



May 2011

To Whom It May Concern:

The Lower Mainland Annual Toy and Product Fair benefiting the Langley Child Development Centre is back for 2011 and we want you to be a part of this 13<sup>th</sup> Annual event!

Over the past twelve years, the Lower Mainland Annual Toy and Product Fair has become a premiere community event, with over 50 exhibitors and is growing in popularity each year. The event is open to the community and will be advertised throughout the Lower Mainland in local newspapers & radio, magazine publications, on various websites as well as distribution of 5,000 postcards directly to families and childcare centres and 200 posters throughout the community.

**NEW for 2011** – We're moving again! The Lower Mainland Annual Toy and Product Fair will be held at **The Coast Hotel & Convention Centre**. This new venue will provide a warm and welcoming atmosphere with plenty of space for families to navigate strollers. It will also allow us to provide a child minding area for shoppers as we have in past years. We anticipate an attendance of more than 600 shoppers!

### SPONSORSHIP BENEFITS

- ✓ Maximum Exposure to Over 600 Attendees
- ✓ Promotion through Event Marketing Material (local media, brochures, etc)
- ✓ Commemorative Framed Event Photograph
- ✓ Community Involvement

The Lower Mainland Annual Toy and Product Fair was originally offered as a service to families with children who have special needs and has grown to meet the needs of the larger community. This event provides parents the opportunity to purchase quality toys, products and services for children of all abilities. There is no admission for the public to attend, but donations will be gratefully accepted!

The Langley Child Development Centre is a non-profit organization that offers services to individuals with special needs from birth to Grade twelve. Services offered include home visits, assessments, referrals to various agencies, playgroups, social evenings, workshops and a toy and resource lending library. Please visit [www.langleycdc.com](http://www.langleycdc.com) for more details regarding the programmes and services available.

The proceeds from the event will benefit the programs and services of the Langley Child Development Centre.

In time for Christmas shopping, the event this year will be held on **Wednesday, November 23, 2011 from 1:00 – 7:00 pm**. This is an excellent opportunity for your company to demonstrate its value to the community while showcasing your corporate role, products and services. There are many opportunities for your company to become involved, either as an exhibitor or as a sponsor.

I would be pleased to answer any question you have about this event. Space is limited – we look forward to hearing from you soon!




Sincerely,

*Cora*

Cora Boecker, Supervisor  
604-532-8184, ext 108  
cboecker@langleycdc.com



**"Lower Mainland Annual Toy and Product Fair"  
Benefiting the Langley Child Development Centre  
Exhibitor/Sponsor Application and Agreement**

<b>Event Details:</b>		<b>Date:</b> Wednesday, November 23, 2011	<b>Time:</b> 1:00–7:00 pm
		<b>Location:</b> The Coast Hotel & Convention Centre 20393 Fraser Hwy, Langley, BC	
<b>Exhibitor/Company Name:</b>			
<b>Exhibitor/Company Description:</b>			
<b>Mailing Address:</b>			
<b>Exhibitor/Company Contact:</b>		<b>Website:</b>	
<b>Email:</b>	<b>Phone:</b>	<b>Fax:</b>	
<b>Please indicate which package you will be choosing:</b>			
<b>Exhibitor:</b>		<b>Sponsor:</b>	
<input type="checkbox"/> \$125 per 6' table <i>(* please note: limit of 2 tables per exhibitor)</i>  Total # of tables: _____ X \$125 per 6' table = \$ _____		<input type="checkbox"/> Building Block  - \$750 - 3 tables provided <input type="checkbox"/> Building Block  - \$500 - 2 tables provided <input type="checkbox"/> Building Block  - \$300 - 2 tables provided	
<b>Please indicate if power outlet is required:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>Power required for:</b> _____ (i.e. laptop, lights, etc)		<b>Please indicate if power outlet is required:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <b>Power required for:</b> _____	
<b>Terms:</b> Full payment due at time of application.		<b>Terms:</b> 50% due at time of application, remaining 50% due November 7, 2011. Failure to meet the deadline will forfeit the right to exhibit.	
<b>Payment:</b>			
Type: <input type="checkbox"/> Money Order <input type="checkbox"/> Cheque <input type="checkbox"/> Cash			
<b>Money Order/Cheque:</b>			
Cheques/Money Order Payable To: Langley Child Development Centre			
Cheque/Money Order #: _____		enclosed for \$ _____	
(Sponsors only:)			
Post Dated Cheque/Money Order # _____		enclosed for \$ _____	
<b>Cash:</b>			
Cash can be dropped off at the Langley Child Development Centre <i>(please do not mail cash)</i>			
By signing this agreement I acknowledge that I understand the enclosed guidelines and agree to be bound by the same. Authorized Signature: _____ Date: _____			
<b>Drop off or mail application to:</b> Langley Child Development Centre		<b>Office Hours:</b>	
#203-5171 221A Street, Langley BC V2Y 0A2		8:30 am – 4:30 pm	





# "Lower Mainland Annual Toy and Product Fair" Benefiting the Langley Child Development Centre Guidelines

*By submitting the Application and Agreement Form, you agree to be bound by and follow all guidelines, rules, requirements, conditions and restrictions imposed by the event facilities and the Langley Child Development Centre (LCDC). The LCDC shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.*

**Payment:** Required funds must accompany applications in order to process. All applications will be processed on a first come first serve basis. The date that the application and payment is received by LCDC will determine that priority. In the event that all booth space is sold out, you will be notified and placed on a waitlist (if you do not receive a booth assignment, you will receive a full refund.) The full amount for exhibitors/sponsors must be paid by the agreed upon date in order to maintain space at the event. If the full amount or balance has not been paid by the due date you will automatically lose your event space. (See application for payment dates.)

