

Every year has been a HUGE success with over 2400 in attendance & over 80 exhibitors in 2011!

Albemarle Family 

Fun Fair & Camp Expo 2012

A great opportunity to present your camp or business to the affluent family market of Charlottesville-Albemarle!

Sunday, March 11th, 2012

10am - 3pm


DOUBLE TREE HOTEL
CHARLOTTESVILLE

FREE WI-FI



- Gain Great Visibility
 - Generate NEW Business
 - Our Expo is Heavily Promoted & Draws Big Crowds!
- We Feature:
- Entertainment
 - Popular Giveaways
 - Kid's Activities

The only Expo of its kind in Central Virginia!

Out-of-Town Exhibitors!

Bring your family and enjoy the beautiful and historic region of Charlottesville – named the #1 city in the nation by Frommers! From Thomas Jefferson's Monticello to scenic country vineyards to awesome shopping you'll enjoy your stay at the beautiful Doubletree Hotel which provides easy access to the airport as well. For room reservations call 434-973-2121.

Hurry!
Every year has
SOLD OUT!

Spaces are limited and filling fast!

Send in your registration and payment today to guarantee placement.

For questions call (434) 984-4713 or visit www.AlbemarleFamily.com



2012 AlbemarleFamily Fun Fair & Camp Expo Exhibitor Rates

	Standard Rate	5-8x ad discount*	9-12x ad discount*
Double Booth	\$760	\$ 685	\$ 615
Single Booth	\$435	\$ 395	\$ 350

**Register Early
& SAVE \$25!**

Hurry! Offer expires on
December 5, 2011

Additional Booth Services:

Electrical Hookup: \$30
Box Lunch: \$25
(Provided by Doubletree)

**A discount rate is awarded
businesses choosing an ad
contract for multiple AF
Magazine issues per year.
Call 434-984-4713 for
additional information.*

Additional Marketing Services:

Balloons: Dress up your booth and be seen with this easy and cost effective marketing technique! Your balloons in a rainbow color assortment will be ready and waiting for you at the Expo! 1 Bouquet: \$35

Flyer Stuffing: Get your materials into the hands of every parent to walk in the door! AF will provide a stuffing service for flyers to be put in the first 500 AF attendee bags given at the door! Flyers or brochures must be provided by the exhibitor by February 10, 2012. \$125

Premium Booth Spaces: Get double the foot traffic around your booth with a Premium Booth Space located at the end of an aisle or other high traffic location. (Endcaps not included.) Reserve EARLY, spaces are limited! \$90

Advertising: AF offers not only great advertising in our magazine with camp content from December to June, but also in our glossy Expo Program! Take advantage of our great discounts or contact our office today for an advertising package custom designed to meet your needs.

Magazine Ads Due: The 15th of each month. Expo Program Ads Due: January 5, 2012.

Online Camp Fair: Camps can also be online at our popular website which generates over half a million hits and 37,000 visitors a month! Your listing includes a description up to 100 words long and a link to your website, all for 8 months (January-August). Expo Exhibitors: \$99 Non-exhibitors: \$198

Booth Descriptions

Double Booth: Includes one 14ft wide x 6ft deep space, 4 chairs and one listing in the glossy Expo Program. Table and linen included.

Single Booth: Includes one 7ft wide x 6ft deep space, 2 chairs and one listing in the glossy Expo Program. Table and linen included.

Information Exhibitors Need to Know

Exhibitor Booth Set-up: Exhibitors should present themselves in a fun, professional manner. The booth spaces will be clearly marked off and your company name and booth number will be attached to the table provided. Exhibitors may not sublet or assign any portion of their space without written permission from AlbemarleFamily. *All exhibitors must respect their neighboring exhibitors and fire regulations by staying clearly within the markings of the booth boundaries.* Your booth assignment will be given at check-in on the day of the event. *No more than two individuals per single booth space may work the booth. **Check in for the event day begins at 8am. All exhibitors must be checked in by 9:30am.*** Doors to the public will open promptly at 10am. ***Exhibitors may begin breaking down NO sooner than 3:15pm.*** Any item(s) left behind in the exhibit hall will be disposed of.

