

2024 CONVENTION
UTAH CHRISTIAN HOMESCHOOL ASSOCIATION
EXHIBITOR INFORMATION

FRIDAY, APRIL 12 AND SATURDAY, APRIL 13

Canyons Church
1700 East 7000 South
Salt Lake City, UT 84121

EXHIBIT HALL HOURS

Friday 11:00am - 6:30pm
Saturday 8:00am - 4:30pm

EXHIBITOR INFORMATION ONLINE

Find instructions and all other necessary information
in one handy spot online as it becomes available!

utch.org/exhibitors

SERVING
the homeschool community
TOGETHER



Join UTCH at the largest gathering of homeschool families in Utah each year.

It is our pleasure to labor together with you to support, encourage, and equip home educators!



UTAH CHRISTIAN HOMESCHOOL ASSOCIATION

VENDORS@UTCH.ORG | 385-800-1738

2024 UTCH CONVENTION EXHIBITOR INFORMATION PACKET



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WELCOME!

Utah Christian Home School Association (UTCH) would like to invite you to participate in our 29th UTCH Convention! Our event focuses on supporting and inspiring parents as they endeavor to teach their children at home and nurture them in God's Word.

We are excited to welcome Davis and Rachael Carman from North Carolina as our keynote speakers. Owners of Apologia Educational Ministries, Inc., Davis and Rachael homeschooled their seven children over 26 years. And yet, they are still energized by affirming, encouraging, and equipping the next generation of homeschooling families to answer the call!

Please see the enclosed vendor information sheet for booth sizes and costs. Convention exhibitors and convention program advertisers must support UTCH's philosophy and mission of promoting and supporting parent-directed, home-based education, and should not conflict with a biblical worldview.

If you wish to be represented at our convention but are unable to attend, we have several options for you to still have your product showcased to our attendees on pages 7 and 9.

We would love to have you join us in 2024. Please visit utch.org/exhibitors to complete our Exhibitor Registration Form as soon as possible (or mail in the form at the end of this packet).

We look forward to working with you at our convention.



DATES, TIMES, LOCATION

Convention Dates Friday, April 12 and Saturday, April 13

Venue Canyons Church
1700 E. 7000 S., Salt Lake City, UT 84121

Exhibit Hall Hours Friday 11:00am-6:30pm
Saturday 8:00am-4:30pm
Booths must be staffed at all times, open to close.

Exhibitor Set-up Times Friday 7:00am-10:45am
(Estimated) Saturday 7:15am-8:00am

Tear Down/Move Out Saturday 4:30pm-6:30pm
No early tear down is permitted! Please plan accordingly.



IMPORTANT DATES



Exhibitor Application

- September 2023** Exhibitor application opens
- February 9, 2024** Application deadline to be included in the Convention program
- February 10, 2024** Exhibitor booth fees increase
- April 1, 2024** Last day to apply as an exhibitor
- April 5, 2024** Deadline to submit names for badges



Welcome Bag Application

- March 4, 2024** Shipping address for inserts will be shared
- March 15, 2024** Deadline for welcome bag applications
- April 5, 2024** Inserts must be received by UTCH



Convention Program Advertising

- February 9, 2024** Advertising contract submission & payment deadline
- February 23, 2024** All program ads must be received

Attendee Registration

- January 15, 2024** Attendee pre-registration opens
- April 1, 2024** Pre-registration closes for attendees. On-site registration is available.



