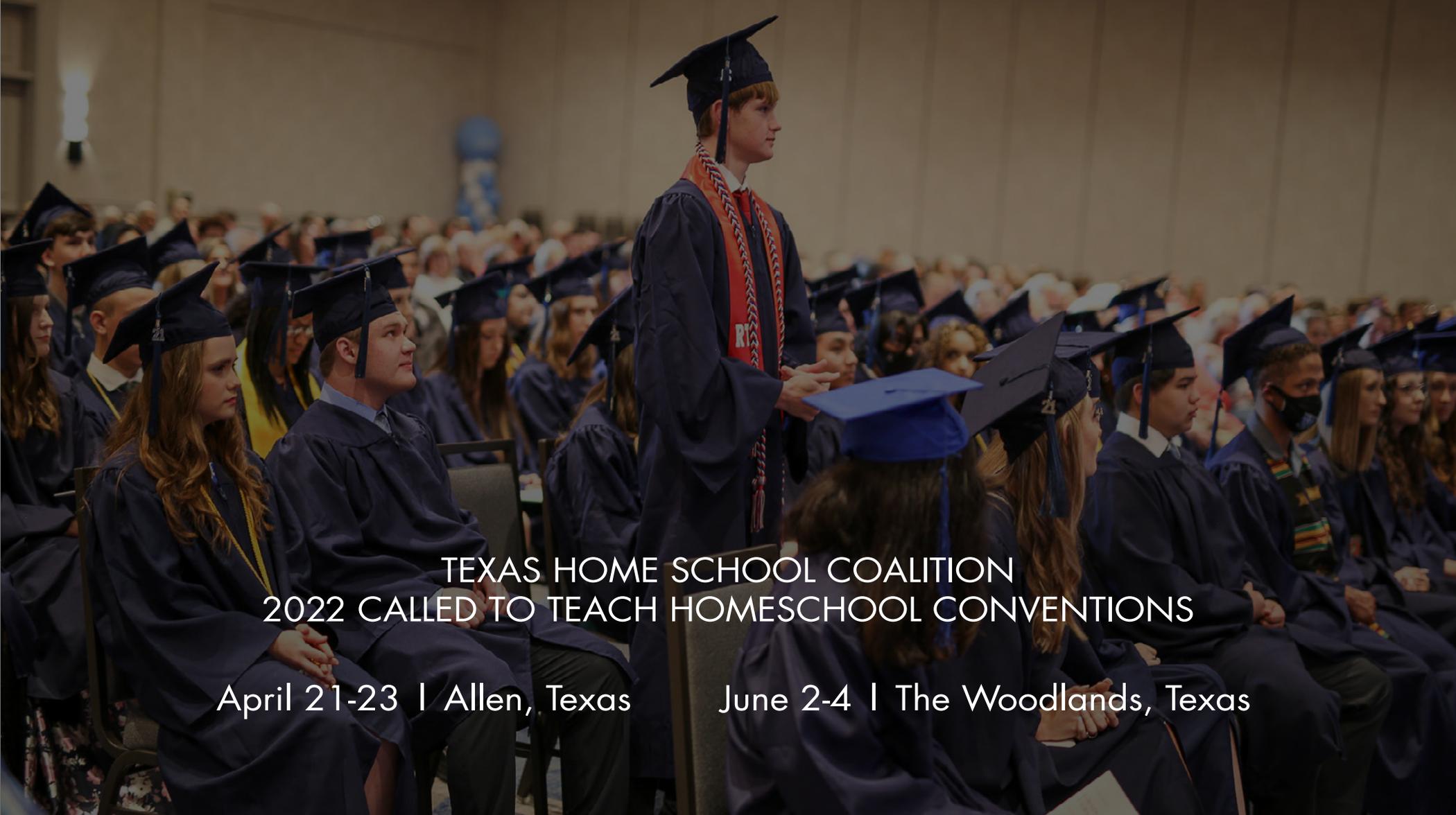




EXHIBITOR PACKET & OPPORTUNITIES

Called to Teach
HOMESCHOOL CONVENTION





TEXAS HOME SCHOOL COALITION
2022 CALLED TO TEACH HOMESCHOOL CONVENTIONS

April 21-23 | Allen, Texas

June 2-4 | The Woodlands, Texas

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Letter from Tim Lambert

With record increases in the number of homeschoolers in the great state of Texas this year, our Called to Teach Homeschool Conventions are a wonderful opportunity to reach out to hundreds of brand new homeschooling families.

