

Exhibitor Packet



Saturday, April 7, 2018
10am-5pm

Dallas Market Hall, Main Hall
2200 N. Stemmons Freeway (I-35 @ Wycliff)

Primary Audience:	Expectant parents & families with Children 0-12
Secondary Audience:	Families with Teens and Grandparents
Expected Attendance:	8,000+
Admission:	\$6/door; \$5/advance; ages 2+ and parking/free.

Key Dates

March 16 Registration
Deadline

March 16 Show Guide Ads
Deadline

April 6 Move-In

April 7 Show



About Us

The DFW Family Expo is a 501 (c) (3) nonprofit organization benefiting local charities that directly impact families and children North Texas.



Our Show

A day of fun, entertainment, learning, hands-on activities and scores of quality exhibitors . . . DFW Family Expo is a **celebration of the best products and services for families**. This true community event offers unmatched face-to-face interaction with thousands of moms, dads, expectant parents, grandparents and kids from a twelve-county area. DFW Family Expo sponsors are positioned as supporting family, community, education – and fun!

Targeting Your Consumer

DFW Family Expo includes sections for Pregnancy & Infancy, Parties & Entertainment, Classes & Camps, Home & Family Resources, Green Living and more – all of which will offer the information, services and products for which families are searching. This large arena is **designed to extend your brand reach directly to your target consumer**.

Customization Is Key

DFW Family Expo custom-designs its floor plan each year to effect an **open traffic-flow** that provides Exhibitors and Consumers with the best possible experience. We weave entertainment stations throughout our Show Floor to direct families to your booth. Careful consideration is made in our marketing efforts to ensure a broad range of consumers to allow you to **reach multiple demographics in one setting**.



How We Give

All proceeds benefit local charities that help children and families.

The DFW Family Expo is a Texas nonprofit corporation that hosts an annual event to benefit local charities that directly impact children and families with medical needs. Ronald McDonald House Charities of Dallas and Fort Worth are the beneficiaries of the 2018 show. Past beneficiaries also included Children's Health (formerly Children's Medical Center).

How We Promote The Expo

The DFW Family Expo is promoted heavily through every Media Channel, with attention placed on quality print and digital media that bring in serious consumers. 2017 Promotions included:

- Billboards (2)
- Television commercials (3 weeks on Fox4)
- On-site television coverage (Fox 4)
- Print advertising (ads in *Suburban Parent*, *Dallas Parent*, *Lakeside Parent*, *Irving Parent*, *Mid Cities Parent*, *North Dallas Parent*, *Dallas Morning News*, *Dallas Child*, *The Greensheet*)
- Radio commercials (3 weeks on KLTY)
- Movie screen ads (3 weeks of double ads before every showing at Studio Movie Grill theaters)
- Bus wraps and station banners (15 DART buses wrapped with Expo ad for 4 weeks; banners at 6 stations)
- Postcard distribution (postcards targeting the entire family distributed at every area Toys 'R Us, retailers, shopping centers, the Dallas Zoo and other family entertainment venues; bookmarks targeting expectant parents distributed at OB offices, Babies 'R Us registries, maternity stores and ultrasound offices)
- Dedicated tray liners at 327 North Texas McDonalds
- Dedicated e-mail blasts to over 300,000 e-mail addresses
- Banners and posters placed at entrances of family entertainment venues and other businesses (4 weeks)
- Digital ads (Ads placed on key websites and calendars 2-4 weeks)
- Social Media campaigns





Exhibitor Opportunities

Exhibit Space

Single in-line booth **\$835**

(add \$100 for corner; \$150 for 2 corners)

10 x 10 space: * 6 ft table with cover * 2 chairs * Show Sign * 2 Name Badges * Listing in show/web guide * 8 foot high pipe and drape back-drop with mid-high side pipe and drape

Double in-line **\$1295**

(add \$100 for corner; \$150 for 2 corners)

10 x 20 space: * 2-6 ft tables with covers * 4 chairs * Show Sign * 4 Name Badges * Listing in show/web guide * 8 foot high pipe and drape back-drop with mid-high side pipe and drape

Quad end-cap **\$1795**

(add \$250 for 4 corners)

20 x 20 space: * 4-6 ft tables with covers * 8 chairs * 2-Show Signs * 8 Name Badges * Listing in show/web guide * 8 foot high pipe and drape back-drop with mid-high side pipe and drape

WiFi is free. Electricity and carpet may be ordered through Dallas Market Hall's provider beginning January 2018.

