

Houston Family Magazine's Education Fair

November 6th, 2010 • Memorial City Mall

Saturday, November 6th
10:00am - 4:00pm
Memorial City Mall

Exhibitor Information Packet

Sponsored by:



HFM Event Attendees



HFM Staffers Bev & Tish



Rainard School



Yorkshire Academy



EXHIBITOR APPLICATION

Each exhibitor space includes one 8' table, two chairs, tablecloth and skirting, breakfast and lunch provided.

Name of exhibitor _____ Contact person(s) _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Cell Phone(s) _____ Email address(es) _____

Exhibitor attendee name(s) _____

Name to appear on signage and printed material (for use to promote Education Fair) _____

We encourage you to have an interactive exhibit (some kind of activity to engage patrons).

Brief description of exhibit including handouts, brochures or samples _____

Will you provide a door prize? Yes/No What will you provide? _____

Will electrical hook-up be needed? Yes/No Purpose? _____

*** NOTE: Extension cords will NOT be provided on the day of the event; one outlet per exhibit. Each exhibit should be prepared to bring one as well as additional outlets should the need arise.**

Exhibitor packages including virtual education fair: Make checks payable to Houston Family Magazine.
(on website for the month of November 2010)

Plan A: 12x Package

Option 1 - 1/2p \$1255 x 12 mo.

Option 2 - 1/4p \$655 x 12 mo.

Option 3 - 1/8p \$395 x 12 mo.

Plan B: 6x Package

Option 1 - 1/2p \$1425 x 6 mo.

Option 2 - 1/4p \$785 x 6 mo.

Option 3 - 1/8p \$500 x 6 mo.

Plan C: 4x Package

Option 1 - 1/2p \$1750 x 4 mo.

Option 2 - 1/4p \$900 x 4 mo.

Option 3 - 1/8p \$600 x 4 mo.

(see attached for details)

Visa Mastercard Discover American Express

Credit card # _____

Expiration date & CCV# _____

Billing zip for card _____

Exact name as appears on card _____

Signature _____

On behalf of my organization, I am authorized and do hereby agree to abide by the rules and regulations and will so advise those of my organization. I agree to hold harmless Red Head Media, Inc., Houston Family Magazine and the Memorial City Mall of Houston. I also grant Houston Family Magazine full permission to use any photographs, videotape, motion picture recording or any other record of this event for any purpose whatsoever.

Authorized Signature _____ Date _____

Print Name _____ Title _____

Thank you for your support and participation.

A welcome packet with detailed instructions and information will be sent to you prior to the event.

EXHIBITOR PACKAGES



Duchesne Academy

PLAN A: 12x Package

- **Option 1: 1/2 page** **\$1255 x 12 months**
 – 1/2 page, full color ad in Houston Family Magazine (HFM)
- **Option 2: 1/4 page** **\$655 x 12 months**
 – 1/4 page, full color ad in Houston Family Magazine (HFM)
- **Option 3: 1/8 page** **\$395 x 12 months**
 – 1/8 page, full color ad in Houston Family Magazine (HFM)

All 12x packages receive:

- 1 booth at HFM Education Fair 2010 at Memorial City Mall
- Ad in HFM virtual edition online with click-thru
- A listing in the online HFM Education Directory with click-thru
- Inclusion in promotional material for HFM Education Fair 2010
- Promotional material for your business included at community events HFM attends for 12x



St. Francis Episcopal School

PLAN B: 6x Package

- **Option 1: 1/2 page** **\$1425 x 6 months**
 – 1/2 page, full color ad in Houston Family Magazine (HFM)
- **Option 2: 1/4 page** **\$785 x 6 months**
 – 1/4 page, full color ad in Houston Family Magazine (HFM)
- **Option 3: 1/8 page** **\$500 x 6 months**
 – 1/8 page, full color ad in Houston Family Magazine (HFM)

All 6x packages receive:

- 1 booth at HFM Education Fair 2010 at Memorial City Mall
- Ad in HFM virtual edition online with click-thru
- A listing in the online HFM Education Directory with click-thru
- Inclusion in promotional material for HFM Education Fair 2010



Trent Internationale School

PLAN C: 4x Package

- **Option 1: 1/2 page** **\$1750 x 4 months**
 – 1/2 page, full color ad in Houston Family Magazine (HFM)
- **Option 2: 1/4 page** **\$900 x 4 months**
 – 1/4 page, full color ad in Houston Family Magazine (HFM)
- **Option 3: 1/8 page** **\$600 x 4 months**
 – 1/8 page, full color ad in Houston Family Magazine (HFM)

All 4x packages receive:

- 1 booth at HFM Education Fair 2010 at Memorial City Mall
- Ad in HFM virtual edition online with click-thru
- A listing in the online HFM Education Directory with click-thru
- Inclusion in promotional material for HFM Education Fair 2010



**HFM & Channel 2 partners,
Dana & Courtney**

EXHIBITOR RULES & REGULATIONS

1st annual Houston Family Education Fair is to expose local families to a variety of educational opportunities all in one convenient location. This will enable Houston families to gather valuable information from exhibitors **face-to-face** in one central location and make important decisions for their children and family.

