



March 2024

Dear Exhibitor:

We invite you to participate in our annual Educators' Convention at Ironwood in Newberry Springs, California, on October 9-11, 2024. This year, we anticipate an attendance of approximately 150-200 Christian educators representing over 25 ministries from California and Nevada. We are seeking exhibitors and advertisers who will provide educational products, services, and resources that will assist us in our mission.

Schedule: Exhibitors can begin to set up their table as early as Wednesday afternoon. The official convention begins at breakfast on Thursday, October 9, but they begin to arrive on Wednesday evening at 6 p.m. The convention ends by 11 a.m. on Friday morning. Delegates can visit exhibits throughout Thursday and Friday's schedule. The venue and schedule this year lend itself to more interpersonal opportunities for delegates and exhibitors. We encourage our exhibitors to participate in the activities and sessions and eat meals with the delegates to build relationships with the educators.

Location: Ironwood, 49191 Cherokee Road, Newberry Springs, CA 92365

Hotel Accommodations: Exhibitors are responsible for securing their own reservations at nearby hotels. The city of Barstow has several options. If cabins become available at Ironwood, exhibitors who wish to stay at the camp will be contacted if they note this desire during the registration process.

Exhibit Space: The cost for each table space is \$175 for the first table and \$150 for any tables after the first is reserved. Please note that although the camp provides electricity, the access may require extension cords and power strips. Exhibitors must provide these if they are needed. The tables will be set up in the Meeting Hall and Homestead, providing interaction either before and after meetings or before and after meals.

Convention Booklet: Our booklet will be printed on 8 ½ x 11 paper. If you are planning to submit a color ad, it is important that your master be this size. Please email ads to shannons@ironwood.org by September 1. The cost per ad begins at \$85.

Delegate Gift Bags: We provide welcome gifts to each delegate. If you would like to give an appreciation gift that may or may not advertise your ministry or business to our educators, we will gladly place your supplied gifts in the bag at no cost to you, provided the gift fits our purpose of encouraging and appreciating our educators. We do not provide the option for flyers and advertisements to be placed in these bags unless it accompanies an appreciation gift. The deadline for welcome bag gifts and inserts is September 15. Please contact shannons@ironwood.org if you wish to send a gift for the educators.

Sponsorship: This price (\$2200) includes the following benefits: free one page ad, first vendor table free, 7-minute speaking opportunity to educators during one of the sessions to share product or service, and our sharing with delegates in the gift bag, booklet, and throughout the convention who the sponsor is and that the sponsorship covers their cost for drinks and snacks at one of the store openings. (The store has a wide selection of drinks, snacks, and several kinds of cold and hot coffee drinks.)

How to reserve a table or advertisement? Companies may reserve vendor or ad space by submitting an [online reservation form](#). All monies are sent separately. We will contact you with a follow-up confirmation and invoice.

Sincerely,

Shannon Steuerwald, Executive Director

P.S. Not familiar with our Association? You can find more information about [GSACS](#) at our website!