

10th annual All Kids Fair virtual expo



Sunday, November 8, 2020 11 a.m. – 4 p.m.

Company or Organization Name (how you wish to be listed)

Contact Name: _____ Office #: _____

Cell #: _____ Website: _____

Email address of contact person: _____ (repeat this below if personally exhibiting or speaking)

Street Address (indicate if we should not include) _____

City: _____ State: _____ Zip Code _____

PACKAGES

All promotion is on the third-party website except as noted.

Platinum Sponsor \$1300. (Value \$1625)

- 10 minute speaking opportunity on virtual event stage
- (Virtual) Lobby Sponsor – your logo appears weblinked in four places as one of our first placements:
 - . on landing page
 - . on Sponsors page
 - . day of event – on event hub carousel on Lobby page
 - . day of event – on event hub Lobby – Sponsor page
- Inclusion in press releases as one of our first placements
- Inclusion in email blasts as one of our first placements
- Logo appears in event advertising as one of our first placements
- Logo appears on All Kids Fair website weblinked until sales begin for next All Kids Fair (minimum 2 months)
- Logo appears on exhibitor expo page carousel which is weblinked to your exhibitor booth
- Large exhibitor space with premium upgrade – one of our first placements, with the ability to include:
 - . Logo
 - . Website link
 - . One on one video chat
 - . Video chat over your Zoom account*
 - . Pre-recorded promo video
 - . Offer and offer link
 - . Facebook, Twitter, Instagram, and LinkedIn links
 - . pdf documents
 - . Product list
 - . Plus receive your list of leads!
- Full page color ad in virtual event program book (must provide camera ready art)
- 60 minute class at virtual event
- One dedicated email blast post event to all event attendees

Gold Sponsor \$950. (Value \$1100)

- (Virtual) Lobby Sponsor – your logo appears weblinked in four places with preferential placement:
 - . on landing page
 - . on Sponsors page
 - . day of event – on event hub carousel on Lobby page
 - . day of event – on event hub Lobby – Sponsor page
- Inclusion in press releases – preferential placement
- Inclusion in email blasts – preferential placement
- Logo appears in event advertising – preferential placement
- Logo appears on All Kids Fair website weblinked until sales begin for next All Kids Fair (minimum 2 months)
- Logo appears on exhibitor expo page carousel which is weblinked to your exhibitor booth
- Large exhibitor space with premium upgrade – preferential placement - with the ability to include:
 - . Logo
 - . Website link
 - . One on one video chat
 - . Video chat over your Zoom account*
 - . Pre-recorded promo video
 - . Offer and offer link
 - . Facebook, Twitter, Instagram, and LinkedIn links
 - . pdf documents
 - . Product list
 - . Plus receive your list of leads!
- Full page color ad in virtual event program book (must provide camera ready art)
- 60 minute class at virtual event

Silver Sponsor \$850. (Value \$950)

- (Virtual) Lobby Sponsor – your logo appears webinked in four places:
 - . on landing page
 - . on Sponsors page
 - . day of event – on event hub carousel on Lobby page
 - . day of event – on event hub Lobby – Sponsor page
- Inclusion in press releases
- Inclusion in email blasts
- Logo appears in event advertising
- Logo appears on All Kids Fair website weblinked until sales begin for next All Kids Fair (minimum 2 months)
- Logo appears on exhibitor expo page carousel which is weblinked to your exhibitor booth
- Large exhibitor space with premium upgrade – with the ability to include:
 - . Logo . Offer and offer link
 - . Website link . Facebook, Twitter, Instagram, and LinkedIn links
 - . One on one video chat . pdf documents
 - . Video chat over your Zoom account* . Product list
 - . Pre-recorded promo video . Plus receive your list of leads!
- Half page color ad in virtual event program book (must provide camera ready art)
- 30 minute class at virtual event

Bronze Sponsor \$700. (Value \$790)

- (Virtual) Lobby Sponsor – your logo appears webinked in four places:
 - . on landing page
 - . on Sponsors page
 - . day of event – on event hub carousel on Lobby page
 - . day of event – on event hub Lobby – Sponsor page
- Inclusion in press releases
- Inclusion in email blasts
- Logo appears in event advertising
- Logo appears on All Kids Fair website weblinked until sales begin for next All Kids Fair (minimum 2 months)
- Large exhibitor space with premium upgrade – with the ability to include:
 - . Logo . Offer and offer link
 - . Website link . Facebook, Twitter, Instagram, and LinkedIn links
 - . One on one video chat . pdf documents
 - . Video chat over your Zoom account* . Product list
 - . Pre-recorded promo video . Plus receive your list of leads!
- Half page color ad in virtual event program book (must provide camera ready art)