**NSF Cheques:** In the event that the exhibitor's cheque is returned by a bank due to insufficient funds, a \$35.00 administration fee will be charged to the exhibitor/sponsor.

**Booth Assignment:** Booth location will be issued at the time of event. LCDC reserves the right to relocate space of exhibitors/sponsors that may be affected by a change in floor plan. LCDC will not be liable if competitive exhibitors are adjacent, however, where possible exhibitors/sponsors will be allocated appropriately.

Exhibitor and sponsors must:

- provide own table coverings (linens and skirts provided for Sponsors only)
- keep displays within the booth dimensions (except Sponsor 'A', roaming event site with product or promotional material is prohibited)
- participate and be at the event for the duration of the event and provide qualified staff to represent their booth for the duration of the event
- bring own extension cords, tape and power bars when power outlets are required by an exhibitor/sponsor
- be responsible for bringing dollies and/or moving material to aid in transporting items to their space
- not attach displays to any walls and/or structural supports of the Exhibit Hall without consent from the LCDC

**Set up and Take Down:** For safety reasons all booths must be set up within the specified time and no major alterations or dismantling may be made during show time. Set up starts at 10:30 am and ends at 12:45 pm. Exhibitors/sponsors can begin dismantling their booths no earlier than 7:00 pm and must be finished by 9:00 pm.

**Cancellation Policy:** Requests for cancellation must be made in writing, addressed to the event organizer and mailed or dropped off at the address specified in the application. A cancellation fee of 50% of the amount paid will be assessed if the cancellation notice is received prior to October 14, 2011. No refunds will be given if the cancellation notice is received after this time.

**Insurance:** LCDC shall not under any circumstances whatsoever be liable or responsible for (1.) any loss, damage, theft or destruction caused to any goods, equipment or any other property belonging to the exhibitor/sponsor or for which the exhibitor is responsible (2.) any damage or injury suffered by the exhibitor, exhibitor's employees, agents, contractors or by any other person (3.) any loss, damage, injury or cost whatsoever suffered by the exhibitor by reason of any change in the date, time or place of the event or the abandonment thereof.

**Indemnity:** The exhibitor/sponsor accepts all risks associated with the use of the exhibit space and environment. The exhibitor shall not make any claim, demand or take any legal action against the LCDC, the show exhibitors/sponsors or the facility in which the show is held, for loss, damage or injury caused to the exhibitor/sponsor, employees or their property. Also, the exhibitor/sponsor agrees to indemnify and hold harmless the LCDC, the facility, or employees against all claims, costs and charges of every kind resulting from the occupancy of the exhibit space or its environment, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its employees or a visitor to the show.

**Conduct:** LCDC reserves the right of approval for all displays and promotional literature. No smoking or alcohol will be allowed in the Exhibit area. No hazardous items are permitted in the exhibit area. Distribution of food samples may be conducted with prior written approval from LCDC and in accordance with food sampling policies and health regulations.

**Liability and Cancellation or Curtailment of Show:** In the event that the facility in which the show is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of LCDC, or if for any reason LCDC is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, LCDC and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor/sponsor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, earthquake or other acts of God, acts of public enemies, strike, lockout or boycott.





# “Lower Mainland Annual Toy and Product Fair” Benefiting the Langley Child Development Centre

## Sponsorship & Exhibitor Information

	<b>“A” Sponsor \$750</b>	<b>“B” Sponsor \$500</b>	<b>“C” Sponsor \$300</b>	<b>Exhibitor \$125</b>
<b>Tables</b>	3 provided	2 provided	2 provided	\$125 per table (max = 2 tables)
<b>Framed commemorative photo</b>	Yes	Yes	Yes	—
<b>Right to use event name in marketing campaigns</b>	Yes	Yes	Yes	—
<b>Recognition in marketing material</b>	Name and large logo	Name and Small logo	Name only	—
<b>Placement of banners on site</b> <i>*location determined by LCDC; banner supplied by sponsor</i>	3 In preferred area	2	1	—
<b>Opportunity to distribute promotional material at event entrance</b>	Distribution of company bag, including promotional material	Distribution of promotional material in bag provided at event entrance	—	—
<b>Booth Placement</b>	Near event entrance	—	—	—
<b>Company website</b>	Link to company website	—	—	—
<b>Event Site Roaming</b> <i>*opportunity to roam event site, beyond booth area, to distribute company material to event participants</i>	Yes	—	—	—

