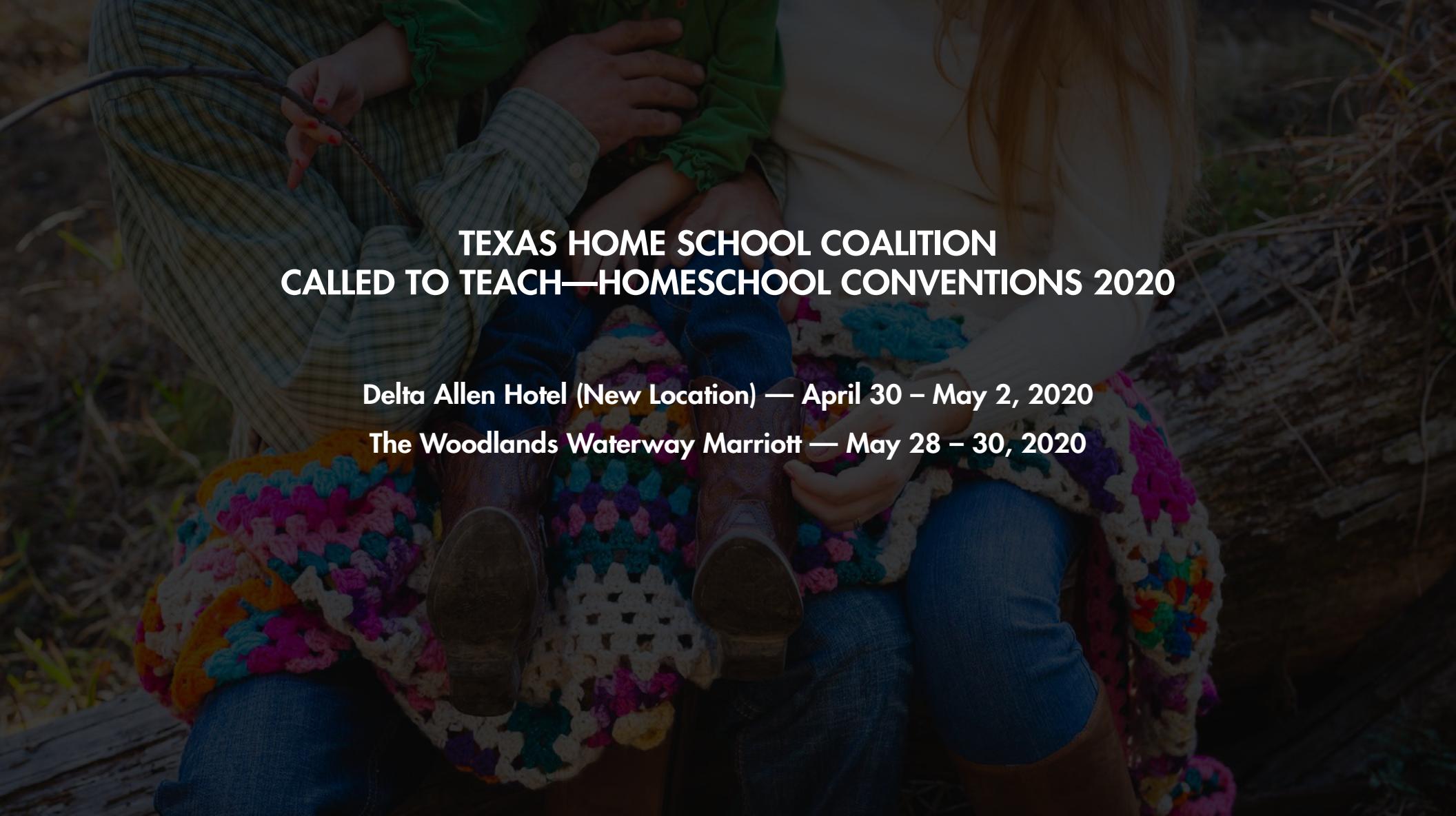




EXHIBITOR PACKET & OPPORTUNITIES

Called to Teach
HOMESCHOOL CONVENTION





TEXAS HOME SCHOOL COALITION CALLED TO TEACH—HOMESCHOOL CONVENTIONS 2020

Delta Allen Hotel (New Location) — April 30 – May 2, 2020

The Woodlands Waterway Marriott — May 28 – 30, 2020

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Letter from Tim Lambert

With the number of families choosing to homeschool in Texas increasing by the thousands every year, the diversity of Convention attendees is as wide as the needs of homeschool families in our great state. The board and staff of THSC work tenaciously to provide unique events designed to minister to this diverse group.