Providing Activities & Giveaways: We want our AF Fun Fair & Camp Expo to be a fun event for families! ALL exhibitors are encouraged to provide the kids with small token giveaways, games or an activity of some kind. Token giveaways can be as simple as a handout of a homemade wordsearch, a trinket toy, or some other fun marketing product, but food items (including candy) are allowed with written permission only by AF. We recommend exhibitors also consider giving parents coupons or other types of exclusive Expo offers that AF can market to increase Expo attendance. Any content of a political or controversial nature is strictly prohibited. ***Exhibitors are prohibited from handing out balloons or attendee bags. These products will be given out exclusively by AF or the event sponsors.***

Advertising in the Expo Program: The Expo Program is open to advertising at 50% of the current AF Magazine ad rates. 5,000 total copies are distributed at popular local distribution points and on the event day. Advertising is open ONLY to existing advertisers with an Expo booth reservation who can run the same sized ad that is already being prepared by AF for a magazine issue, already existing in our files, or correctly delivered camera ready as a PDF. ***ALL ads are run in black and white. There will be NO graphic design services available to Expo Program advertisers. ALL ads are due PROMPTLY by January 5, 2012. Due to the fast turnaround necessary, there are NO EXCEPTIONS.*** See our current Rate Card for advertising information or contact our office at 434-984-4713.

Your Visit to the Doubletree: We hope all Expo exhibitors will enjoy their experience at the Doubletree Hotel ballroom where the Expo will be held. For those who require it, the hotel will provide you with accommodations, boxed lunches for the event day, meals, tourist attraction information, and/or other amenities. Should you need any of their services, please feel free contact the Doubletree at 434-973-2121 or visit them on the web at www.doubletree.com. ***Doubletree Hotel Parking on the day of the event will be free of charge for ALL our Expo exhibitors and attendees.***

Legal Requirements: *All exhibitors are required to sign and submit a completed Expo Registration Contract, a liability insurance certificate, and payment in full no later than January 5, 2012.* If you have any questions concerning your liability insurance, please consult your insurance agent before calling our offices. The Expo Registration Contract contains information concerning AlbemarleFamily's policy on payment and cancellations.

SAVE \$\$\$ on your Expo booth by advertising with AlbemarleFamily!

REGISTER EARLY! EACH YEAR HAS SOLD OUT!

Spaces are limited & filling fast! Questions? Call (434) 984-4713 or visit www.AlbemarleFamily.com

AlbemarleFamily Fun Fair & Camp Expo 2012

Registration Contract

Company Name (as it should be listed in the Expo Program) _____
 Primary Contact Name _____ Title _____
 Address _____ City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____ Cell (____) _____
 Email _____ Website _____

Contact Information

Name of one individual staffing booth (no more than 2 individuals permitted per single sized booth)
 Name _____ Title _____ Cell Phone (____) _____
 Hotel where you are staying (if applicable) _____ Phone (____) _____
 Special Needs Request _____

Booth Information (Note the following information is valuable to us for marketing purposes. Your great offers may get mentioned in promotional spots!)

Activity or giveaway being provided (**PLEASE NOTE: Food items or candy giveaways are allowed ONLY with written permission by AF**) _____
 Dollar value of any coupon offer or giveaway being handed out \$ _____ Retail vending permit number if applicable (food vending prohibited) _____

	Standard Rate	5-8x ad discount*	9-12x ad discount*	
Double Booth	\$760	\$ 685	\$ 615	\$ _____
Single Booth	\$435	\$ 395	\$ 350	\$ _____

**A discount rate is awarded businesses choosing an ad contract for multiple AF Magazine issues per year.*

Additional Services

Electrical Hookup	\$ 30		\$ _____
Box Lunch (<i>Provided by Doubletree</i>)	\$ 25		\$ _____
Rainbow Balloon Bouquet	\$ 35		\$ _____
Flyers Stuffed in Attendee Bags	\$125		\$ _____
Premium Booth Placement	\$ 90		\$ _____
Online Camp Fair	\$ 99		\$ _____

Total Amount Due \$ _____

Expo Program Advertising

The Expo Program is open to advertising at 50% of the current AF Magazine ad rates. 5000 total copies are distributed at popular local distribution points and on the event day. **ALL ads are run in black and white and due PROMPTLY on January 5, 2012.** See your Information Exhibitors Need to Know section and our current Rate Card for more information or contact our offices at 434-984-4713.

Check here if you want to advertise in the Expo Program
 (You will be billed separately based on your contract status)

Deadlines & Cancellation Policies: To participate in this event, a completed Registration Contract, Certificate of Insurance and full payment are due in our office no later than January 5, 2012. Submitting your registration does NOT guarantee you a space in the event until you receive confirmation from our office. Booth spaces are limited and will be filled on a first come, first served basis. Should you need to cancel your booth for any reason, you may do so with only a 25% penalty before January 5, 2012. Any exhibitors with booth cancellations received after January 5, 2012 will be responsible and held accountable for 100% of their booth fees. All cancellations MUST be sent and acknowledged by AF staff in writing. Should the event be cancelled due to an unforeseen disaster related to weather, war, emergencies or other reasonable causes, all exhibitors will be refunded 50% of their booth fee.

