

Family Fair 2009



Sunday March 1st, 9.30am - 4pm

The Executive Plaza Hotel, North Road, Coquitlam
Grand Ballroom

Don't miss your chance to be part of the only family expo specifically targeting the Tri-Cities and surrounding areas! As one of the fastest growing areas of the Lower Mainland with a large number of families, this is your chance to market directly to a huge family market.

2008 Family Fair Facts

- 1000 visitors
- Over 70 participating businesses & organizations

With 5,000 square feet of displays and entertainment families and vendors were delighted with the event:

"A superb event and a great resource for families in our community"

Rachel Farley, visitor

*"A great family event that gave us some wonderful exposure.
We are already planning to be there in 2009"*

Nathalie Escudero, Luscious Creations, exhibitor

What's in it for you!

Your table at the event comes with:

- Tablecloth and 2 chairs set up ready for your display
- Business card ad in **new pull-out Event Guide** in The NOW
- Additional media coverage and opportunity to place adjoining business card ads (*See information on advertising offer - 4 adverts for \$100!*)
- Free parking space
- 2 exhibitor badges
- Website listing
- Exhibitor Event Package
 - Posters and flyers
 - 5 guest passes
 - Event planning information
- Email invitation to send out to your clients/customers
- Direct sales to the public
- Opportunity to order lunch delivered to your table

Power is available at perimeter tables for an additional charge

If you require a larger display area or need to bring a booth, please contact us

Check out our Sponsorship opportunities too!

The Details



EVENT INFORMATION:

The event is open to the public 9.30am - 4pm

Tickets

Admission: \$3 for adults, Children 12 and under are FREE

Tickets are available at the door

Price includes all displays and entertainment

Main Stage

There will be a schedule of performances for the main stage throughout the duration of the fair, including 3 performances by Bobs and Lolo (www.bobsandlolo.com).

Family Services

The event will cater specifically to families in providing stroller parking, diaper change and nursing areas.

EXHIBITOR SERVICES:

Power:

Power outlets and power-bars available for perimeter tables – on a first come, first serve basis. There is an additional \$20 charge for power.

Staffing:

Event staff will be available to assist you throughout the event

Lunch:

A boxed lunch can be ordered to be delivered to your table at a cost of \$20.

MEDIA & PROMOTION:

Media:

The event will again be advertised in The Coquitlam NOW, The Pitt Meadows & Maple Ridge Times and The New Westminster Record. There will be a new 4-page pull out event guide in The NOW this year. Other media sponsors include News1130, JackFM and ClearFM. We are continuing to explore media opportunities.

Promotion:

The event is being listed in the Winter and Spring Leisure Guide for Coquitlam and will be advertised on various websites. Additionally there will be poster and flyer distribution throughout the Tri-Cities. We welcome your help or suggestions on other promotional opportunities.

LOGISTICS:

Transportation

Parking is available at the hotel for visitors, but the venue is also easily accessible by skytrain (Lougheed Mall Station) and bus.

Banking

HSBC, RBC, Scotiabank, VanCity and Sharon's Credit Union are all within walking distance from the venue.

Food:

There are 2 eating places within the hotel and many popular chain restaurants within walking distance.

Sponsorship Opportunities



There are lots of additional ways to make sure your business is visible to families at the Family Fair

Please take a look at the following sponsorship opportunities or give us a call to see how we can custom fit an opportunity to your budget

Main Stage Sponsorship

Be the premier sponsor of our event!

Signage at main stage, inclusion in all media and 1/4 page ad in event guide. Free table at event, free item in gift bag, additional advertising at event and advertising on website for 1 year.

Presenting Sponsor

Put your business on centre stage!

Opportunity to present on main stage, inclusion in all media and promotion in event guide. Free table at event, free item in gift bag, advertising at event and advertising on website for 1 year

Diaper Change & Nursing Area Sponsor

Let families try out your products!

Signage in diaper change and nursing area, opportunity to distribute samples, inclusion in all media and event guide. Free table at event, free item in gift bag, advertising at event and advertising on website for 1 year.

Event Parking Sponsor

Make space for your product!

Signage in parkade, inclusion in all media and event guide. Discount on table, free item in gift bag, advertising at event and advertising on website for 1 year.

Gift Bag Sponsor

Get the visibility of being the bag they take home!

Your bag used for gift bags given to all attendees, inclusion in all media and event guide. Free item in gift bag, advertising at event and advertising on website for 1 year.

Advertising Sponsor

Make sure they take your business home!

Free item in gift bag, inclusion in all media, advertising at the event and advertising on the website for 1 year.

Sponsorship options start at \$300, but we would love to hear from you if you have another creative way to be involved or a budget that you need to accommodate.

Advertising Package



We have a great opportunity for some cost-effective advertising to complement your involvement in the Family Fair

Remember you are automatically getting a free business card ad in the Event Guide distributed in The NOW newspaper

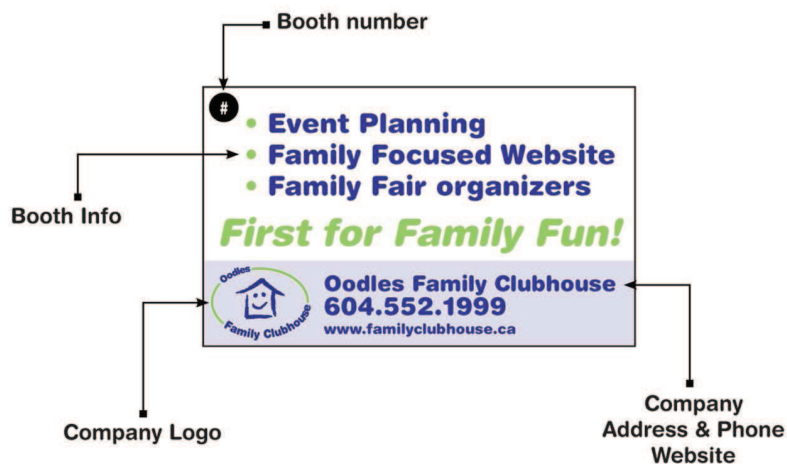
Why not take advantage of this great offer too

4 Adverts for \$100!

"mini" business cards [2.5" x 1.5"] that run 4 times adjacent to the Family Fair promotional ads

Make sure that you capitalize on your involvement in the event and get some great advertising for your business at a great price!

See the sample ad below



To take advantage of our advertising package simply check the box on the registration form and complete the information below as you want it to appear:

Company Name _____ Product Info(1) _____

Your Name [optional] _____ (2) _____

Phone number _____ (3) _____

Address [optional] _____

Website _____