Show Guide/Gift Bag Ads – Exhibitors

Non-Exhibitor Pricing available on Schedule A

Full Page \$450

Back Cover \$600

Half Page \$250

Quarter Page \$150

See "Schedule A" for Ad Dimensions and Due Dates

Gift Bag Inserts \$150

Logo on Gift Bags \$500 (limit 8; only 1 logo per type of business; e.g., only 1 dental office)

Added Visibility

Stage Presenter **\$3,500**

Limit 1; Expo to provide Stage Entertainment.

Presenter receives banner on stage, logo recognition in Show Guide & recognition on Entertainment web page

Billboard Presenter **\$3,000**

Limit 1 per Billboard; Presenter receives ad on 1/3 of Billboard and recognition as "Proud Supporter" of the DFW Family Expo on other 2/3

Entertainment Presenter **\$1,000**

Limit 1 per Entertainment Area (e.g., Facepainting, Balloon Animals; Costumed Characters; Rockwall; Bounce Houses; Game Truck; Expo to provide the entertainment); Presenter receives signage at Entertainment Area, recognition in Show Guide & recognition on Entertainment web page.

Sponsor Opportunities

The DFW Family Expo offers several customizable sponsorship opportunities to best promote your business. Please contact us for sponsorship opportunities.



Online Registration available on dfwFamilyExpo.org

Contact us: 214.605.0006; info@dfwfamilyexpo.org

Exhibitor Registration Form

Saturday, April 7, 2018 10 am-5 pm

Dallas Market Hall, Main Hall

Exhibitor Set-up: April 6

Please reserve the following space for our use in the DFW Family Expo. In making application, we agree to exhibit under and comply with the accompanying rules and regulations, which rules and regulations are hereby made a part of this contract.

Registration form MUST be returned with signed copy of the DFW Family Expo contract regulations.

Company name as it should appear on the signage _____

Name, title of contact: _____ Email: _____

Phone: _____ Web URL: _____

Social Media URLs/Handles: _____

Authorized signature of company executive: _____ Title: _____

Please provide a short (80 character or less) description of your business for the Exhibitor page listing. (Please email a long description for your dedicated page to info@dfwfamilyexpo.org): _____

Do you prefer to be in a quiet area (may have less foot traffic) or in a busy area (may be loud; higher foot traffic)

Please note that booth preference requests are accommodated on a first to register and pay basis, and are not guaranteed

Exhibit Space	Show Guide & Bags Exhibitor Pricing	Added Visibility
10x10 Standard In-line \$835 _____	Full Page Show Guide Ad \$450 _____	Stage Presenter \$3500 _____
10x10 Corner Booth \$935 _____	Back Cover Show Guide Ad \$600 _____	Billboard Presenter \$3000 _____
10x20 Double In-line \$1295 _____	Half Page Show Guide Ad \$250 _____	Entertainment Presenter \$1000 _____
10x20 Double 1 Corner \$1395 _____	Quarter Page Show Guide Ad \$150 _____	
10x20 Double 2 Corners \$1445 _____	Gift Bag Insert \$150 _____	
20x20 Quad End Cap \$1795 _____	Logo on Show Bag \$500 _____	
20x20 Quad Corner \$2045 _____		
		TOTAL \$ _____

Method of Payment Applications faxed without payment will not be accepted <i>If mailing or faxing application, please send logo to info@dfwfamilyexpo.org</i>	Mail to: DFW Family Expo P.O. Box 541122 Dallas, TX 75354	Fax to: 800/539-0957
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- Check.** Payable to DFW Family Expo
- Credit Card:**
 Name on card: _____
 Card number: _____
 Expiration Date: _____ 3/4-Digit CIV _____

Billing Address

 Authorized signature:

DFW Family Expo Contract Regulations

BASIC TERMS and CONDITIONS

All exhibits and exhibitors are subject to the following rules & regulations.