Convention Dates

- April 12, 2024** Exhibitor load-in and set-up
- April 12-13, 2024** UTCH Home Education Convention



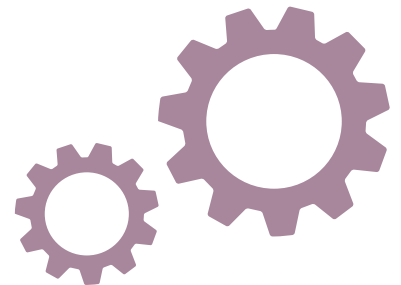
SCHEDULE AT-A-GLANCE

Friday, April 12 (session schedule subject to adjustment through March 2024)

7:30-10:30am	Exhibitor Load-in and Set-up
9:30-10:50am	Keynote General Session: Sanctuary
11:00am-6:30pm	Exhibit Hall Open
11:00am-12:00pm	Featured & Sponsor Workshops
12:00-1:30pm	Shopping & Lunch
1:30-2:30pm	Featured & Sponsor Workshops
2:40-3:40pm	Featured & Sponsor Workshops
3:50-4:50pm	Featured & Sponsor Workshops
5:00-6:30pm	Shopping & Dinner
6:30-8:00pm	Men's & Women's Events

Saturday, April 13 (session schedule subject to adjustment through March 2024)

7:15-8:00am	Exhibitor Breakfast & Setup
8:00am-4:30pm	Exhibit Hall Open
8:00-9:00am	Continental Breakfast & Shopping
9:00-10:20am	Keynote General Session: Sanctuary
10:30-11:30am	Featured & Sponsor Workshops
11:40am-12:40pm	Featured & Sponsor Workshops
12:40-2:00pm	Lunch & Shopping
2:00-3:10pm	Keynote General Session: Sanctuary
3:20-4:20pm	Featured & Sponsor Workshops
4:30-5:45pm	Keynote General Session: Sanctuary
4:30-6:00pm	Exhibitor Tear Down & Load Out





BOOTH INFORMATION

Access to electrical outlets and internet service are provided on a first-come, first-serve basis. If you have other special needs or requests for your exhibit space, please contact our Exhibit Hall Coordinators at vendors@utch.org.

If you desire a table covering, UTCH recommends that you provide your own as there are limited table coverings available on-site.

Standard Booth Space

Each standard booth space is approximately 10' x 8' (60 sq. ft.). Booth rental includes the following:

- **Table:** one 8' table
- **Chairs:** two chairs
- **Company Name Sign:** One 8.5"x11" tented sign stating your company name will be placed at your booth. You are welcome to bring your own banner/signage. *Only damage-free command hooks and/or putty may be used to hang signage on the wall behind your booth (if you desire).*
- **Name Badges:** Up to two name badges (exhibitor credentials) are included for each 10'x6' booth rental. Exhibitors with 3+ booth spaces will receive a maximum of six badges. Extra exhibitor badges may be purchased for \$50/adult or \$10/youth (17 and under).
- **Lunch:** one complementary lunch per exhibitor (must be preordered). Additional lunches may be preordered for \$10 each.

Nonprofit Booth Space

Nonprofit organizations are invited to apply for an 8'x6' booth at a discounted rate. Maximum of one booth per nonprofit. Must be approved for space by the UTCH Board and Convention Coordinator. (If a nonprofit wants more than 1 booth, they may purchase a standard booth along with their nonprofit space.)

- **Table:** one 6' table
- **Chairs:** two chairs
- **Company Name Sign:** One 8.5"x11" tented sign stating your company name will be placed at your booth. You are welcome to bring your own banner/signage. *Only damage-free command hooks and/or putty may be used to hang signage on the wall behind your booth (if you desire).*
- **Name Badges:** Up to two name badges (exhibitor credentials) are included for each nonprofit booth. Exhibitors with 3+ booth spaces will receive a maximum of six badges. Extra exhibitor badges may be purchased for \$50/adult or \$10/youth (17 and under).
- **Lunch:** one complementary lunch per exhibitor (must be preordered). Additional lunches may be preordered for \$10 each.



NEW! DISPLAY ONLY TABLES

We are pleased to offer a new exhibiting option: Display-Only Tables. You will send us product samples and literature, and we will arrange and maintain a display of your materials.

This option comes with an 8-ft covered and skirted table in the exhibit hall. We will also hang your banner behind your table so all attendees can clearly see it.

