



## EXHIBITOR INFORMATION

*Limited space, register early!*

Child & Family Center  
21545 Centre Pointe Pkwy.  
Santa Clarita, CA 91350  
(661) 255-6847, ext. 3059  
fax: (661) 362-1031  
www.kidexposcv.com

### What is the Child & Family Center?

The Child & Family Center is a non-profit organization in its 34th year dedicated to helping children and their families by providing mental health, behavioral, and educational services. The Center assists children who suffer from depression, drug or alcohol addiction, violent tendencies, abuse, neglect, and more. Visit [www.childfamilycenter.org](http://www.childfamilycenter.org) for more information.

### What is Kid Expo?

Kid Expo was created seven years ago by the Child & Family Center as a fundraising effort and to provide a service to Santa Clarita families. As admission is free to the public, funds are generated for the Center through sponsorships and you, the exhibitor! Kid Expo is a trade show for kids designed to connect the Santa Clarita business community and their primary clientele, while offering a venue where children can learn, be creative, and active.

### When and where?

Kid Expo will be held on Sunday, October 18<sup>th</sup>, 2009 from 11:00 a.m. to 4:00 p.m. at Golden Valley High School located at 27051 Robert C. Lee Pkwy., Santa Clarita, CA 91321.

### What's new for 2009?

This year, you will not be allowed to exhibit at Kid Expo without providing us a copy of your current liability insurance naming both Child & Family Center *and* Golden Valley High School as additional insured - no exceptions! Your insurance may be sent separately from your application and payment, but it must be received by the September 18<sup>th</sup> deadline. New for 2009: to be included on the Road Map, you will need to be a Sponsor at a level of \$1,000 or higher. Kid Expo will not be offering a Road Map Booth at \$500. Thanks to the feedback of our past participants, we will be making the following additions/changes: stroller check, modified layout and monitoring of exhibitor activities to alleviate the crowd conglomeration and improve the flow of traffic throughout the aisles, better parking solutions.

### Back by Popular Demand!

Exhibitors will again have the option to choose the location of their booth, based on a first-come, first-served basis! Take a look at the attached Floor Plan and don't forget to take into consideration the location of electrical outlets (perimeter booths only). Also back for 2009 is the option to enhance your exposure on the Kid Expo Website. Please view the attached Ad Specs and Rates for details.

### How you will benefit from exhibiting at Kid Expo?

As an exhibitor, you will be able to showcase your products and services FOR children and families TO your exact target audience: children and families! With thousands of attendees, you will be directly in front of your potential customers and they will be there to learn about you.

### Exhibitor Qualifications

Qualifications for exhibitors are as follows:

- ✓ Your business must be located in, or services must be offered within the Santa Clarita Valley
- ✓ Your business or service must be child or family oriented

## What is the Road Map?

The Road Map is a game for children designed to move the flow of traffic throughout the exhibition area. If you are a **Yellow**, **Blue**, or **Red** Sponsor, your company logo will be featured on the Road Map, which will be handed out to the children at the entrance of Kid Expo. By being on the Road Map, you are ensuring guests will visit your booth. When the kids arrive at your booth, make a mark on their map that they were there, and once their entire map is complete, the kids can redeem the map for a prize!



Sample Road Map

## Stage Performances

If your business specializes in karate, gymnastics, song and/or dance, you may request to have your talented kids perform on stage! This opportunity to show what you can do is on a first-come, first-served basis, as entertainment space is limited. You must be registered and paid as an Exhibitor or Sponsor to perform on stage.

## How to become an Exhibitor or Sponsor?

Mail the following **no later than September 18<sup>th</sup>, 2009**:

- ✓ Exhibitor/Sponsor Agreement (fully completed) and Terms & Conditions (initialed and signed)
- ✓ Payment
- ✓ Certificate of Liability Insurance naming Child & Family Center and W.S. Hart School District as additional insured (can be sent separately) to:

Child & Family Center Foundation  
21545 Centre Pointe Parkway  
Santa Clarita, CA 91350  
Attn: Qiana Staral

If paying by credit card, you may fax all of the above to 661-362-1031.



*“Kid Expo was just the place to meet and talk to our target audience. The event showed just how much the Santa Clarita Valley has to offer our kids. We look forward to another successful event this year!”*

*-Craig Goodman, Santa Clarita Lanes*



*“I just wanted to let you know how FABULOUS the Kids Expo was... I was very impressed with the way it was run, organized, the volunteers were GREAT helping us when we arrived, the layout was terrific, and it looked like everyone who attended had fun and got value from being there. I hope you were able to achieve your fundraising goals.”*

*– Jeff Lulla, President, Fun & Fit  
Gymnastics Centers*