The board and staff of THSC work tirelessly to provide events that are engaging and helpful to a wide range of homeschooler's needs – whether parents are preparing for their student's kindergarten year or their senior year of high school.

Our Called to Teach Homeschool Conventions offer your organization an immense opportunity to interact with these new and veteran homeschooling families, showcasing your products and services. This year, both of our Conventions will be held late in the spring—one in Allen, Texas on April 21-23, 2022, and the other in The Woodlands, Texas, on June 2-4, 2022.

Our exhibitors receive brand exposure before and during Called to Teach Conventions. By working to reach out to and strengthen members of the homeschool community, we expect that we will each grow our organizations and provide encouragement and support for the thriving homeschooling movement.

In your service and His,



THSC President

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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 bottled water, or something else that makes potential customers feel welcome and free to talk for a few minutes.

“Interact with people who browse your booth, not in a pushy sales way, but a genuine ‘I’m glad you’re here, how can I help you?’ way.”

First impressions count. Make sure that you and your booth create the ideal first impression.

“Ensure that the signage and product are displayed in a logical and artistic fashion. Display books at multiple levels to create a visual impact or presence of your product and ensure that customers have access to samples or books that they can browse through, hold, and review quickly without disturbing your professional setup. Use special coverings on your table to set your booth apart. And be ready with a 30 to 60-second elevator pitch that will capture the heart of your listener and excite them about your company and its mission. All the best!”

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. Firstly, it gives potential customers multiple ways to learn about your product, which gives them confidence in their purchase. Secondly, it keeps people at your booth, which draws the attention of others. Interactive features could include touch-screen computers, a reading corner, or even hands-on learning experiences.

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!”





Called to Teach takes convention up a notch with a stellar event app.

Called to Teach took it up a notch with a stellar event app. Here are just a few features that we think you'll love:

You can see the Exhibit Hall and venue floor plans.

Your company is listed for all attendees to find.

You can send a direct message to anyone on the app and set up times to meet.

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 2022 THSC events app will be available in January 2022. We look forward to connecting with you there!

What Our Attendees Are Saying

“After one year of homeschooling, I had lots of doubts about my ability to do it a second year. I decided to attend convention, and there I was so encouraged in more ways than I had anticipated! I left feeling bolstered spiritually, emotionally, and equipped with so much knowledge. The sense of community was amazing and helped combat the feeling of isolation you can encounter with homeschooling!”

“We love coming to the THSC conferences. It’s a chance for my wife and me to refocus and refine our goals for our family.”

“My hopes and expectations were far exceeded this year. . . . My twenty-year-old daughter and I were rejuvenated in heart and soul by the unapologetic truth spoken by men and women who are turning this world upside down! I am just so thankful for the examples you all have put in our path to learn from so that homeschool families like ours can be emboldened and equipped to reach our culture in grace and truth.”

“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.”

“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.”

Health & Safety Precautions

Called to Teach Conventions are excited to be meeting in-person again this year. However, it is unknown what the health situation will be in the upcoming months. Don't worry - we will keep you updated as to what precautions with health and safety concerns that we may need to take, depending on the situation at that time.

Health and safety concerns may still be on some people's minds. Our team and the hotel will be monitoring the local and state guidelines and let you know of any issues you should be aware of.

We have included the following suggestions based on last year's guidelines:

1. Monitor your personal health and have a backup person in line to monitor your station if you happen to become ill. Make alternative plans if you exhibit any symptoms that would place others at risk.
2. You are welcome to wear a face mask if you wish, but they are optional. Masks can be one more way of showing off your company brand.
3. Sanitize your booth regularly (once a day to every three hours is recommended).
4. Sanitize frequently touched surfaces (such as payment terminals) between each use.
5. Keep hand sanitizer easily accessible and wash hands regularly.
6. Find ways to minimize sharing high-touch surfaces.