If you select the Display-Only Table option, please send the following:

- Product samples
- Catalogs or brochures
- Disposable banner
- We recommend offering a “Convention Special” (send flyer to place on your table) to encourage attendees to make purchases in a timely manner!

Please send only what will fit well on an 8-ft table. We can store extra brochures under the table, and add them as needed. UTCH will arrange your display table and periodically check to keep it stocked with literature. These tables will be prominently placed on a first come, first serve basis.

Every attendee will receive 1 raffle ticket for display table items. After they have browsed the Display Tables, they can choose to enter their ticket on one product/package raffle from our Display Tables. During the last keynote session winning tickets will be drawn, and the display products will go home with the winner.

You will save an enormous amount of time, effort, and expense, and your displayed materials will still draw attention to your company and your products at the conference!

Display tables will be listed in the convention program and on our website.

\$115 covers the cost of the Display Table; handling of your materials; arranging your display; maintenance of your display throughout the conference; and raffle. Just select this option and ship your products to us. We'll handle the rest!

If you sell full curriculum sets, we would suggest that you send at least one elementary grade kit and one high school grade kit for attendees to see.

Register online! Mailing instructions will be provided to you in February. Materials must be received by April 5th. Materials will not be shipped back. Reach out to vendors@utch.org with any questions!



BOOTH PRICING

All booth selections are subject to availability. Booth assignments will be made by the UTCH Convention Director and Exhibit Hall Coordinators.	Early Registration Received by February 10	Late Registration Received February 11 or later
Standard 10'x6' Booth	\$115	\$150
Nonprofit Booth	\$30	\$50
New! Display Only Table	\$115	\$150

"Buy It Here!" Promotion

To encourage convention attendees to buy from vendors on-site, UTCH will be running a "Buy It Here!" promotion at our 2024 convention.

This promotion gives attendees the opportunity to be entered in a drawing for a special prize awarded by UTCH. Attendees receive 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 UTCH Convention. Multiple winners will be selected.

The purpose of "Buy It Here!" is to encourage on-site purchases at exhibitor booths!

The only thing exhibitors need to do is provide customers with a receipt showing your company name, date of purchase, and amount of purchase. The receipt may be paper or electronic. We do the rest!

The drawing will take place Saturday during the final keynote, after the end of exhibit hall hours. "Buy It Here!" details will be published for all attendees on the UTCH website and in the convention magazine and program.



WELCOME BAGS

UTCH provides an opportunity for exhibitors and others to apply to advertise in our convention welcome bags, which are distributed to our convention attendee families. We will be assembling 350 bags for the 2024 UTCH Convention. If you wish to participate in the welcome bags, submit an application and a sample for review, pay the appropriate fee, and provide 350 copies of your insert item(s).

A small promotional item is a bookmark, business card, pen, magnet, postcard, etc. Single-page flyers or brochures may be double sided. Multi-page inserts must be stapled together or secured so that they may be easily picked up individually. All items must be 8.5"x11 or smaller. Fees are per lot of 350 of the same item. You may choose to include more than one insert if desired.

A sample of each welcome bag insert must be reviewed.

Please submit one sample of each item you would like to have inserted in the welcome bag ASAP after submitting your application. You do not need to wait to be invoiced before sending your sample.

MAIL sample(s) to UTCH Exhibit Hall, P.O. Box 3804, Salt Lake City, UT 85110 -OR-
EMAIL digital copy (pdf or jpg) to vendors@utch.org

Welcome Bag Fee - registered exhibitors receive a discount rate for welcome bag advertising.

Advertiser Type	Small Promotional Item	Single-page flyer or brochure	Magazine or Catalog
Registered Exhibitor	\$25 (7 cents per bag!)	\$35 (10 cents per bag!)	\$50 (14 cents per bag!)
Non-Exhibitor	\$40 (11 cents per bag!)	\$55 (16 cents per bag!)	\$80 (23 cents per bag!)

