/or services, and attend your workshop (if you present one). They also review the free literature bag each family receives.

After the Conference: Your products and services continue to be listed on WPA's website. Conference goers who have met you and seen your product firsthand remember it, learn more from your Web site, and contact you.

Two effective ways to be an exhibitor:

- (1) **Rent a booth.** Sell directly to homeschoolers who have come to the Conference expecting to purchase educational materials.
- (2) **Put your materials in the Free Literature Bag** that will be given to all conference goers at no charge to them.

More details are enclosed. The registration form must be sent to us by April 17, 2010.

Please note three different addresses.

- 1) Send your registration form and check or credit card information to me at the WPA post office box (see below).
- 2) If you will be attending the Conference and want to ship materials to the conference site ahead of time, address them to the Gruenhagen Conference Center in Oshkosh, Wisconsin. (See the enclosed Exhibitor Schedule and Fees sheet for the address.)
- 3) Send literature for Free Literature Bags to the Winquists in Rhinelander, WI.

Take advantage of this outstanding opportunity! If you have questions, call WPA's voice mail at 608-283-3131 or email us at WPA@homeschooling-wpa.org.

Sincerely,

**M. Larry Kaseman
Executive Director**

P. S. Visit our Web site at www.homeschooling-wpa.org/conference to explore conference offerings, download the exhibitor information, review last year's conference announcement, and, in early March, read this year's announcement.

P. P. S. If you cannot attend the Conference, be sure to participate in the Free Literature Bag.



Voice Mail 1-608-283-3131
 Email: wpa@homeschooling-wpa.org
www.homeschooling-wpa.org

Exhibitor Schedule and Fees

27th Annual Home Education Conference & Curriculum Fair—May 7–8, 2010

Location: University of Wisconsin — Oshkosh
 Gruenhagen Conference Center

Dates and Times

- April 17 — Exhibitor registration deadline
 April 24 — Deadline for literature for bags to arrive at the Winquists'
 May 3 — First day for shipments of materials to arrive at UW–Oshkosh
May 7 — Friday — Conference/Fair Day 1 (evening)
 4:00 pm — Curriculum Fair opens to exhibitors for set up
 7 to 10 pm — Curriculum Fair open for sales
May 8 — Saturday — Conference/Fair Day 2
 7:00 am — Curriculum Fair opens for exhibitors only
 7:15 am — Curriculum Fair opens for sales
 5:00 pm — Curriculum Fair closes for sales
 6:30 pm — Curriculum Fair must be emptied of all materials except cartons for return shipment
 May 14 — Last day to have return shipments picked up

Table Skirts for Booths

To facilitate set up, please bring floor length table coverings. If you are unable to do this, check "Table Skirting" on the appropriate blank on the registration form, and WPA will provide table skirting (but not covers for table tops).

Showcase your products or services at WPA's Curriculum Fair!



New: Workshops Presented by Exhibitors

Fees	Single Booth 10' X 10' with 8' table and a chair	Present One Workshop	Literature for bags
Standard Price	\$195 first table \$175 each additional table	\$35	\$65
Small Business (Annual gross sales of less than \$50,000)	\$140*	\$35	\$50
Cottage Industry (A home-based family business which is not the primary source of income for the family)	\$65*	\$35	\$40

- *Maximum of 4 tables at Small Business or Cottage Industry Rate
- Service charge for **electrical outlets** — \$15
- **Lunch** (meat or vegetarian). Must be paid with registration — \$9

Shipment of Materials for Booths:

Exhibitors attending the Fair can ship materials to GCC, in accordance with the following guidelines:

- Shipments must arrive **no earlier than May 3, 2010.**
- Ship to:

Gruenhagen Conference Center
 University of Wisconsin—Oshkosh
 Attn: Marc Nysten, Director
 208 Osceola Street
 Oshkosh, WI 54901

- For any materials to be shipped back to the exhibitor after the conference:
 - The exhibitor must box, seal, and label the cartons.
 - The exhibitor is responsible for providing a carrier to pick up the materials.
 - The exhibitor must arrange to have the return shipment prepaid or picked up C.O.D.
 - The return shipment must be picked up no later than Friday, May 14, 2010. (Pick-up is to be made from the "ship-to" address above.)

Shipment of Literature.

