



## 2011 ATHENS MATERNITY AND BABY FAIR

Planning is underway for the 14<sup>th</sup> Annual Athens Maternity and Baby Fair! The fair is planned for Saturday, July 30, 2011 at The Classic Center in Athens, GA. This is a premier event showcasing health care services, community support and pre/postnatal products all coming together to promote wellness of Greater Athens families.

In previous years this event has enjoyed success with an estimated attendance of over one thousand exhibitors, expectant parents, parents, grandparents and children. The fair offers a high traffic environment to explore sales opportunities, expand market place exposure for your agency and/or business and experience interaction with many potential customers.

Read over the following Contributor Opportunities! There are a variety of ways to participate. Consider how you would like to be involved this year! Your sponsorship, donations and participation continue to make this worthwhile event free to the public!

Thank you, in advance, for your support of the Maternity Fair! I look forward to working with you to make this year's event the best ever!

Warmly,

Stephanie Jordan

Athens Maternity and Baby Fair Coordinator

689 Timothy Rd., Athens, GA 30606

706-543-4474

[ksjordan@earthlink.net](mailto:ksjordan@earthlink.net)

[www.maternityandbabyfair.com](http://www.maternityandbabyfair.com)

## CONTRIBUTOR OPPORTUNITIES

### ***Gold Sponsor \$3000***

- \* Sponsor name listed on all advertising of event! Billboards, flyers, web site, program booklet and other local publications.
- \* Sponsor name posted on banner at main entrance of event
- \* 3 exhibit spaces with option to select location
- \* Right to set up exhibits the day before the event

### ***Silver Sponsor \$1000***

- \* Sponsor name listed on flyers, web site and program booklet
- \* Sponsor name posted on banner at main entrance of event
- \* 2 exhibit spaces
- \* Right to set up exhibits the day before event

### ***Bronze Sponsor \$500***

- \* Sponsor name listed on flyers, web site and program booklet
- \* Sponsor name posted on banner at main entrance of event
- \* 1 exhibit space

### ***Exhibitor***

- 1 8'x10' skirted table/2 chairs - \$165
- 1 8'x10' skirted table/2 chairs - \$110 (non profit)
- \*\* Exhibitor name listed in program booklet and web site

### ***Silent Auction Donations***

Donate an item for the Silent Auction to benefit the Community Breastfeeding Coalition! Donors will have their name listed in the program booklet and web site!

### ***Family Resource Tables***

Would you like to advertise your services or product to fair attendees, but can't be there to exhibit? Place your flyer, business cards or free products on our family resource tables. These tables are placed at the entrance of the fair!

\$165

## ***EXHIBITOR INFORMATION AND GUIDELINES***

- Exhibitor may not assign, sublet or permit any other person to use the exhibit space. Exhibit space will be secured upon receipt of a signed contract.
- Exhibitors requiring electrical and/or additional services are subject to all fees imposed by The Classic Center.
- Each exhibit space includes:
  - 8' high Green/White Back Drape
  - 33" high White Side Rail Drape
  - 8' long Forest Green Skirted/White Draped Table
  - 2 Upholstered Chairs, Booth Identification Sign, Trashcan
- Exhibitor will comply with the guidelines and policies of The Classic Center in all aspects and any failure to do so will constitute a breach of this agreement.
- Exhibitor assumes responsibility for any and all loss, theft or damage to exhibitors displays, equipment and any other property while attending the Athens Maternity and Baby Fair at The Classic Center and hereby waives any claim or demand it may have against the Athens Maternity and Baby Fair or The Classic Center or any affiliates arising from such loss, theft or damage.
- Athens Maternity and Baby Fair will have no liability to exhibitor beyond sums actually paid by the exhibitor there under and will not in any event be liable for any special or consequential damages
- No infant formula or formula company materials may be exhibited or distributed
- Exhibits must be manned during the scheduled hours of the event, 10:00 a.m. – 3:00 p.m.
- Exhibits may not be put up after 9:45 a.m. (15 minutes before event begins)
- Exhibits may not be taken down until after 3:00 p.m. (End of event)
- If helium balloons are used and get loose at the event, a retrieval fee will be imposed by The Classic Center to the exhibitor with the balloons.

I have read these guidelines and I agree to abide by them.

Exhibitor Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**ATHENS AREA MATERNITY AND BABY FAIR  
SPONSOR/EXHIBITOR CONTRACT**

Organization/Agency\_\_\_\_\_

Contact Person\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ Zip\_\_\_\_\_

Email\_\_\_\_\_ Phone\_\_\_\_\_

Web site\_\_\_\_\_

**SPONSORSHIP**

\_\_\_\_\_ Gold Sponsor \$3000

\_\_\_\_\_ Silver Sponsor \$1000

\_\_\_\_\_ Bronze Sponsor \$500

**EXHIBITOR**

\_\_\_\_\_ \$165 per space

\_\_\_\_\_ \$110 per space for non profit

\_\_\_\_\_ Gold Sponsor Exhibit (3 FREE)

\_\_\_\_\_ Silver Sponsor Exhibit (2 FREE)

\_\_\_\_\_ Bronze Sponsor Exhibit (1 FREE)

Please indicate below how you would like the sign to read on your exhibit space

\_\_\_\_\_

Please indicate below the items you will be exhibiting

\_\_\_\_\_

**SILENT AUCTION**

Describe item(s) \_\_\_\_\_

Estimated Value \_\_\_\_\_

**FAMILY RESOURCE TABLES**

\_\_\_\_\_ \$165

Please list items you will be placing on the resource tables.

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***TOTALS***

Sponsorship \$ \_\_\_\_\_

Exhibit \$ \_\_\_\_\_

Family Resource Table \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Silent Auction \$ \_\_\_\_\_ Estimated value

Forms may be emailed or mailed. Payments should be sent to:

KSJ, LLC, 689 Timothy Rd., Athens, GA 30606

Phone 706-543-4474, Email: [ksjordan@earthlink.net](mailto:ksjordan@earthlink.net)

Please make checks payable to KSJ, LLC