Welcome Bag Deadlines

Application Submission Deadline: **March 15, 2024**
Shipping Instructions Sent: **beginning March 4, 2024**
UTCH Must Receive Inserts By: **April 5, 2024**

Please note: inserts will be shipped to a residence. Please plan to ship by FedEx, UPS, USPS, or another carrier that delivers to residences. **Inserts that are not received by April 5, 2024 will not be included in the welcome bags.** Please plan accordingly. The fee is non-refundable.



PROGRAM ADVERTISING

The UTCH Convention Program is a quality, full-color magazine for convention attendees to use for notetaking during the weekend and to reference following the event. Advertising in the convention program is an effective way to let attendees know about your business, product, service, or organization.

The opportunity to advertise in the convention program is open to registered exhibitors as well as non-exhibitors who fit UTCH’s mission and criteria. Exhibitors may add a program advertisement to your exhibitor registration to be paid on the same invoice.

NOTE: There are a limited number of full-page ads available. Requests for full-page ads will be approved prior to invoicing.

Ad Contract & Payment Deadline: February 9, 2024

Ad Copy Submission Deadline: February 23, 2024

Advertising Rates - registered exhibitors receive a discount rate on convention program advertising.

Advertiser Type	1/3 page	1/2 page	Full page	Guaranteed Positions	
				Full page before/after notes insert (2 available)	1/3 page, notes insert page (4 available)
Registered Exhibitor	\$50	\$90	\$150	\$200	\$65
Non-Exhibitor	\$75	\$130	\$225	\$300	\$100

We include a special NOTES section in the center of the program. This 8-page section of uncoated ruled paper is perfect for attendees to take notes during workshops and refer back to following the Convention. These premium advertising spaces are extremely limited.

We have two types of guaranteed positions:

- 1) Full-page ad on the glossy page immediately before or after the NOTES insert
- 2) Third-page ad at the bottom of one of the notetaking pages

Additional Advertising Opportunities with UTCH

Mobile App: All registered exhibitors will be listed on our mobile app March 1 - May 30, 2024 at no additional charge. Please inquire at aaron@utch.org to learn about enhanced listings on the UTCH mobile app.



UTCH CONVENTION POLICIES

Cancellation Policy

If you must cancel and do so on or before February 9, 2024, UTCH will refund 50% of your paid fees. No refund will be issued for an exhibitor-initiated cancellation after February 9.

Name Badges

UTCH will provide exhibitor name badges branded for our event, pre-printed with your company name on them and the representative names that you provide to us in advance. If you do not know the representative names in advance, we will pre-print just the company name and have them ready for you at check-in. Blank badges will not be given out. We will handwrite representative names on badges at check-in.

All names that will be printed on badges must be submitted by April 5. Representatives are required to wear the UTCH-provided name badge for security purposes.

Exhibitor badges may be used only by exhibit volunteers. If you have additional unused badges, they may not be used to grant exhibit hall admission to someone who is not working in your booth. UTCH has opportunities available to assist families for whom the admission fee is a substantial hardship, such as volunteering in exchange for free admission or sponsored admission programs.

Booth Contents Must Be Contained

Please ensure that all contents of your booth are located completely within the designated boundaries for your booth space including tables, signs, book/product displays, chairs, etc. The Fire Marshal prohibits exhibitor furnishings that extend beyond the booth boundary.

No Promotion of Public, Charter, or Private Schools

In keeping with UTCH's mission statement and vision for this convention, we will not accept as exhibitors or advertisers any public, virtual charter, charter, or private schools, or homeschool enrichment programs offered through any of these education options. Exhibitors may not promote public-school-at-home programs, publicly-funded K-12 online options, taxpayer-funded education options, local private school programs, or other programs that are otherwise outside the focus of this event or UTCH's mission.

Remove All Empty Boxes from Your Booth

The Fire Marshal requires that all empty boxes, pallets, packing materials, etc. be removed from all booths prior to the vendor hall opening. Please make sure all these items are cleared from your booth no later than 10:30 AM Friday morning. All extra product/inventory must be stored under tables or in your vehicle. Extra products and merchandise should not be stacked out in the open.

