

*Marlborough*

# PARENT & CHILD EXPO

ANNUAL FAMILY EVENT

**Marlborough Lines Stadium, Blenheim.**

**Sunday 21<sup>st</sup> November 2021**

**10am-2pm**

## **Exhibitor Package**

[www.parentandchildexpo.co.nz](http://www.parentandchildexpo.co.nz)

# Welcome!

We would like to invite you to attend this year's Parent & Child expo event as an exhibitor. You can access unique opportunities to promote your company, market your brand and meet with key consumer groups who want to show their support for your contribution to our region.

This expo event is hosted by Step 2 Growth and is aimed at community organisations, parent support, products, services and childcare. Our aim is to support our Marlborough families to discover what is on offer in our region, making connections and creating a fun day out for the whole family!

More than 700 people attend the Expo annually, it has a good reputation among a wide audience of Marlborough parents with children aged 0 – 6 years, as well as grandparents and others looking for family related products and gifts. The Marlborough Lines Stadium 2000 offers lots of space and options for everyone. We will continue to attract visitors by offering goodie bags on arrival and spot prizes.

This year's theme is local supporting local – we want to acknowledge and celebrate the hard work of all services available to us in Marlborough, you all have the opportunity to meet and support existing clients by acknowledging and supporting their loyalty.

This event gives you the opportunity to develop your product and service awareness and strengthen sales by attending and being part of this amazing public event focused on families in our community.

We look forward to seeing you in November for the annual Parent and Child Expo!

## Expo Details

Venue: Marlborough Lines Stadium

Date: Sunday 21 November 2021

Time: 10am-2pm

Set up: From 8.30am on Sunday morning – you will need to be ready by 9.45am

Pack down: From 2.15pm Sunday 21 November 2021

Entry: \$5 entry fee per person. Children (under 14 years) **free**.

Website: [www.parentandchildexpo.co.nz](http://www.parentandchildexpo.co.nz)

Facebook: <https://www.facebook.com/MarlboroughParentandChildExpo>

### CONTACT INFO

Ph: +64 27 303 9614

Email: [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com)

# 2021 is the year to support local a on our haora/ well-being!



## Marketing your brand to key audiences

We believe it is a strategically important opportunity for you to promote and sell your products and services to your key target market. The Expo will be supported by a strong marketing campaign including print media, and social media outlets. We will also provide exhibitors with opportunities to promote their brands both in the lead up to and during the expo. We will highlight your attendance at the Expo by providing you the opportunity to advertise your business (including your description and your web page or Facebook page) via our Facebook page and website.

Got something to offer or giveaway?? Why not create a promotion around your attendance, tapping into your current key followers whilst creating new leads, likes and followers. Tag us in your social media posts too so we can share on our page, let's ensure this event reaches more people so this event is successful on the day for you!

In 2018 the parent and child expo launched it's website, all exhibitors and sponsors will be listed and updated yearly with links to websites and/or Facebook pages, this year we intend to grow on that and include all donations and silent auction items and an interactive site layout so people definitely won't miss you! We will provide both electronic copies of advertising material for use in newsletters, websites, Facebook etc as well as paper copies of posters and fliers for you to display. Another advertising and marketing option is to advertise in our expo feature in the local newspapers and other advertising. Please enquire for further details on Expo advertising opportunities.

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## Goodie Bags

Goodie Bags will be given out to the first 200 people on arrival to the Expo, this will provide another excellent marketing opportunity. As an Exhibitor, we would like to invite you to supply a sample or discount voucher of your product or service accompanied by your companies advertising. Numbers are strictly limited. 200 samples/ discounts coupons and advertising flyers will need to be supplied at your cost for print. If you are not an exhibitor, then a fee of \$50 applies, please enquire.

## Parent's Corner

This area is aimed to provide parents with infants/ toddlers (or pregnant) "quiet" area to sit, feed or change their baby as needed in a private and comfortable corner. If you wish to sponsor this area and get your business logo out further please contact us to discuss ideas and options.