Our newly rebranded Called to Teach Homeschool Conventions offer your organization an immeasurable opportunity to engage with new and veteran homeschooling families, showcasing your products and services. Both of our Conventions this year will be held in the spring - one in Allen, Texas, April 30 to May 2, 2020, and the other in The Woodlands, Texas, May 28-30, 2020. Our exhibitors receive unparalleled opportunity for brand exposure and engagement with attendees. By partnering together, our expectation is that we will each grow our organizations, and together, provide encouragement and support for the vibrant homeschooling movement.

In your service and His,
Tim Lambert, President

A handwritten signature in black ink that reads "Tim Lambert". The signature is fluid and cursive, with "Tim" on the first line and "Lambert" on the second line, slightly overlapping.



What Our Attendees Are Saying

“This fall will be my first year homeschooling. It was a great weekend to get away with my hubby and be encouraged and have questions answered and to become more aware of the homeschool process. As well as browse curriculum. Great weekend!”

Best Practices

Set goals. Know what you want to accomplish. That could be the number of people you talk to, how many leads you collect, the number of visitors to your booth, connections with other exhibitors and speakers or total sales and leads for follow-up emails.

Be inviting. Find ways to be warm and welcoming to visitors. This can be as simple as a smile, but it can also mean having a welcoming booth; offering visitors a small cup of water or something else that makes potential customers feel welcome and free to talk for a few minutes.

Ask the right questions to create relationships. Get visitors talking with a few key questions and create relationships with them. You want to have a conversation that will be mutually beneficial. If they feel you aren't interested in them or are coming across as pushy, it will be harder for you to follow up later. When you do follow up, try to personalize it by reminding the person where you met them.

Network with current customers. Before Convention, reach out to current customers to let them know where to find you. This can encourage them to tell their friends by word-of-mouth how much they enjoyed your product and to recommend looking at the Convention. It can also generate repeat sales. Consider offering something special to repeat customers that brings them back to your booth each year.

Encourage people to interact with your product. This accomplishes two things. It gives potential customers multiple ways to learn about your product, which gives them confidence in their purchase. It also keeps people at your booth, which draws the attention of others. Interactive features could include touch-screen computers, a reading corner or even an experience.

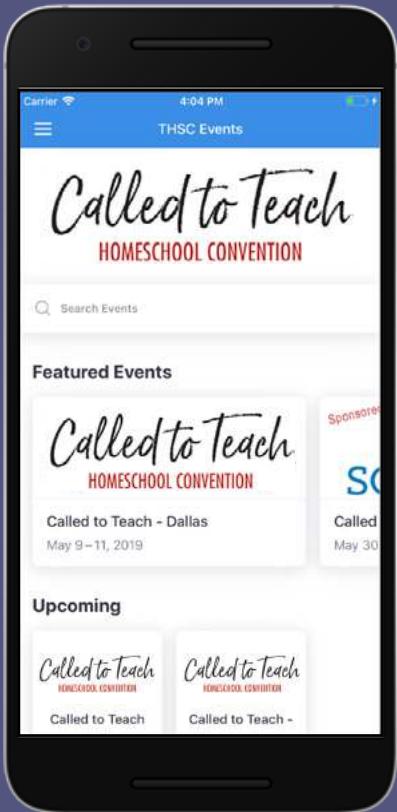
Extend your reach. There are several ways to get attention outside of your booth. You may advertise, be a sponsor or even have creative giveaways. Another great opportunity is to connect with attendees through the THSC events app. Display items that are visible and that make sense for your company (anything from neon stickers for kids to colorful tote bags can draw attention to your booth without you having to leave it). This also extends to social media. Find ways to encourage people to discuss your company online while you are at Convention.

Follow up well. Many leads are never used after Convention. Don't waste the connections you've made! Know how you're going to collect leads, what information you need and how you will contact the leads soon after Convention. You will also want to know your return on investment with various marketing strategies. Plan ahead so that you can measure what works for you at Convention.

What Our Attendees Are Saying

"I have been a public school teacher for 14 years. I am homeschooling this coming year! I was looking personally and professionally! I am super stoked for the upcoming school year and possibilities!"





We Got an App!

Called to Teach took it up a notch this past year with a stellar new event app.

Here are just a few features that we think you'll love:

1. You can see the Exhibit Hall and venue floor plans.
2. Your company is listed for all attendees to find.
3. You can send a direct message to anyone on the app and set up times to meet.
4. You can make posts about your organization.

We want to ensure that you have what is needed to succeed in an ever-changing world. We believe this app can bring a lot of value to you and your organization! The updated 2020 THSC events app will be available in January 2020. We look forward to connecting with you there!

Registration

We are so excited to share our updated exhibitor registration platform with you! You are going to love our simple and easy process, now faster than ever!

Be sure to upload your logo so that we can add it to our exhibitor listings in the app.

Creating and Logging Into Your Account

In 2019 we introduced exhibitor account management in RegFox. We've made a few tweaks this year to make this feature even more user friendly.