This contract for exhibit space, when properly executed by the exhibitor and management, shall be considered a binding agreement between the two parties.

PAYMENT FOR SPACE

Full payment is due with contract. No refunds will be made except for a booth canceled more than 45 days prior to the day of the show; cancellations prior to that date entitle Exhibitor to 50% refund. Exhibitors with outstanding payments due before DFW Family Expo opening will not be permitted to move into the Show. All exhibit space money shall be retained by the Show in the event Exhibitor fails to fulfill or violates contract or withdraws from the Show, and the parties hereto shall have no further liability to one another. All uncollectible checks will be subject to a \$35.00 service charge.

EXHIBIT SPACE OCCUPANCY

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by Show Organizer. Any space not claimed and occupied by two hours prior to the opening hour of the exhibit hall may be reassigned without refund. All exhibits must be "manned" during the Event hours. The exhibitor expressly agrees not to dismantle its exhibit or do any packing before 5pm on April 7, 2018. Goods must be crated and packed for shipment by the exhibitor immediately following the close of doors.

SUBLETTING OF SPACE

Exhibitors shall not assign, sublet, or apportion any exhibit space to another Exhibitor in whole or in part. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of Show Management.

USE OF SPACE

Products may be demonstrated within the confines of the booth. Displays shall not be placed in such a manner as to block, shield, or interfere in any way with other exhibits or aisle ways. Booth decorations must be non-flammable.

SOUND CONTROL

Loud speakers, radios, television sets, or the operation of any machinery or equipment which, in the opinion of Show Management, is of sufficient volume as to be annoying to neighboring exhibitors, will not be permitted. Exhibitor must obtain all necessary licenses for music, movies, shows it plays.

SIGNS

All signs shall remain within the Exhibitor's space, and must be designed and constructed so as not to detract from adjacent exhibits. Signs in bulk spaces cannot exceed 20' to the top of the sign. Booth exhibit signs cannot exceed 10' high to the top of the sign. No flashing signs.

HEIGHT OF DISPLAY

Exhibitors may install, or have installed at their expense, special signs, display counters, shelving, or similar items, not to exceed 8 ft. in height at booth rear, plus, with Show Management permission, a maximum of 2 ft. for sign.

USE OF AISLES AND COMMON AREAS

The aisles, passageways, and overhead spaces remain strictly under control of Show Management and no signs, decorations, banners, advertising matter or special exhibits will be permitted in the aisles except by special written permission of Show Management. Uniformed attendants, models and other employees must remain within the booths occupied by their employers.

DISTRIBUTION OF LITERATURE AND SOUVENIRS

Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such materials or other approved DFW Family Expo locations. Exhibitor may not distribute third party materials.

CARE OF EXHIBITS

After the opening of the show, each exhibitor must clean his/her own booth and is responsible for the removal of all rubbish from its booth. The aisles are cleaned at Show Management's expense during the show.

FOOD AND REFRESHMENTS

All concessions are licensed, therefore no food or refreshments may be sold. Complimentary samples may be distributed within Health & Safety Guidelines.

CHARACTER OF EXHIBITS

The Exhibitor agrees to display only new products or services sold in the regular course of business and as described in the contract. Each exhibit must comply with all applicable laws, codes and ordinances. Exhibits shall be dignified in character and, in the judgment of Show Management, not offensive to the general public. The Show Management reserves the right in its sole discretion to reject and/or remove any exhibit or portion of exhibit not in keeping with this rule or purpose of the show.

EXHIBIT DESIGN AND INCLUSIONS

One 6' skirted table, two chairs and basic signage are included in the booth cost. Electrical outlet is NOT included in booth rental. All electric must be ordered separately through Dallas Market Hall's provider. (An Electricity Order Form will be sent to all in January 2018.)

Optionally, carpet, furniture or other services may be ordered through the Show Decorator.

BOOTH LOCATION

Booths will be assigned in early March. Booth placement requests must be made in writing, are considered on a first to register and pay basis, and cannot be guaranteed. Reasonable consideration will be given to careful placement of competitive services.