To be eligible to participate and exhibit at the Houston Family Education Fair the applicant must:

1. Complete and return Exhibitor Space Agreement. Deadline to appear in October issue is September 7, 2010.
2. Exhibit, display, products and services must be related to family education programs. Exhibitor may not promote business or services that do not directly relate to the overall theme of the **Houston Family Education Fair**.
3. Not sell, or offer for sale, any products goods or services. No subletting, assigning or apportioning to others is allowed by the exhibitor(s). Exhibitors may collect deposits and/or fees for camp or vacation packages only.
4. Confine all activities to the exhibit space provided. No part of your display may extend into traffic flow of the event. Exhibitor will be held responsible for cleaning or replacement of any damages.
5. Have, at a minimum, one representative maintain booth during all hours of the event. Houston Family Magazine is unable to 'man' booths during the event.
6. **Have exhibit set up no later than 9:30 a.m. (the exhibit area will be open at 6 a.m. for setup)**. A Houston Family Magazine representative will be on hand for assistance on the day of the event. All exhibits will close promptly at 4 p.m. Drop off will be allowed at the front door, then all exhibitors will be asked to move to the back of the parking area to allow ample room for parents.
7. A limited number of tables with electrical outlets are available. To reserve one of the tables near an outlet, this must included in the application. Exhibitor must provide it's own multiple outlet power strips, tape and extension cords. All extension cords must be taped and kept under exhibitor skirted table at all times.
8. Exhibitor's locations will be assigned in the order in which the application and fees are received. Exhibitor space will be confirmed after the completed application and fees are received. Houston Family Magazine reserves the right to rearrange the floor plan due to unforeseen conflicts regarding space requests or conditions beyond our control. All exhibitors will receive a booth layout map in the welcome packet. All materials must conform to local building and fire department codes and regulations. The exhibitor must maintain and keep in good order his exhibit and the space for which he/she has contracted.
9. Each exhibitor must pay exhibit fee, and any additional fees in full by Monday, November 4, 2010.
10. All matters and questions not covered by the regulations set forth herein are subject to the discretion of Houston Family Magazine.
11. Each exhibitor must make provisions of the safeguarding of all goods, materials, equipment and display at all times. Houston Family Magazine will not be responsible for loss of any material by any cause.

Company Representative Signature _____ Title _____ Date _____



St. Christopher's Day School



Branch School



Chatham Hall



Missouri Military



Montessori School of Downtown



November 6th, 2010 • Memorial City Mall

Houston Family Magazine's Education Fair will provide exhibit space at Memorial City Mall for various education programs to show area families what they have to offer.

EXHIBITOR INFORMATION

>> Staffing: Be sure to have a sufficient number of staff/volunteers to assist in the transporting, setup and tear down of any displays you bring. We will have volunteers handing out goodie bags in the mall.

>> Location: Memorial City Mall – corner of Gessner and I-10, 303 Gessner Rd, Houston 77024; www.memorialcitymall.com Our entrance to the mall is located between Panera Bread and California Pizza Kitchen restaurant (in front of the ice rink).

>> Check-in & Set-Up:

Doors & check-in will open at 6am – 9:30am

No one will be allowed to set up past 9:30am; The mall opens at 10am

- Each organization is solely responsible for the set-up and teardown of their displays and promotions.
- All materials must be brought in through the Panera Bread/California Pizza Kitchen entrance. No other entrance/exits are allowed for use.
- We will not be able to block the entrance with vehicles when unloading.
- We recommend you bring a dolly or whatever equipment needed to make your set-up/breakdown as easy as possible.
- Electrical wires laid on the floor must be taped down or concealed with cord covers.
- Vinyl tape is the only permissible tape to be used on any finish or area of the mall's floor.
- All booths must remain staffed during the event.

>> Booths: Booths will include one 6ft. table with 2 chairs; the tables will be covered and skirted in black linen. Signage will be placed at each booth. In order to keep the area tidy, all boxes and storage cases should be hidden from view under the table. Every organization is responsible for the clean-up of any trash or debris resulting from their display or promotion.

>> Display Restrictions: Only certain booths are able to accommodate backdrops or oversized displays; please contact our office immediately if you have an oversized display so that we can assign you a booth within this area.

>> Electricity Restrictions: Please contact our office immediately if you need electricity so that we can assign you a booth in the appropriate area.

>> Food & Beverages: We will provide breakfast and lunch. Participants may purchase food and drinks from the nearby food court so long as your booth is never left unattended.

>> Drawings: Drawings will be held throughout the day for patrons of the Education Fair. They will receive a program and be asked to have each of the exhibitors stamp their card as they visit the booths. At the end, they will enter their information and enter into the drawing. Not only will this encourage full participation of the patrons, it will give us an unofficial count of patrons and their contact information.

Each exhibitor will receive a stamp unique to your booth.

>> Display Restrictions: The event ends at 4pm; however we will need to be aware of the mall patrons at this time. We will not be able to block the entrance with vehicles to load up. You will not be required to move or breakdown your table or chairs.