- Ship 400 copies of each item to be included in bags that will be given to conference goers as they register for the conference on May 7th and 8th to:

Randy & Cherie Winquist
 c/o NorthPro Video
 52 North Brown Street
 Rhinelander, WI 54501

- Shipments must arrive **no later than April 24, 2010.**

For more information about the 27th Annual WPA Conference, including directions to the conference site, go to: <http://www.homeschooling-wpa.org/conference>. Specific information for the 2010 conference will be posted on WPA's website in early March.

Contact for questions or problems but NOT for shipment of materials:

Wisconsin Parents Association
 Post Office Box 2502
 Madison WI 53701-2502 608-283-3131
 Email: wpa@homeschooling-wpa.org



Exhibitor Registration Form and Contract

27th Annual Home Education Conference & Curriculum Fair
May 7-8, 2010

Email: wpa@homeschooling-wpa.org
Voice Mail 1-608-283-3131
www.homeschooling-wpa.org

Company: _____
Address: _____
City, State, Zip _____
Phone: (____) _____ **Fax:** (____) _____
www address: _____
E-mail _____

Representative: _____
Address: _____
City, State, Zip _____
Phone: (____) _____ **Fax:** (____) _____
E-mail _____
Date _____

Describe Product or Service (Use back if necessary): _____

Special Needs: Wall space Table Skirting Electric outlet(s)

Web sites (for onsite exhibitors only): Yes, WPA may list your company on WPA's Web site.

Yes, WPA may link to your Web site. Yes, in exchange, your company will link to WPA's Web site.

EXHIBITOR WORKSHOP PRESENTATIONS
New this year. Onsite exhibitors may present one-hour workshops for a fee of \$35 per workshop. (You must provide your own audio visual equipment.) Please describe below as well as in an email to WPA the workshop you propose to present. (See WPA's Web site for last year's regular workshops for the type and length of description.) In general, WPA will decide which workshops to accept on a first come, first served basis giving priority to curriculum providers. Space is limited. Check all of the times below that you would be willing to present your workshop. **DEADLINE FOR WORKSHOP DESCRIPTIONS** is February 1, 2010.

	Number	Amount
◆ Number of 10' X 10' booths with an 8' table and a chair: (Standard fee is \$195 for first booth and \$175 for each additional booth. See attachment for exceptions.)	_____	\$ _____
◆ Number of electrical outlets required (\$15.00 if any required):	_____	\$ _____
◆ Number of lunches (\$9 each): meat ___ vegetarian ___	_____	\$ _____
◆ Number of workshops (\$35 per workshop for all companies)	_____	\$ _____
◆ Bags: Your literature included in bags given to attendees: (Standard fee is \$65. See attachment for exceptions.)	_____	\$ _____
Total enclosed (Make checks payable to WPA) or use		\$ _____
MasterCard, VISA, or Discover: _____ - _____ - _____		Exp. ____/____

WORKSHOPS: FIRST CHOICE(S)
 Friday 7:15 – 8:30 pm
 Saturday 8:30 – 9:30 am
 Saturday 9:50 – 10:50 am
 Saturday 1:30 – 2:30 pm
 Saturday 2:50 – 3:50 pm

WORKSHOPS: SECOND CHOICE(S)
 Friday 7:15 – 8:30 pm
 Saturday 8:30 – 9:30 am
 Saturday 9:50 – 10:50 am
 Saturday 1:30 – 2:30 pm
 Saturday 2:50 – 3:50 pm

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Workshop Description: _____

Exhibitor Terms
EXHIBIT CONTENT: The exhibitor agrees to exhibit only those items or services normally supplied or manufactured by said exhibitor in the normal course of business. WPA retains the right to control, remove, prohibit, and/or refuse any exhibit material(s) and/or item(s) considered inappropriate or unacceptable.
CONTRACTED SERVICES: The exhibitor agrees to accept the terms and conditions contained in the agreements between the University of Wisconsin-Oshkosh and WPA on matters and questions not covered in this contract. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save WPA and the University of Wisconsin-Oshkosh, their officers and employees, against all claims to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof. WPA is not responsible for theft or damage to exhibits or materials. Exhibitors are responsible for security of their own exhibits. The exhibitor assumes the entire cost of insurance.
CANCELLATION POLICY: Through February 28th, WPA will return all but a \$25 processing fee; through April 17th, 50% of payment will be refunded; after April 17th, no refunds.

Agreement: In signing this form, the Exhibitor agrees to comply with the **Exhibitor Terms** set forth here.

Print name (if using credit card, as it appears on card) _____

Signature _____

Date _____

**Send this form and fees
by April 17, 2010 to:**

WPA
 Post Office Box 2502
 Madison WI 53701-2502 608-283-3131