2023 Advertising & Sponsorship Information, Terms & Conditions

The Homeschool Association of California is a secular, non-profit, volunteer-run homeschool organization that:

- **Embraces core values of equity and inclusion**
- **Believes the joys and benefits of homeschooling should be available to all**
- **Empowers families across the entire spectrum of homeschooling**
- **Acknowledges the important voice and agency of homeschooled youth**
- **Monitors and informs the state and national discussion surrounding educational access and rights**
- **Educates and supports families to advocate for fair and equitable homeschooling laws**
- **Values and provides opportunities for networking and community building**
- **Does not tolerate harassment or bullying**

About the HSC Conference - www.hsc.org/conference

Started in 1988, the HSC Conference features scores of 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 digital program created in cooperation with our teens. HSC's teen digital program is one of the most extensive and exciting digital programs offered by any homeschool conference in the country.

- Each year hundreds of people of all ages (approx. 300 families) attend HSC Conference.
- 68% of HSC members live in Northern CA., 28% in Southern CA.

Exhibit Options

About Our Exhibit Hall in Brief
The HSC Conference features a large corridor of well visited space for Exhibitors. 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.

There will be an opportunity to present about your product/ service for 5 mins in a TED-talk style "sponsors/ exhibitors showcase" during the conference.

Exhibit Hall hours are:

Saturday, July 29, 10am – 6pm and Sunday, July 30, 9am – 2pm

Prices:

- Single table space (8' long, 30" wide) - $400
- Double table space (16" long, 30" wide) - $675 (limited availability)
- Premium space (limited availability) - add $100

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.

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 (hsc.org/conference) from February 1 through March 1, 2023. 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.

Advertising Options

HSC Conference Website
Your Logo with clickable link on the HSCConference.com website for one year or until July 2023. Artwork must be 220 x 220 square, color artwork preferred. Color artwork preferred. Resolution: 300 dpi, formats accepted are: PDF, GIF, JPEG

HSC Conference Program
The conference program is an 8.5” x 11” pdf booklet emailed to all conference attendees. It contains information about the conference, details of the workshops, biographies of the speakers, a listing of all exhibitors and advertising. The Conference Program will be digital so artwork can be submitted in color. Resolution: 300 dpi, formats accepted are: PDF, GIF, JPEG. Artwork must be received no later than June 1, 2023.

- **Logo on HSC Conference website for one year - $200**
- **Business card size ad in digital program (2.5” x 3.5”) - $95**
- **Quarter page ad in digital program (3.75” x 5”) - $185**
- **Half page ad in digital program (7.5” x 5”) - $255**
- **Full page ad in digital program (7.5” x 10”) - $350**
- **Ad Flyers - Flyers will be displayed near registration tables, $155 for first 400 inserts; $100 for each additional 400 inserts**

Sponsorship Options

The HSC Conference is grateful for your financial support, which is essential in making possible our educational, dynamic, inclusive, and interactive homeschooling conference.

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. Our Sponsorship Program is flexible, allowing your business to choose a level that enhances your business goals (platinum, gold, silver or bronze), while enjoying high visibility with our conference attendees.

By sponsoring the HSC Conference you help make our conference accessible for children of all ages and their families. It allows us to feature a variety of speakers providing our attendees with the most current educational tools and information.

Your sponsorship affords HSC the opportunity to provide numerous sessions and workshops ranging from fun and crafty to thoughtful and innovative. Thanks to your support, we are able to offer multitudes of enrichment opportunities for children and their families to have fun, 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
- 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 digital print:

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

At the conference:

- Conference Flyers. Your created and printed flyers will be placed near the registration table, (total of three (3) items of each 400) - $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 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
- Opportunity to present about your product/ service for 5 mins in a TED-talk style “sponsors/ exhibitors showcase” during the conference.

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 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 Digital Print:

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

At the Conference:

- Conference Flyers. Your created and printed flyers will be placed near the registration table, (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
- Opportunity to present about your product/ service for 5 mins in a TED-talk style “sponsors/ exhibitors showcase” during the conference.

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 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 Digital Print:

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

At the Conference:

- Conference Flyers. Your created and printed flyers will be placed near the registration table, (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
- Opportunity to present about your product/ service for 5 mins in a TED-talk style “sponsors/ exhibitors showcase” during the conference.

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 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 Digital Print:

- Business-card size ad in the HSC Conference Digital program $95 value
- Recognition in the HSC Conference Digital 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 https://www.hsc.org/sponsor-exhibit-ads-info-form, 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 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 https://www.hsc.org/sponsor-exhibit-ads-info-form and enter your contact and interest information, and an HSC coordinator will contact you within 72 hours.

Questions? Please contact us at **exhibitors@hsc.org** **or** **sponsors@hsc.org**

Anti-Discrimination and Harassment Policy for HSC Events

All participants (including without limitation, HSC staff, members, speakers, sponsors, volunteers, or any of their guests or other attendees) at HSC events are required to comply with this policy. We expect cooperation from all participants to help ensure a safe and respectful environment for everyone. HSC is dedicated to providing a discrimination and harassment-free event experience at its events for everyone, regardless of ancestry, place of origin, color, ethnic origin, citizenship, creed, record of offences, marital status, family status, gender, gender identity and expression, age, sex, sexual orientation, disability, physical appearance, race or ethnicity. We do not tolerate discrimination or harassment by event participants or our staff on any of these grounds, in any form.

Harassment includes, without limitation,

(a) offensive verbal comments related to ancestry, place of origin, color, ethnic origin, citizenship, creed, record of offences, marital status, family status, gender, gender identity and expression, age, sex, sexual orientation, disability, physical appearance, race, or ethnicity,

(b) posting sexual images in public spaces

(c) deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention. Sexual language and imagery is not appropriate in connection with any HSC event, including in talks, workshops, parties, Twitter and other online media.

Reporting an Incident

If you are being discriminated against or harassed, or notice that someone else is being discriminated against or harassed, contrary to this policy, or you have any similar or related concerns, please contact a HSC staff member and report it, immediately. All complaints will be treated seriously.

Disciplinary Action

Participants who are asked by HSC staff to stop any discriminatory or harassing behavior are expected to immediately comply.

All reports of discrimination and harassment will be directed immediately to HSC's leadership team who may consult with and engage other HSC staff, leaders, and legal counsel as appropriate. Event security and/or local law enforcement may be involved, as appropriate based on the specific circumstances. HSC event participants violating the above rules may be, among other things, (1) sanctioned or expelled from the event without a refund, and (2) prohibited from attending any future HSC events, as determined by HSC in its sole discretion.

Best Practices for Interacting with HSC Conference Guests

Sponsors, Advertisers and Exhibitors need to remain mindful that HSC Conference guests include adults, teens and children. Best practices for our "opt-in", consent-based and community-focused conference atmosphere will help us maintain a safe and welcoming space for everyone.

BY REGISTERING FOR THIS EVENT, I CONFIRM THAT I HAVE READ THE ABOVE AND AGREE TO THE TERMS AND CONDITIONS OF HSC'S ANTI-DISCRIMINATION AND HARASSMENT POLICY.