Advertising Package #1 \$500. (Value \$550)

- Logo appears on exhibitor expo page carousel which is weblinked to your exhibitor booth
- Large exhibitor space with premium upgrade - with the ability to include:
 - . Logo . Offer and offer link
 - . Website link . Facebook, Twitter, Instagram, and LinkedIn links
 - . One on one video chat . pdf documents
 - . Video chat over your Zoom account* . Product list
 - . Pre-recorded promo video . Plus receive your list of leads!
- Full page color ad in virtual event program book (must provide camera ready art)

Advertising Package #2 \$375. (Value \$415)

- Logo appears on exhibitor expo page carousel which is weblinked to your exhibitor booth
- Medium exhibitor space with premium upgrade – with the ability to include:
 - . Logo . Offer and offer link
 - . Website link . Facebook, Twitter, Instagram, and LinkedIn links
 - . One on one video chat . pdf documents
 - . Video chat over your Zoom account* . Product list
 - . Pre-recorded promo video . Plus receive your list of leads!
- Half page color ad in virtual event program book (must provide camera ready art)

*Exhibitors can chat over your Zoom account. If you do not have a Zoom account and choose not to set one up but want to speak with multiple people, you may pay a \$99 fee for livestreaming payable to the third-party platform.

SPONSORSHIPS

- (Virtual) Lobby Sponsor – First placement ~~————— \$500 (sold out)~~
- (Virtual) Lobby Sponsor – One of our first placements \$450
- (Virtual) Lobby Sponsor \$400

Your logo will appear weblinked in four places:

- . on landing page
- . on Sponsors page
- . day of event – on event hub carousel on Lobby page
- . day of event – on event hub Lobby – Sponsor page

In addition:

- Inclusion in press releases
- Inclusion in email blasts
- Logo appears in event advertising
- Logo appears on All Kids Fair website weblinked until sales begin for next All Kids Fair (minimum 2 months)

CLASSES

	<u>½ hour</u>	<u>1 hour</u>	<u>2 hours</u>
Kids' class (e.g. dance, martial arts, yoga)	<input type="checkbox"/> \$40	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100
Unlimited attendance – webinar style			
Info session – speak with potential clients	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150
Limit 16 people on video and 250 total people on audio			

You will be able to use the platform's livestreaming.

- All classes are included on the Schedule
- All speakers are listed on the Speaker's page with headshot (please provide)
- On day of event, all classes are included on the Schedule
- On day of event, all speakers are listed on the Speaker's link
- All classes are listed on the All Kids Fair website Speaker's page

If only a kids' class is purchased, there is a required deposit of \$75 which is refunded after the class takes place.

You will enter your speaker info, logo, and other information directly onto the website link which will be emailed to you once payment is received.

Title of Class _____

Email address of people working virtual class (required before event) – LIMIT 4:

_____, _____

_____, _____

ADVERTISING

This virtual program book will be emailed to All Kids Fair attendees. For best results, all ads should be submitted electronically in high quality .jpg format (300 dpi). **All ads will be in color.** Please send ads by October 21, 2020 to **Barbara@AllKidsFair.com**

<input type="checkbox"/> Back Cover	\$300	8.5" x 11"	<input type="checkbox"/> Half page	\$ 65	8.5" x 5.5"
<input type="checkbox"/> Inside Cover	\$250	8.5" x 11"	<input type="checkbox"/> Quarter page	\$ 40	4.25" x 5.5"
<input type="checkbox"/> Full page	\$125	8.5" x 11"	<input type="checkbox"/> Business card	\$ 25	4.25" x 2.75" or 4.25" x 2.43"

EXHIBITOR SPACES.

<u>Exhibitor Booths</u>		Logo Hyperlinked to your Booth in Exhibitor Carousel	Premium Upgrade (banner & listed first)
<input type="checkbox"/> Virtual Space - Large	\$ 275	<input type="checkbox"/> +\$100	<input type="checkbox"/> +\$ 50
<input type="checkbox"/> Virtual Space - Medium	\$ 200	<input type="checkbox"/> +\$100	<input type="checkbox"/> +\$ 50
<input type="checkbox"/> Virtual Space - Standard	\$ 125	<input type="checkbox"/> +\$100	<input type="checkbox"/> +\$ 50

Comes with the ability to include:

- | | |
|--------------------------------------|--|
| . Logo | . Offer and offer link |
| . Website link | . Facebook, Twitter, Instagram, and LinkedIn links |
| . One on one video chat | . pdf documents |
| . Video chat over your Zoom account* | . Product list |
| . Pre-recorded promo video | . Plus receive your list of leads! |

Your business name and weblinked website will also be included on the All Kids Fair website.