Here's how to create your account:

1. Upon completing registration, you will reach a confirmation page.
 - a. Scroll down and click "Set Up Account Now" (this link is also available in the confirmation email that is sent immediately upon completing registration).
 - b. Click "Claim My Account."
 - c. Click "Send Me a Link."

2. Another email will be sent with an activation link for your account.
 - a. Click the link.
 - b. Create your password.
 - c. Adjust any necessary account details.

3. You may also edit your registration.
 - a. Visit: <https://THSC.Account.WebConnex.com/Login>
 - b. Sign into your account with your email and password.
 - c. Click "Registrants" at the top of the page.
 - d. Click "View Details" on your registration.
 - e. From here you may select "Add a Registrant" or edit any of your previously purchased tickets.

What Our Attendees Are Saying

“We enjoyed the wisdom shared by speakers, and the advice given by multiple vendors in the Exhibit Hall. We had many conversations with those who were seasoned homeschoolers who really seemed to care. We are really looking forward to next year.”



General Benefits & Additional Benefits

At THSC's Called to Teach Homeschool Conventions, we are known for taking care of our exhibitors. From a beautiful exhibitor welcome reception to a personal and welcoming environment, we want our Conventions to be the best experience for everyone. Check out our awesome exhibitor benefits!

General benefits for all exhibitors:

Website listing: Your company name and logo will be listed on THSC.org with a link to your website.

App listing: Your company name and logo will be listed in the Convention app with a link to your website.

Digital program listing:

- Your company name will be listed in our digital program.
- All exhibitors receive an on-site registration packet.
- You will have access to workshops with your exhibitor name badge.
- You will get assistance on the Convention floor from our awesome Teen Staff!

Additional opportunities for all exhibitors:

Special Convention offers: THSC will list exhibitors' special Convention offers on our website. To have your special Convention offer listed, simply include the description in your exhibitor booth application. Submissions may be edited and those exceeding 200 characters may not be posted.

Sponsorships: Many sponsorship opportunities are available to promote your organization. For options and rates, please contact sales@thsc.org.



What Our Attendees Are Saying

“The Convention is for everyone! It is such an encouragement to your marriage, such a great Convention with classes on parenting, being a Christian, trying to raise a family in today’s time, how to stand for Christ and share His love with others. Thank you for this excellent weekend filled with tools that we will use to help our family follow God’s ways and shine for Jesus!”

Data You Want to See

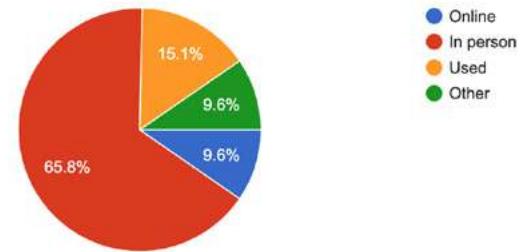
The THSC events team believes in giving you the facts. Have you ever wanted to know how many attendees actually purchase curriculum at Convention or what their preferred buying method is? Would it be helpful to know why some attendees don't purchase anything at Convention? We have answers for you!

DFW Convention stats:

Attendees that purchased curriculum at Convention: 75.3%

Do you feel that exhibitors provided desirable Convention discount options? Yes, 86.3%

Preferred buying method (73 responses)



What grades are your children?

(Parents were able to select more than one choice.)

Preschool: 23%

Elementary: 75%

Middle school: 47%

High school: 29%

Data You Want to See

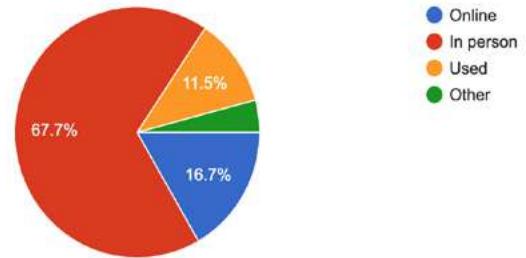
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The Woodlands Convention stats:

Attendees that purchased curriculum at Convention: 79.2%

Do you feel that exhibitors provided desirable Convention discount options? Yes, 88.3%

Preferred buying method (95 responses)



What grades are your children?
(Parents were able to select more than one choice.)

Too little: 17%

Preschool: 31%

Elementary: 75%

Middle school: 44%

High school: 21%

Graduated: 6%

What Our Attendees Are Saying

“THSC Conventions are special to me because it is organized by Texans who have a deep appreciation of our Texas history and who tirelessly fight to protect our rights to educate our children. THSC is not an outside organization putting on an event; it's Texans coming alongside one another in camaraderie and community.”



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HOMESCHOOL CONVENTION

For more information contact us at:
exhibitors@thsc.org

Thank you for reading!