Exhibitor Rules and Regulations: Exhibitors are required to abide by the rules and regulations outlined in the Information Exhibitors Need to Know portion of the event rate sheet concerning booth activities, giveaway items and booth set-up. Exhibitors agree to conduct themselves in a friendly, professional manner and will be held accountable for conduct deemed inconsistent or inappropriate by AlbemarleFamily for a family audience. Any content of a political or controversial nature is strictly prohibited. Ivy Publications, LLC, as publishers of AlbemarleFamily, reserve the right to refuse or turn away any exhibitor on or before the day of the event due to conduct or content deemed inappropriate or inconsistent with the goals of the event.

Hold Harmless Clause: The exhibitor indemnifies and agrees to hold harmless both Ivy Publications, LLC dba AlbemarleFamily and the operating association(s)/facility(s) working in conjunction with AlbemarleFamily, and the legal entities which lease, own, and/or operate the operating association(s)/facility(s), their members, officers, directors, and employees against any or all damage to property or personal injury or loss caused by the exhibitor or his agents, representatives, employees, or any other person. The exhibitor and/or his agents, representatives, employees, or any other person also indemnifies and agrees to be liable for any damage to property or personal injury or loss caused by the exhibitor and/or his agents, representatives, employees, or any other person at any time during the entire course of the event.

I have read, understand, and agree to the above Deadline & Cancellation Policies, the Exhibitor Rules and Regulations and the Hold Harmless Clause. A copy of my Certificate of Liability Insurance and my payment for the total amount due are enclosed. (Please make check payable to AlbemarleFamily)

Signature _____ Date _____ Name _____ Title _____

Advertise with Charlottesville's Only Family Publication!

AF offers our community's best advertising value with camp content in our magazines from December to June. Don't be fooled by imitation "camp guides" in local publications not created for families. **Please** spend your advertising dollars wisely. ONLY AlbemarleFamily can GUARANTEE you readers who buy camps!

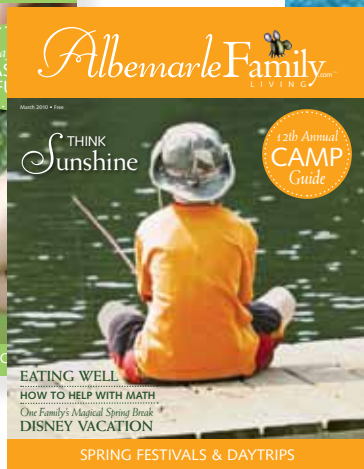
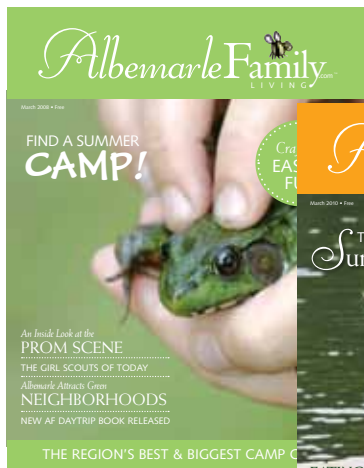
Mail or deliver registration to: Ivy Publications, LLC 4282 Ivy Road, Charlottesville, VA 22903

Thank you for your participation in the AF Fun Fair & Camp Expo 2012 We look forward to seeing you there!

If you should have a question, please feel free to email Amy@IvyPublications.com or call us at (434) 984-4713.

We can GUARANTEE you readers who buy camps.

Our most successful camp clients advertise big and advertise frequently with the lucrative camp market of AlbemarleFamily. Their marketing plan not only fills their camp programs, but saves them money!



**Buy 5
save over
\$200**

Advertise BIG with only AlbemarleFamily. Why?

- **THE AMAZING WEALTH OF OUR MARKET.**

Over 50% of our families earn over \$100,000 per year and 1 out of 4 earn over \$150,000!

- **THE TREMENDOUS LOYALTY OF OUR READERS.**

9 of 10 AlbemarleFamily readers purchase from our ads.

- **THE AWESOME EDITORIAL VALUE.**

Our popular camp editorial runs December to June and GETS RESULTS not more bills.

A Successful Camp Advertising Package Includes:

- A minimum of 5 ads to **save \$\$** with frequency discounts (from December-June)
- A listing in our high traffic Online Camp Fair at **50% OFF** for Expo Exhibitors
- A booth at our highly popular Camp Expo **paying less** with an advertiser discount

IN ALL OF CHARLOTTESVILLE....

ONLY AlbemarleFamily CAN GUARANTEE YOU READERS WHO BUY CAMPS

Call us today! 434-984-4713