## Kids Zone

Aimed to provide entertainment for the kids of all ages, allowing families to spend more time to look around the exhibitor sites and speak with you. If you would like to sponsor this area and get your business logo out further please contact us to discuss ideas and options.

## Sponsorship

Sponsorship is available for the Parent and Child expo, you will have further opportunities to have your logo printed on advertising material posters, fliers, banners distributed throughout Marlborough. Early Childhood Education Centres, local businesses and notice boards as well as newspaper and social media. There are also other privileges such as signage at the entrance of the expo, meet and greet, options to supply branded goodie bags as well as of course supporting a fantastic organisation! A range of sponsorship options are available. For more information please contact us.

**Don't miss your chance to get your name out into the community!**

# Exhibitor Sites

Exhibition site options are as follows. All sites have a limited number available – in the event the site which you require is sold out, we will contact you to make alternate arrangements.

**Indoor large site option** - \$200.00 measuring 3.4m x 2m site size

**Indoor small site option** - \$110.00 measuring 2m x 2m site size

- Sites all have standard stadium floor but if any spillage of liquid that may damage the floor is possible e.g. water/playdough/face paint/glue floor protection must be laid down. The committee will provide this at your request. **Should an exhibitor cause any damage to the venue they shall be financially responsible.**
- Sites are market style spaces, Exhibitors are free to use the space as they see fit however they must not overhang, hinder or obstruct adjacent sites or extend into the space used for public walkways.
- The following are available to hire:
  - Back boards are available for hire and will be given on a first in first serve basis, they are very limited.
  - 1.8m trestle tables are available for hire as are black or white tablecloths
  - Power is available at some sites and a fee of \$5 will be charged to supply, the exhibitor must supply their own certified leads.
- Exhibitors cannot fix anything to the walls without prior consent.
- Food and raffle tickets may not be sold by any of the Exhibitors, without the written consent of the committee.
- The Exhibitor must advise via writing of any special requirements no later than 31<sup>st</sup> October 2021. All special requirements are subject to availability and approval from the Organisers.
- All exhibitor sites include: Logo, company description, and link to your website or Facebook page on the Parent and Child Expo website and Facebook page and inclusion of 1x sample or voucher in goodie bag x200 (optional)
- **Please not Helium balloons are prohibited.**

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**Additional Extras:**

- 1.8m trestle table and 2 chairs \$40.00
- Tablecloths (white or black) \$15.00
- Power site (own cables required) \$5.00
- Backboard (limited availability) \$40.00
- Additional items for goodie bags \$50.00

We do allow smaller businesses to share a full site with another business however, this is to be organised between yourselves and only one booking form/payment is to be submitted. We also have discounts for charity and non-profit organisations, please enquire for further details.

All registrations close 5pm Sunday 31<sup>st</sup> October 2021, unless sold prior. Spaces are strictly limited and demand for space is high. To secure your space at the Expo, please email your booking form to; [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com)

**Payment is required within 7 days from invoice.**

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# Exhibitors Terms and Conditions

## Application

- All exhibitors must complete the Exhibitor Registration Form and submit with payment by 5pm Sunday 31<sup>st</sup> October 2021.
- All registrations will be confirmed via email within 5 working days.
- Only applications submitted with payment will be considered for the floor plan.
- The PCE team reserves the right to decline applications and a full refund will be made.

## Cancellation policy

- The booking fee is non-refundable after 31<sup>st</sup> October 2021
- Cancellations 60 days prior to the event will be subject to a cancellation fee of 25% of the exhibitor's costs.
- Cancellation 30-59 days prior will be subject to a cancellation fee of 50% of the exhibitor's costs.
- Cancellations must be made in writing to [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com)
- In the event of an Act of God, natural disaster, fire, rain, wind, storm or any other unforeseen event or catastrophe, the Committee are not obliged to refund any part of Exhibitor Fee or other monies. All refunds are at the discretion of the Committee.