Exhibitor Booth Staffing

Your booth must be staffed at all times during Exhibit Hall open hours. Please plan your staffing accordingly. A UTCH volunteer can monitor your booth for a short time (15 minutes) if needed while you purchase a meal or take a restroom break. Contact the vendor coordinators at the number listed in your vendor welcome packet on-site if you need a volunteer.



APPLICATION & PAYMENT

Booth spaces are reserved once the application is reviewed, approved, and payment in full is received. Applications received after the February 9, 2024 early application deadline may be accepted as space permits, but will not be included in the convention program.

Reserving Your Booth

Complete the online application form found at utch.org/exhibitors (or complete the form found at the end of this packet and mail it to UTCH). Here, you will be able to select how many booths you would like to reserve, welcome bag and advertising opportunities, and pay the fee based on your selections.

Once we receive your application, our team will review it as quickly as possible. You will be notified by email once approved. If for some reason you are not approved, your payment will be immediately refunded to you.

UTCH reserves the right to refuse any application without further explanation or comment.



TRAVEL INFORMATION

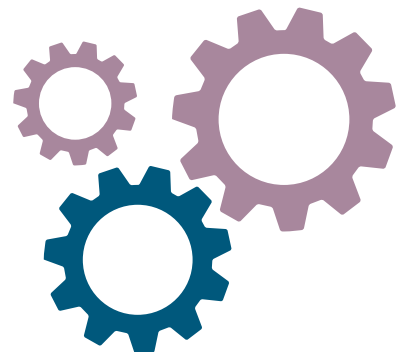
Salt Lake City International Airport is located in Salt Lake City, about a twenty-minute drive from the convention venue. For those without a vehicle, taxicabs and driving services are available at the airport.

UTCH is arranging group rates at two different hotels close to the venue. Information will be shared with you as it becomes available. Complimentary wireless internet and a continental breakfast will be included with the hotel.

Information on hotel discount rates will be posted to utch.org/exhibitors as it becomes available.

Reach out to vendors@utch.org with any questions.

We look forward to seeing you at the 2024 UTCH Convention!





Company Information

Company/Ministry: _____

Website Address: _____

Contact Person: _____ Phone Number: _____

Street Address, City, State, Zip: _____

Email Address: _____

Facebook Page: _____ Instagram: _____

What will you be displaying/selling in your booth? _____

Item	Cost	Quantity Desired	Total
Standard Booth	\$115		\$
Nonprofit Booth (max 1)	\$30		\$
Display Only Table (details on pg.7)	\$115		\$
Complimentary Lunch (one per exhibit)	Free		[] Yes [] No
Additional Lunch	\$10		
Booth Subtotal:			\$

Welcome Bags

Registered Exhibitor: [] \$25 - Small Promo Item [] \$35 - Flyer/Brochure [] \$50 - Catalog/Magazine

Non-Exhibitor: [] \$40 - Small Promo Item [] \$55 - Flyer/Brochure [] \$80 - Catalog/Magazine

Convention Program Advertising:

Registered Exhibitor: [] \$50 - 1/3 page [] \$90 - 1/2 page [] \$150 - full page

[] \$200 - full page notes insert [] \$65 - 1/3 page notes insert

Non-Exhibitor: [] \$75 - 1/3 page [] \$130 - 1/2 page [] \$225 - full page

[] \$300 - full page notes insert [] \$100 - 1/3 page notes insert

Welcome Bags & Advertising Subtotal:	\$
Total Cost (make checks payable to UTCH):	\$

Names for exhibitor name badges (2/booth, 6 maximum): _____

Special needs or requests: _____

Mail registration and payment to: **UTCH Treasurer**
c/o Elyssa Fuchikami
862 East Dry Creek Road
Sandy, Utah 84094