You will enter your table representatives and other info directly onto the website link which will be emailed to you.

Email address of people working virtual booth (required before event) – LIMIT 2 for Standard, 3 for Medium, 4 for Large: _____, _____

Product(s) or Service(s) You Will Be Promoting/Selling: _____

Categories my business fits into: Pre-school/Younger Ages 5-11 Ages 12-18 Camp
 Financial/Insurance/Legal Food-related Gifted Healthy Living Travel
 Medical/Chiropractic/Dental Party Ideas/Activities School Special Needs

Total Payment Enclosed: \$ _____

It is hereby agreed that the undersigned will abide by the rules and regulations in this agreement. Acceptance of this application by or on behalf of the All Kids Fair shall constitute a contract.

Signature: _____

Make check/money order payable to: All Kids Fair. \$35 returned check fee.
Mailing address: All Kids Fair, P. O. Box 312, Roslyn Heights, NY 11577-0312.

Or, pay online at www.AllKidsFair.com and use your credit card or PayPal account.

Over 50 Fair LLC d/b/a All Kids Fair is a for-profit company.

Additional Details

Refund policy: All costs are subject to change without notice. All sales are final. There are no refunds for any reason (including cancellation by Payor/Exhibitor/Speaker), but substitutions are allowed with permission.

Event Location: This is a virtual expo.

Video/Photo Release: The All Kids Fair reserves the right to record or photo each class and/or exhibitor booth.

Insurance and Hold Harmless Clause: Exhibitors and Speakers assume entire responsibility and hereby agree to protect, indemnify, defend and save All Kids Fair and its owners and employees harmless against all claims, losses, and damages to persons or property, governmental charges or fines, expenses and attorney's fees arising out of or caused by each Exhibitor's installation, removal, maintenance, occupancy or use of the premises or a part thereof excluding any such liability caused by the sole negligence of All Kids Fair's owners, employees and agents. In addition, each Exhibitor and Speaker acknowledges that All Kids Fair does not maintain insurance covering Exhibitor's or Speaker's property, and it is the sole responsibility of the Exhibitor or Speaker to obtain business interruption and property damage insurance covering such losses by Exhibitor or Speaker. By signing this contract, Exhibitors and Speakers agree to hold harmless the All Kids Fair from any claims, financial or otherwise made by any individual or entity. Exhibitors and Speakers shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations.

CBD/Marijuana: Due to insurance restrictions, the All Kids Fair cannot have exhibitors that distribute or sell products at this event that are derivatives of or products containing marijuana, including but not limited to CBD oil, cannabis, and medical marijuana. This includes products that are legal to sell in New York State. Any exhibitor who is found to have violated this rule will be removed from the event without refund and will be subject to penalties or costs incurred should a claim be made to said insurance company.

Force Majeure: All Kids Fair shall not be deemed to have breached this agreement by reason of its failure to perform any of its obligations if caused by strikes, natural disasters, floods, hurricanes, snowstorms, or other serious inclement weather, fire, acts of a public enemy, riots, terrorism, interference by civil or military authorities, compliance with proclamations, labor disputes, civil commotion, non-compliance by third parties, failure of technology, interruption or failure of a utility service, including but not limited to electric power, water and gas, delays in transit or delivery on the part of transportation companies, or other causes beyond the reasonable control and without the fault of All Kids Fair, or if caused by any act or failure to act of another party (an "Event of Force Majeure"). Upon the occurrence of any Event of Force Majeure specified above that results or will result in a delay in or cancellation of the All Kids Fair or otherwise affects All Kids Fair's performance under this agreement, All Kids Fair shall promptly give notice to the other party of the occurrence and the effect or anticipated effect of the occurrence on the performance of All Kids Fair's obligations under this agreement. All Kids Fair will use reasonable efforts under the circumstances to eliminate or minimize the adverse impact of the occurrence on its performance under this agreement. If All Kids Fair cancels the event due to an Event of Force Majeure, no refunds will be made. All Kids Fair shall not be liable for any losses or damages of any type or description, including consequential and/or incidental damages, suffered by any Payor/Exhibitor/Speaker as a result of a cancellation of the expo.

Space Assignment: All virtual Exhibitor space assignments will be made at the sole discretion of the All Kids Fair and are subject to change. The All Kids Fair reserves the right to fully determine the eligibility of any company, person, product and/or service that participates in the event. Displaying materials or selling goods deemed offensive, inappropriate, or substantially differing from what was previously represented constitute grounds for deletion from the electronic platform. All Kids Fair reserves the right to reject, eject or prohibit any Exhibitor for violation of these rules without monetary refund.

For more information: Barbara Kaplan, Director, 516-621-1446 Barbara@AllKidsFair.com