

HSC Conference – August 6-9, 2020

DoubleTree by Hilton San Jose
2050 Gateway Place, San Jose, CA 95110
www.sanjose.doubletree.com



Our Mission – The HomeSchool Association of California

- Is a nonprofit volunteer-run homeschool organization
- Honors the diversity of homeschoolers
- Supports the entire spectrum of homeschooling
- Provides homeschooling information
- Monitors and influences legislation
- Offers opportunities for families to get together
- Provides networking and support for homeschoolers
- Empowers families to make choices that respect the rights, needs, and aspirations of their children
- Is an inclusive and secular organization

About the HSC Conference - August 6-9, 2020 – www.hscconference.com

Started in 1988, the HSC Conference features approximately 150 sessions and hands-on funshops over 4 days, so there's definitely something for everyone! We offer talks on homeschool-related topics, active and crafty workshops for the whole family, and thoughtful discussions and panels for teens and adults. There are many ongoing activity areas within the conference every day! The HSC Conference stands out because of its full teen program created in cooperation with our teens. HSC's teen program is one of the most extensive and exciting programs offered by any homeschool conference in the country.

About our conference guests:

- Each year 1000 - 1200 people of all ages (approx. 400 families) attend HSC Conference.
- 68% of HSC members live in Northern CA., 28% in Southern CA.

About Our Exhibit Hall in Brief

The HSC Conference features a 6000 square foot Exhibit Hall. Our product and information vendors typically sell unique items of interest to our attendees and offer services to the homeschooling community. At our Speaker Bookstore attendees can purchase items offered by our speakers. Space is limited, so please apply early.

Exhibit Hall hours are:

Saturday, August 8, 10am – 6pm and
Sunday, August 9, 9am – 2pm

Exhibit Options

- Single booth space (approx. 8' x 8', no back wall) - \$400
- Double booth space (approx. 16' x 8', no back wall) - \$675
- Triple booth space (approx. 24' x 8', no back wall) - \$950
- Single table space (6' x 30" table only) - \$225
- Premium wall space (limited) - add \$30 per space
- Premium booth alcove space (very limited, includes back wall and extra floor space) - add \$125
- Premium corner space (limited) - add \$100
- Premium foyer table space (limited) - add \$125

Discounts on Exhibit Space

Early Bird Discount for new vendors is 10% when paid in full by March 1st.

Returning Vendor Discount is 10% when paid in full by March 1st, or 5% when paid in full by May 1st.

Advertising Options

- Logo on HSC Conference website for one year - \$200
- Business card size ad in program (2.5" x 3.5") - \$95
- Quarter page ad in program (3.75" x 5") - \$185
- Half page ad in program (7.5" x 5") - \$255
- Full page ad in program (7.5" x 10") - \$350
- Welcome bag inserts - your item in 400 welcome bags \$155 for first 400 inserts; \$100 for each additional 400 inserts)

Workshops, Presentation and Demo Opportunities

Proposals for Workshops, Presenters and Demos must go through our Speaker The Speaker Proposal System is posted at the top of the HSC Conference home page (www.hscconference.com) from February 1 through March 1, 2020. Speakers will be notified in April/May.

Participating as a speaker/presenter is separate from being an Exhibitor, Advertiser or Sponsor, and Exhibitors/Advertisers/Sponsors are not guaranteed speaking slots. If your workshop proposal is accepted, please remember that workshops are not intended to be a sales opportunity, although you are welcome to share your contact information with participants who request it.

Sponsorship Options

Align your company's name with the HSC Conference and be recognized as a sponsor of one of the premier homeschooling conferences in the country. By sponsoring the HSC Conference you help make our conference accessible for families with children of all ages. Thanks to your support, we are able to offer multitudes of enrichment opportunities for children and their families to learn, connect and thrive!