What Our Exhibitors Are Saying

“We had a productive and lucrative experience at the Called To Teach Convention. We appreciated the booth times, set up, and the flow of attendees was steady! ... Looking forward to next year.” -*Grace and Grit Box*

“I have done the homeschool circuit for over 10 years and have learned which conventions are the most enjoyable to attend as a vendor. I can honestly say that the THSC conventions are some of the top ones in the country. For one thing, the people in the Houston and Allen areas buy stuff! But the convention itself is incredibly well run.... We are all there to serve the parents who attend, but THSC strives to serve the vendors as well.” -*Rhyme and Reason*



Registration

We are so excited to share our exhibitor registration platform with you! You are going to love our simple and easy process!

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

Here's how to create your registration 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.

Printed program listing: Your company name and booth will be listed in our printed program.

All exhibitors receive an on-site registration packet.

Welcome reception on Thursday afternoon.

Coffee will be available in the Exhibitor Lounge on Friday and Saturday.

Afternoon snacks on Friday and Saturday.

Four convention passes per company.

You will have access to workshops with your exhibitor convention pass.

You will have access to special evening events with your exhibitor convention pass.

You will get assistance on the Convention floor from our awesome Teen Staff!



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

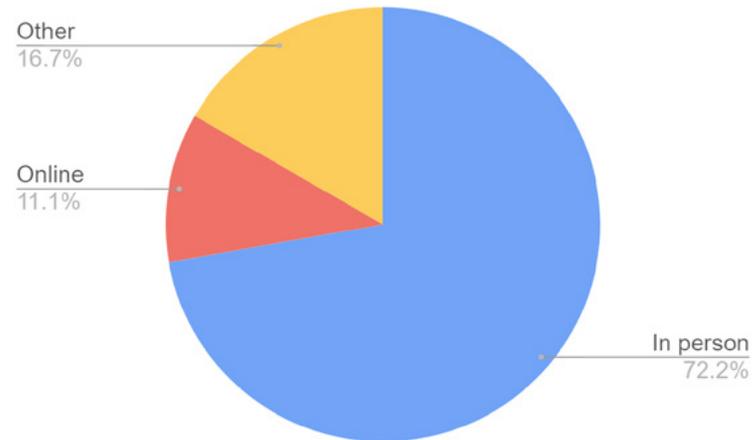
The THSC events team believes in giving you the facts. Have you ever wanted to know how many attendees actually purchase curriculum at Convention or what their preferred buying method is? Would it be helpful to know why some attendees don't purchase anything at Convention? We have answers for you!

Convention stats:

Attendees that purchased curriculum at Convention: 88.9%

Do you feel that exhibitors provided desirable Convention discount options? Yes, 88.9%

What is your preferred curriculum buying method?



What grades are your children?

(Surveyed parents were able to select more than one choice.)

- Newborn/Toddler: 11%
- Preschool: 28%
- Elementary: 83%
- Middle school: 33%
- High school: 39%
- Graduated: 6%

What Our Attendees Are Saying:

“After one year of homeschooling, I had lots of doubts about my ability to do it a second year. I decided to attend convention, and there I was so encouraged in more ways than I had anticipated! I left feeling bolstered spiritually, emotionally, and equipped with so much knowledge. The sense of community was amazing and helped combat the feeling of isolation you can encounter with homeschooling!”

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Would you like to upgrade your exhibitor package with more booths and promotional benefits?

We'd love to have you as a valued Convention sponsor!

Please see our [2022 Convention Sponsor Packet](#) for a full list of the sponsorship opportunities available to promote your organization. We also have web, email, and social media advertising in our [2022 Media Kit](#) so you can reach Texas homeschool families year-round!

Contact Nathan Bryant at advertisingrep@thsc.org for more information on any of these opportunities.

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

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COALITION