



## 2020 EVENT APPLICATION

**MEMORIAL CITY MALL:** Saturday, February 8 (10am - 4pm)

**THE WOODLANDS MALL:** Sunday, February 9 (Noon - 5pm)

**RICE UNIVERSITY:** Saturday, February 15 (Noon - 5pm)

**SUGAR LAND TOWN SQUARE:** Sunday, February 16 (Noon - 5pm)

HOUSTON FAMILY  
MAGAZINE



plan your  
**summer**  
in a day





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### PROMOTED OCT. 2019-FEB. 2020

- PRINT
- TV
- RADIO
- WEB
- DIGITAL
- SOCIAL MEDIA
- EVENTS
- BLOGGERS
- AND MORE

### REACH 100% TARGETED AUDIENCE HUNGRY FOR YOUR INFORMATION!

For 24 years Houston Family Magazine's Camp Fair has built a brand and a following. Join us for our annual Camp Fair event which offers:

- Qualified / Quality leads
- Built in traffic at (4) popular locations in high-end suburbs.
- Ample booth space with gorgeous, well-organized, set up for vendors
- Fun and entertainment for kids of all ages to encourage attendance
- Proven track record

### HOUSTON FUN FACTS:

- 4th largest city in the U.S.
- 31% over age 25 hold a bachelor's degree or higher
- 22% of population are ages 5-19
- 145 different languages spoken in Houston
- Ranks #2 in concentration of Fortune 1000 companies
- Ranks #1 in total park acreage

### ATTENDANCE DEMOGRAPHICS:

- Approx. 20,000 attendees
- Average HHI \$155k+
- Parents Average Age 34
- Children 12 & Under 51%
- Children 13 & Over 49%
- College Educated 85%
- Active Lifestyle
- Home-owner 85%
- Married 88%



**Note New Address**

Houston Family Magazine • 1334 Brittmoore Rd. Ste. 2602 • Houston, TX 77043  
713.266.1885 • Fax: 713.266.1915 • [www.HoustonFamilyMagazine.com](http://www.HoustonFamilyMagazine.com)

# 2020 CAMP FAIR EXHIBITOR APPLICATION

## EXHIBITOR INFORMATION:

Camp Name \_\_\_\_\_ Contact Name(s) \_\_\_\_\_  
*(as you would like to appear on all promotion materials)*

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Cell Phone(s) \_\_\_\_\_ Email Address(s) \_\_\_\_\_

Social Media Handle(s) \_\_\_\_\_ Website \_\_\_\_\_

## EXHIBITOR ACTIVITY & DOOR PRIZE

We encourage you to have an interactive exhibit (some kind of activity to engage patrons). Please provide a brief description.

Will you provide a door prize? ☐ YES ☐ NO What will you provide? \_\_\_\_\_

## EXHIBITOR PACKAGES:

**SELECT PACKAGE:** Packages include 8' x 8' exhibitor space, (1) 6' table, (2) chairs and a tablecloth at (2) Camp Fair locations.

**PRICING:** Plans A, B, C & D prices are monthly rates and will be charged this amount beginning January 1, 2020, for five (5) consecutive months. Plan E is a one (1) time charge and will be charged in full.

EXHIBITOR PACKAGES	ON/BEFORE DECEMBER 31, 2019 Package Price x 5mo.	JANUARY 1, 2020 Package Price x 5mo.
Plan A	\$1665/month x 5	\$1875/month x 5
Plan B	\$1240/month x 5	\$1390/month x 5
Plan C	\$1025/month x 5	\$1145/month x 5
Plan D	\$670/month x 5	\$730/month x 5
Plan E	\$1625	\$1775

### LOCATIONS: Select (2) Camp Fair Locations:

Two locations included with packages. The option for a Third or Fourth location is under "Add-Ons." If only (1) location is selected, the TOTAL PACKAGE PRICE is reduced by \$400.

- ☐ February 8, Memorial City Mall - 10am-4pm
- ☐ February 9, The Woodlands Mall - Noon-5pm
- ☐ February 15, Rice University Tudor Fieldhouse - Noon-5pm
- ☐ February 16, Sugar Land Town Square - Noon-5pm\*

\* Outdoor Event, Tent Required

## EXHIBITOR ADD-ON(S):

ADDITIONAL ITEMS	COST	QUANTITY	TOTAL
Booth at <u>THIRD</u> camp location	\$400		
Booth at <u>FOURTH</u> camp location	\$400		
Additional Space (8' x 8'/per location)	\$200		
Electricity (per location)	\$50		
Tent (Sugar Land Town Square only)	\$150		
Dedicated Eblast	\$450		
Video Takeover	\$1500		
Event Bag Insertion (per location)	\$50		
ADD-ON TOTAL			

## PAYMENT INFORMATION:

**Make checks payable to Houston Family Magazine.**

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

☐ Check

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CCV# \_\_\_\_\_ Billing Zip \_\_\_\_\_

Name as appears on card \_\_\_\_\_

Card holder's Signature \_\_\_\_\_

On behalf of my organization, I am authorized and do hereby agree to abide by the rules and regulations and will so advise those of my organization. I agree to hold harmless Houston Family Magazine, LLC. I also grant Houston Family Magazine full permission to use any photographs, videotape, motion picture recording or any other record of this event for any purpose whatsoever.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_

Thank you for your support and participation. A welcome packet with detailed instructions and information will be sent to you prior to the event.