Platinum Sponsorship - \$4,000

Online:

- Your clickable logo prominently featured on the HSC Conference website for one year in its respective sponsor position - \$200 value
- Your company information on the HSC Homeschooling Marketplace website for one year, four categories - \$60 value
- Your logo on our smartphone scheduling app - only available to sponsors
- A clickable link to your website in conference newsletter emails sent to all registered conference guests during the conference prep season (November-August) - only available to sponsors
- A clickable logo with a link to your website and 1-paragraph business description in a post conference *Thank You* email sent to all HSC members after HSC Conference concludes - only available to Platinum Sponsors

In print:

- Full Page size ad in the HSC Conference Program - \$350 value
- Prominent recognition in the HSC Conference Program - only available to sponsors

At the conference:

- Conference Welcome Bag inserts, (total of three (3) items for each 400 welcome bags) - \$355 value
- Logo on *solo banner* in keynote speaker sessions - only available to Platinum Sponsors
- Logo on *solo banner* at one of our specialty rooms (such as Fiberland, the Little Kids Play Room, Teen Refuge, Epic Play Space, or Game Deck) - only available to Platinum Sponsors
- Your logo (biggest) on the *thank you signage* prominently displayed in the Exhibit Hall - only available to sponsors
- Public acknowledgement at opening & closing sessions - only available to sponsors

Gold Sponsorship - \$2000

Online:

- Your clickable logo prominently featured on the HSC Conference website for one year in its respective sponsor position - \$200 value
- Your logo on our smartphone scheduling app - only available to sponsors
- Your company information on the HSC Homeschooling Marketplace website for one year, three categories - \$50 value
- A clickable link to your website in periodic conference newsletter emails sent to all registered conference guests during the conference prep season (November-August) - only available to sponsors
- A clickable link to your website in a post conference *Thank You* email sent to all HSC members after HSC Conference concludes - only available to sponsors

In Print:

- Half Page size ad in the HSC Conference Program - \$255 value
- Prominent recognition in the HSC Conference Program - only available to sponsors

At the Conference:

- Conference Welcome Bag inserts, (total of two (2) items for each 400 welcome bags) - \$255 value
- Your logo (large) on the *thank you signage* prominently displayed in the Exhibit Hall - only available to sponsors

Silver Sponsorship - \$1000

Online:

- Your clickable logo prominently featured on the HSC Conference website for one year in its respective sponsor position - \$200 value
- Your logo on our smartphone scheduling app - only available to sponsors
- Your company information on the HSC Homeschooling Marketplace website for one year, two categories - \$40 value
- A clickable link to your website in periodic conference newsletter emails sent to all registered conference guests during the conference prep season (November-August) - only available to sponsors
- A clickable link to your website in a post conference *Thank You* email sent to all HSC members after HSC Conference concludes - only available to sponsors

In Print:

- Quarter Page size ad in the HSC Conference Program - \$185 value
- Prominent recognition in the HSC Conference Program - only available to sponsors

At the Conference:

- Conference Welcome Bag inserts, (one item for 400 welcome bags) \$155 value
- Your logo on the *thank you signage* prominently displayed in the Exhibit Hall - only available to sponsors

Bronze Sponsorship - \$500

Online:

- Your clickable logo prominently featured on the HSC Conference website for one year in its respective sponsor position - \$200 value
- Your logo on our smartphone scheduling app - only available to sponsors
- Your company information on the HSC Homeschooling Marketplace website for one year, one category - \$30 value
- A clickable link to your website in periodic conference newsletter emails sent to all registered conference guests during the conference prep season (November-August) - only available to sponsors
- A clickable link to your website in a post conference *Thank You* email sent to all HSC members after HSC Conference concludes - only available to sponsors

In Print:

- Business-card size ad in the HSC Conference Program \$95 value
- Recognition in the HSC Conference Program - only available to sponsors

At the Conference:

- Your logo on the *thank you signage* prominently displayed in the Exhibit Hall - only available to sponsors

How to place an order

- **STEP 1** Go to this link www.hscconference.com/new-exhibitor-form.html, and register your company and contact information. Please use this form *first* even if you have exhibited, advertised, or sponsored before, as company and contact info can change from year to year. An HSC coordinator will contact you within 72 hours.
- **STEP 2** Read in full the information in the links included in the response email, complete the order from that is part of that link.
- **STEP 3** Within 72 hours of receipt of your application/order form, an HSC coordinator will contact you, either by email or phone to confirm your order. Once the order is confirmed, we will send you a link with instructions on how to pay for your order via PayPal.
- **STEP 4** Follow the link to PayPal and complete payment. An email confirmation will be sent to you.
- **STEP 5** Complete any additional steps as needed: Submit artwork, arrive at conference!

For more information or to become a Conference exhibitor, advertiser and/or sponsor: please visit www.hscconference.com/new-exhibitor-form.html and enter your contact and interest information, and an HSC coordinator will contact you within 72 hours.

Questions? Please contact me:

Sasha Kuczynski

HomeSchool Association of California

Advertising, Sponsorship, and Exhibit Hall Coordinator

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