

2nd ANNUAL



R I V E R F R O N T
FAMILYFEST

**EXHIBITOR
OPPORTUNITIES
BACK TO SCHOOL EXPO**

**Saturday, August 20, 2011
11 AM - 4 PM**



CHASE CENTER
on the riverfront

EVENT: Horizon Services 2nd Annual Riverfront FAMILYFest
DATE: Saturday, August 20, 2011
TIME: 11 AM – 4 PM
LOCATION: Fun starts at the Chase Center on the Riverfront

Riverfront FamilyFest is a free, fun event for families of all ages that turns the entire Riverfront Wilmington into a playground for the day. Last year over 2500 people spent the day together, exploring the wonderful Riverfront attractions. There is so much to do! Participate in the "Amazing Riverfront Wilmington Race", a fun scavenger hunt for the entire family, or dance and watch all the entertainment on the "Get Up and Move Stage" or play on moon bounces, slides and a jumbo obstacle course, while visiting with over 100 exhibitors marketing their services and products at the "Back to School" Expo. Visit the Riverfront attractions with featured family activities and specials.

Families can spend the entire day together on Riverfront Wilmington enjoying fun activities while learning about the various products and services that the Wilmington community has to offer.

EXHIBIT OPPORTUNITIES

Non-profit services and for-profit businesses can purchase a tabletop or booth at the BACK to SCHOOL Expo, inside the Chase Center on the Riverfront. Put your business in front of thousands of people marketing or selling your services and products, offering kid-friendly activities or demonstrations, special offers and giveaways.

AUDIENCE

This event will attract 2500 plus families with children of all ages, from the adjoining communities of New Castle County, and the surrounding tri-state counties, seeking high-quality family friendly activities and attractions. Each family will receive a Riverfront FamilyFest Recyclable Tote bag and program book.

EVENT PROMOTION

Advertising and promotion will start in June with heavy marketing saturation in the immediate month prior to the event and continued throughout the entire year on its' unique website, www.riverfrontFAMILYfest.com, and other social marketing sites. Join our Facebook page www.facebook.com/riverfrontfamilyfest and view pictures of last year. The event will be regionally promoted utilizing radio, internet and print publications, as well as social marketing and email blasts.

EXHIBIT PARTICIPATION LEVELS

6' Tabletop Space – \$200

Includes a 6' table with slipcover and chair

10' x 10' Booth Space - \$350

Includes a two - 6' tables with slipcover, two chairs and either wall or Pipe and Drape background

Commercial Category Exhibit - \$1500

Includes a customized exhibit space, with exclusive category presence, call for details

Limited exhibitor power is available on first-come, first-serve basis - \$95

Exhibitors may not sell or offer any tastings of food, unless it is a pre-packaged giveaway item.

Exhibitors will receive a detailed Exhibitor Kit and are responsible for reading and abiding by all rules and regulations.

The Chase Center on the Riverfront reserves the right to request a certificate of insurance based upon the exhibitor's

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set-up and offering to the public. Any exhibitor selling a product is responsible for having a City of Wilmington/State of Delaware Business License.

FEEDBACK FROM LAST YEAR

We had many positive comments from our exhibitors who were very happy with our turnout of over 2500. They found families very responsive and many of our for-profit experienced successful return for their participation.

"It was a very productive day. The people were engaged and it really seemed to go well. Congratulations on a successful program!!" Dr. Steve Goodwin, Dept. of Behavioral Health and Nutrition, University of Delaware

"The kids (as well as the adults with them) had an absolute BLAST. Again, I can't thank you enough for the awesome FamilyFest performance opportunity for the Imagination Players' kids." Deb Johnson, Imagination Players

"Congratulations! You guys did it! The event went well and had good attendance." Chris Bruce, Raymond Entertainment

EXHIBITOR CONTACT

For questions and additional information please contact:

Chris Baker, Event Manager
570.972.5173
chris@mountainexpos.com

Visit our web site www.riverfrontfamilyfest.com or "LIKE" us on www.facebook.com/riverfrontfamilyfest

EXHIBITOR PARTICIPATION FORM

Please check one:

- \$200 Tabletop
- \$350 Booth Space
- \$1500 Commercial Category Spot Category: _____
Custom Space Request: _____
- \$50 Add 6' table
- \$95 Request for power – note this is limited and on a first come first serve basis

Payments

50% Deposit Due with completed Participation Form
All exhibitors must pay full amount 30 days in advance by 7/20/11.

Checks payable to: Sodexo Operations LLC, C/O Chase Center on the Riverfront

Total Amount Due: \$ _____ Amount Enclosed: \$ _____

Please fill your information below:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Describe your exhibit: _____

I have read and agree to the terms:

Signature of Authorized Representative: _____

Please send form and payment to:

Chris Baker, Event Manager

Mountain Expos | HC 88, P.O. Box 1777 | Pocono Lake, PA 18347

Tel: 570.972.5173 | Fax: 570.606.3673

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PRIZES AND GIVEAWAYS

Yes, I would like to donate a prize for the Amazing Riverfront Wilmington Race and/or for the Get Up and Move Stage Giveaways!

Riverfront FAMILYFest is looking for tickets, items and gift certificates to local attractions and one grand prize trip for four with hotel, restaurant and attraction tickets to a regional family destination for the Amazing Riverfront scavenger hunt. Last year over 2500 people attended the event and 30 families competed in the Amazing Riverfront Wilmington Race up and down the riverfront searching for clues. Prizes and Giveaways are announced throughout the event and winners of the race are announced at 3:30 PM.

Business Name: _____

Item Description: _____

Value: \$_____. Donations with a value over \$200 will receive mention in marketing collateral and advertising. Deadline to be included is July 27, 2011.

Send completed donation forms to fax 302.425.4897 or info@centerontheriverfront.com

Item is available for pickup on: _____ prior to the event.

Items will be dropped off _____ at the Riverfront Development Corp. reception office. Office is located in the Chase Center on the west side reception entrance by Frawley Stadium.

Items will be mailed _____ to Riverfront Development Corporation C/O Riverfront Family Fest, 815 Justison Street, Wilmington, DE 19801.

Forms and items should be received by 8/15/11.



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