DECORATOR RULES AND REGULATIONS

The official supplier of DFW Family Expo exhibit and booth materials, will send detailed exhibitor materials to each exhibitor in January 2018.

SAFETY AND INDEMNITY

DFW Family Expo views workplace safety as a primary concern in the staging of an event. As such, DFW Family Expo requires that all cosponsors, exhibitors, and/or suppliers adhere to the highest standards of safety when setting up and tearing down exhibits and take every reasonable precaution to protect the health and safety of visitors, other exhibitors, workers, and facility properties. On behalf of (the co-sponsor, exhibitor, and/or supplier) I, the undersigned, hereby acknowledge that I have read and understood the foregoing and agree that the safety of workers, the public on the Event premises, and all properties are of prime concern to DFW Family Expo. Accordingly, the Cosponsor/ Exhibitor hereby agrees to comply with and abide by the statutes and regulations that establish safety requirements, including but not limited to OSHA regulations, and will cooperate with the Dallas Market Center, DFW Family Expo, Cosponsors, and fellow Exhibitor, and or Supplier's negligence .

I hereby declare that I have read, understood, and agree to be bound by the foregoing.

Signed by: _____
(Name)

Dated this _____ day of _____, 201__
(Month) (Year)

**THIS FORM MUST BE SIGNED
AND RETURNED WITH YOUR
DFW FAMILY EXPO
REGISTRATION.**



SCHEDULE 'A'

Show Guide Ad Order



Exhibitor Pricing

- Full Page \$450
- Back Cover \$600
- Half Page \$250
- Quarter Page \$150

Non-Exhibitor Pricing

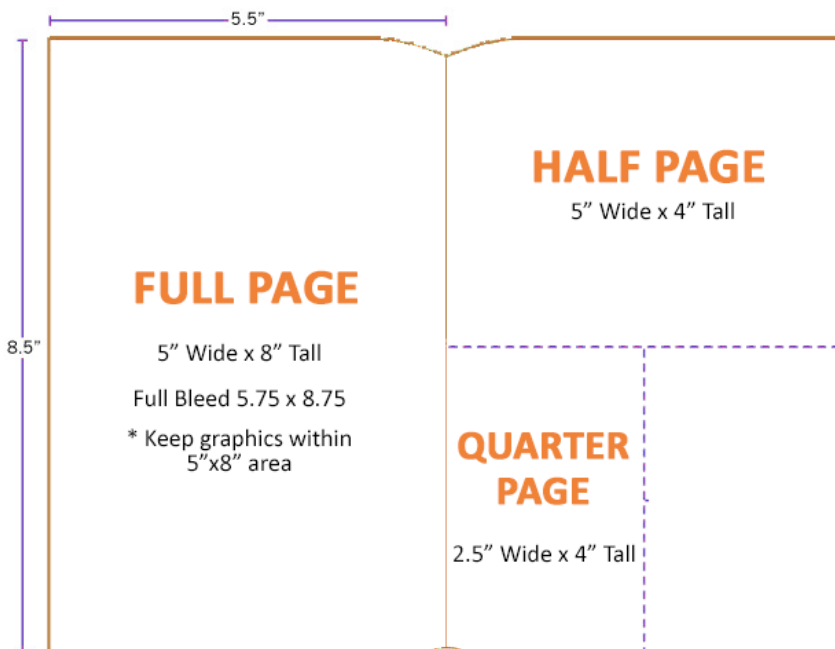
- Full Page \$600
- Back Cover \$750
- Half Page \$400
- Quarter Page \$300

Ad Specifications

All ads must be supplied digitally. Ad creation fee of \$250 will apply for any ad needing to be created by DFW Family Expo.

Ad files must be supplied in Photoshop, 300 dpi pdf, or 300 dpi jpg.

Use only 4 color (CMYK) process colors—NO RGB, spot colors, or unseparated PMS colors—and provide a matchprint, color proof for all 4 color ads; send black and white proof for black and white ads.



All artwork is due on
March 16, 2018

Bleed: Allow .5" bleed to live area on all sides

Trim Size: Allow .25" trim to live area on all sides

Include Type 1 media fonts and screen fonts (NO TRUE TYPE fonts), support files, and images with 300dpi resolution.