Please submit completed application along with vector logo and png logo to [tamara@houstonfamilymagazine.com](mailto:tamara@houstonfamilymagazine.com) or Fax: 713.266.1915.



## EXHIBITOR PACKAGES

**MEMORIAL CITY MALL:** Saturday, February 8 (10am - 4pm)

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**SUGAR LAND TOWN SQUARE:** Sunday, February 16 (Noon - 5pm)

PACKAGES	PLAN A (FEB-JUNE)	PLAN B (FEB-JUNE)	PLAN C (FEB-JUNE)	PLAN D (FEB-JUNE)	PLAN E (FEB-APRIL)
<b>RATES</b>	\$1665/month x 5 (before 12/31) \$1875/month x 5 (after 12/31)	\$1240/month x 5 (before 12/31) \$1390/month x 5 (after 12/31)	\$1025/month x 5 (before 12/31) \$1145/month x 5 (after 12/31)	\$670/month x 5 (before 12/31) \$730/month x 5 (after 12/31)	\$1625 (before 12/31) \$1775 (after 12/31)
<b>8X8 BOOTH AT (2) CAMP FAIR LOCATIONS</b>	•	•	•	•	•
<b>PRINT ADVERTISING: Houston Family Magazine</b>					
<b>1/2 PAGE FULL COLOR AD</b>	•				
<b>1/3 PAGE FULL COLOR AD</b>		•			
<b>1/4 PAGE FULL COLOR AD</b>			•		
<b>1/6 PAGE FULL COLOR AD</b>				•	
<b>CAMP LISTING IN THE CAMP DIRECTORY</b>	•	•	•	•	•
<b>DIGITAL ADVERTISING: Daily eNews</b>					
<b>600X200 BANNER</b>	•	•			
<b>600X100 BANNER</b>			•		

### IN ADDITION TO THE ABOVE, ALL PLANS RECEIVE THE FOLLOWING:

- Camp Name included in the following promotional material for HFM's Camp Fair 2020: Mall banners, promo ad in February 2020 issue of HFM, Camp Name and logo with click thru leading up to event on [www.HoustonFamilyMagazine.com](http://www.HoustonFamilyMagazine.com)
- Camp Listing on HFM Website
- Click thru to your website in HFM digital magazine ([www.HoustonFamilyMagazine.com](http://www.HoustonFamilyMagazine.com))



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PACKAGES	PRESENTING	PREMIUM	PRINCIPAL	PARTNER
<b>RATES</b>	\$15,000	\$10,000	\$7,500	\$5,000
<b>CAMP FAIR 2020: 4 Locations</b>				
<b>Booth at Memorial City Mall, The Woodlands Mall, Rice University-Tudor Fieldhouse and Sugar Land Town Square</b>	• (double booth)	•	•	•
<b>Stage announcements at all locations</b>	• (minimum of 4)	• (minimum of 3)	• (minimum of 2)	• (minimum of 1)
<b>Logo on banners at all locations</b>	•	•	•	•
<b>Inclusion in 1000 event bags (250/event)</b>	•	•	•	•
<b>PRINT ADVERTISING: Houston Family Magazine</b>				
<b>Ad in February Issue</b>	• (full page ad)	• (1/2 page ad)	• (1/4 page ad)	• (1/8 page ad)
<b>Camp listing in the Camp Directory</b>	•	•	•	•
<b>Logo in the event promotional ads (Dec-Feb)</b>	•	•	•	•
<b>Logo in the event thank you ad (Mar)</b>	•	•	•	•
<b>DIGITAL ADVERTISING</b>				
<b>HFM Website: Logo with link on the Camp Fair site</b>	•	•	•	•
<b>HFM Website: Digital Ad on the HFM site</b>	• (leaderboard)	• (skyscraper)	• (premium button)	
<b>HFM eNews: Digital Ad</b>	• (skyscraper)	• (banner 600x300)	• (banner 600x200)	• (banner 600x100)
<b>Video Ad on HFM site carousel</b>	•			
<b>Video Ad in a HFM eNews</b>	•	•		
<b>Video Ad on social media</b>	•	•	•	
<b>Logo in multiple Camp Fair dedicated eblasts, eNews, and social media promotions (Dec, Jan, Feb)</b>	•	•	•	•
<b>PRESS AND MEDIA</b>				
<b>Inclusion in all public relations efforts and promotional materials including press releases, media advisories, flyers and t-shirts</b>	•	•	•	•