## Hours

- The Expo will open at 10am and close at 2pm on Sunday 21 November 2021

## Floor plan

- Allocation of sites are at the complete discretion of the committee. A floor plan will be issued to exhibitors in early November. If any special requests these must be made in writing with the registration form and will be on a 'first come, first serve' basis and the discretion of the committee.
- The committee reserves the right to amend the floorplan at any stage.

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## Stand details

- Site dimensions (Please note these are extended from 2018):
  - Full site space sizes are 3.4m x 2m \$200
  - Small site space size is 2m x 2m \$110
  - Discounts are available for charitable non-profit organisations and community groups and are at the discretion of the committee, please enquire.
- Sites all have standard stadium floor but if any spillage of liquid that may damage the floor is possible e.g. water/playdough/face paint/glue floor protection must be laid down. The committee will provide this at your request. **Should an exhibitor cause any damage to the venue they shall be financially responsible.**
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- The following are available to hire:
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- The Exhibitor must advise via writing of any special requirements no later than 31<sup>st</sup> October 2021. All special requirements are subject to availability and approval from the Organisers.

## Set-up/Pack-up

- Final Exhibition and set up details will be advised in early November (with floor plan and site allocation).
- The venue will be open from 8.30am on Sunday 21 November for set up. Stands must be complete and ready to meet visitors by 9.45am on the day of the Expo and must not be packed down before 2pm.

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## **Goodie Bags**

- As an Exhibitor you are entitled to enter a product and/or flyer into the 200 goodies bags, however items for these must be received by 7<sup>th</sup> November 2021, items received after this date may not be included within the goodie bags.

## **Health & Safety**

- Exhibitors must agree to abide by all Health & Safety requirements applicable to the venue.
- This event is entirely smoke, alcohol and illegal substance free and disruptive and/or disrespectful behaviour will not be tolerated.
- All Exhibitors must maintain their site in a clean and tidy manner, and take away all rubbish generated at, or by their site.

## **Security**

- Exhibitors are responsible for their own security, including that of any cash. Marlborough Parent Child Expo will not be held liable for any losses.

*Marlborough Parent and Child Expo team gratefully acknowledges the support of the Marlborough Lines, Stadium 2000.*

*Please feel free to pass these Terms and Conditions onto anyone you think may wish to attend.*

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# Marlborough Parent and Child Expo Application Form 2021

To secure your spot please return this form via email to [parentandchildexpo@gmail.com](mailto:parentandchildexpo@gmail.com) no later than 31<sup>st</sup> October 2021.

Name		Phone	
Company		Email	
Position		Address	
Website		Facebook	
Type of product or service		Target audience	
<p>Description of your business/product/service. (maximum 50 words) This information will be used for promotional purposes and on social media.</p>			

Description	Cost	Please tick
Full size site	\$200.00	
Small size site	\$110.00	
1.8m Trestle table and 2 chairs	\$40.00	
Tablecloth (black or white)	\$15.00	
Backboard (limited availability)	\$40.00	
Power to site	\$5.00	
Additional items for goodie bags	\$50.00	
No exhibitor product or flyer for goodie bags	\$50.00	

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As an exhibitor I wish to add a product/flyer for the use in the Goodie bags.	
I would like information on advertising within the expo editorial in the newspaper	
I would like more information about becoming a sponsor for the expo	
I wish to provide products to be used in the silent auction and/ or in prize draws	

**Please ensure you send in your logo with your business description for promotional purposes.**

**An invoice with account details will be emailed out following your application submission.**



By signing this application form I confirm;

- the above booking at the Parent and Child Expo 2021
- as indicated in the table above.
- I have read and agree to the terms and conditions as outlined in the exhibitors information pack.

Name: \_\_\_\_\_ Business: \_\_\_\_\_

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

**Comments:**

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