# 2020 CAMP FAIR SPONSOR APPLICATION

## SPONSOR INFORMATION:

Sponsor Name \_\_\_\_\_ Contact Name(s) \_\_\_\_\_  
(as you would like to appear on all promotion materials)

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Cell Phone(s) \_\_\_\_\_ Email Address(s) \_\_\_\_\_

Social Media Handle(s) \_\_\_\_\_ Website \_\_\_\_\_

Attendee Name(s) \_\_\_\_\_

## SPONSOR ACTIVITY & DOOR PRIZE

We encourage you to have an interactive exhibit (some kind of activity to engage patrons). Please provide a brief description of exhibit including handouts, brochures or samples. \_\_\_\_\_

Will you provide a door prize? ☐ YES ☐ NO What will you provide? \_\_\_\_\_

Will electrical hook-up be required? ☐ YES ☐ NO Purpose? \_\_\_\_\_

## SPONSOR PACKAGES:

Packages include 8' x 8' exhibitor space, (1) 6' table, (2) chairs and a tablecloth at (4) Camp Fair locations.  
Presenting sponsor receives a double booth at all locations.

### SPONSOR PACKAGE OPTIONS:

- ☐ Presenting Sponsor: \$15,000 ☐ Principal Sponsor: \$7,500  
☐ Premium Sponsor: \$10,000 ☐ Partner Sponsor: \$5,000

**LOCATIONS: Sponsorship includes all locations. Please confirm those you plan on participating.**

- ☐ February 8, Memorial City Mall - 10am-4pm ☐ February 15, Rice University Tudor Fieldhouse - Noon-5pm  
☐ February 9, The Woodlands Mall - Noon-5pm ☐ February 16, Sugar Land Town Square - Noon-5pm (Outdoors)

## SPONSOR ADD-ON(S):

ADDITIONAL ITEMS	COST	QUANTITY	TOTAL
Electricity (per location)	\$0		
Tent (Sugar Land Town Square only)	\$150		
Additional Space (per location)	\$200		
ADD-ON TOTAL			

## PAYMENT INFORMATION:

**Make checks payable to Houston Family Magazine.**

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

☐ Check

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CCV# \_\_\_\_\_ Billing Zip \_\_\_\_\_

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On behalf of my organization, I am authorized and do hereby agree to abide by the rules and regulations and will so advise those of my organization. I agree to hold harmless Houston Family Magazine, LLC. I also grant Houston Family Magazine full permission to use any photographs, videotape, motion picture recording or any other record of this event for any purpose whatsoever.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_

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# exhibitor rules and regulations

To be eligible to participate and exhibit at the Houston Family Camp Fair, the applicant must:

- 1. APPLICATION & PAYMENT:** Complete and return application along with payment. Applications, exhibitor fees, and any additional fees must be received and paid in full by February 1, 2020.
- 2. PRINT DEADLINE:** The print deadline to appear in the February issue is January 10, 2020.
- 3. EXHIBITS & SALES:** Exhibits, displays, products and services must be related to summer camp programs. Exhibit may not promote business or services that do not directly relate to the overall theme of the Houston Family Camp Fair. Exhibitors may not sell, or offer for sale, any products, goods or services. Exhibitors may collect deposits and/or fees for camp packages only.
- 4. SUBLETTING:** No subletting, assigning or apportioning to others is allowed.
- 5. BOOTHS:** Booth space includes (1) 6' table, (2) chairs and black tablecloth. All activities must be confined to the exhibit space provided. No part of your display may extend into traffic flow of the event. All materials must conform to local building and fire department codes and regulations. The exhibitor must maintain and keep the exhibit and space in good order for which he/she has contracted. The exhibitor is responsible for cleaning or replacement costs for any damages.
- 6. TENTS:** Tents are not permitted at indoor locations and required for outdoor booth space. Bring your own or rent one from HFM. The rental fee is \$150/per tent per location.
- 7. ELECTRICITY:** Electricity is at a premium. There is a \$50 fee per location. Exhibitors must provide their own multiple outlet powerstrips, tape and extension cords. Extension cords must be kept under exhibitor skirted table at all times.
- 8. HFM EVENT BAGS:** Goodie bags are distributed per event location. There is a \$50/fee per location to participate. All items are due three weeks prior to initial event date.
- 9. SET-UP & WELCOME PACKET:** Set-up information and exhibitor space will be provided in the Exhibitor Welcome Packet closer to the event. HFM reserves the right to rearrange the floor plan due to unforeseen conflicts or conditions beyond our control.
- 10. MATERIALS:** Each exhibitor must make provisions for the safeguarding of all goods, materials, equipment and display at all times. HFM will not be responsible for loss of any material by any cause.
- 11. ADDITIONAL:** Event is rain or shine. There are no refunds. HFM reserves the right to reschedule. All matters and questions not covered by the regulations set forth here-in are subject to the discretion of HFM.

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

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