



**Friday, March 30, 2012,  
3:00–8 p.m.  
Wells Fargo Center for the Arts**

Company / Organization \_\_\_\_\_

Contact Person \_\_\_\_\_ Office Phone \_\_\_\_\_

eMail \_\_\_\_\_ Cell Phone \_\_\_\_\_

**All Booth Spaces Include Exhibit Space + a 3 Month Directory Ad, a \$150 Value!**

**1. Which Package Would You Like?**      **6 Mos. *Saves 30%***                      **3 / 4 / 5 Mos.**      Start Month \_\_\_\_\_

**Package A** Magazine: 1/9 Page, WebPage, & Half-Sky. Add Your choice of Booth from Package D for additional **\$100 Advertiser Discount.**

**\$2,130 (\$355/mo.) *Saves 30%***       **\$1,275 (\$425/mo.) *Saves 18%***      \$ \_\_\_\_\_

**Package B** Magazine Marketplace; Web Page Directory. Add Your choice of Booth from Package D for additional **\$100 Advertiser Discount.**

**\$750 (\$125/mo.) *Saves 30%***       **\$480 (\$160/mo.) *Saves 18%***      \$ \_\_\_\_\_

**Premium Booth**

**Standard Booth**

**Package C: Booth Only**     **\$445**     **\$395**    \$ \_\_\_\_\_

**Package D: Booth for Current Display Advertiser**       **\$345 *Save \$100***                       **\$295 *Save \$100***                      \$ \_\_\_\_\_

**2. Booth Details.** ( Inside Space is 8 x 5 with table and 2 chairs. Outside is 10x10 space only. Please note that booth *requests* are not a guarantee. To put on the best show, management assigns booth spaces the week before the event, and may re-assign as needed. Include all sale, giveaway and activities below, attach another sheet if necessary.)

**1<sup>st</sup> Choice** \_\_\_\_\_ **2<sup>nd</sup> Choice** \_\_\_\_\_ **3<sup>rd</sup> Choice** \_\_\_\_\_                       **Electricity \$25.00**                      \$ \_\_\_\_\_

**Sale or Giveaway Items:** \_\_\_\_\_

**Activity:** \_\_\_\_\_

**3. Special Exhibitor Discounts**

**Early Bird Discount if Received by February 15th – \$25.00**    \$ \_\_\_\_\_

**Goody Bag** (300 Items at event)                       **\$295 Non exhibitors**                       **\$195 Exhibitors *Save \$100***                      \$ \_\_\_\_\_

**Web Page Directory Listing** (12 Mos.)                       **\$395/year *Save \$100***                       **\$200/year per add'l listing**                      \$ \_\_\_\_\_

Schools       Preschool       Home       Professionals       Afterschool Activities       Birthdays       Other \_\_\_\_\_

**Total**    \$ \_\_\_\_\_

<b>For Office Use Only</b>	<input type="checkbox"/> <b>Paid</b>	<input type="checkbox"/> <b>Confirmed</b>	<input type="checkbox"/> <b>Online</b>	<b>No.</b> _____
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## Exhibitor Details

**Booth Location:** Assigned by Show Management the week before the event, may be reassigned per Show Management. Requests are considered but not guaranteed. **Booth Space:** 1 table and 2 chairs provided for inside booths. All exhibitor promotional activity is restricted to assigned exhibit space. No exceptions. **Courtyard/outside Booths:** This event is held **rain or shine**, bring an awning! **Insurance, permits, licenses:** Exhibitors may be required to provide, in advance, appropriate liability insurance certificate, proof of applicable permits and licenses. (Food items may require permits by the County Health Dept.) **Cancellation Policy:** Exhibit spaces are non-refundable.

**Facility Policy:** Keep exhibit area clean at all times. No glue, tape or tacks are allowed on the walls or floors. Exhibitors are

financially responsible for damage caused to facility, including but not limited to damage to drapery, tables, walls, floors, asphalt, gates, lawn, etc. Signage may be hung from cables.

**Set-Up:** Friday 12:00-2:30. Please be in contact with show management if an emergency arises. Empty spaces may be reassigned after 2:30 p.m. Break-down: Sat. 8–9:00 p.m. Remaining exhibits may be subject to a handling/storage fee.

**Break-down:**

Any exhibitors leaving before advertised closing time, agree to pay a \$500 fee.

\_\_\_\_\_ (Initial Required).

**Method of Payment**

Check     VISA     MasterCard     Discover

Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

## Agreement of Non-Liability & Indemnification:

**A. THE UNDERSIGNED** agrees that in consideration of Family Life allowing the undersigned to come upon the premises of the event site for the purposes of conducting thereon a promotional event, the undersigned hereby agrees that neither Family Life, nor any other party who has an ownership interest, shall be liable to the undersigned for any damage to persons or property or loss of life caused by any act or omission of the aforementioned parties which occurs during the time (or arising from any act or omission that occurs during the time) the undersigned is upon the premises of the event site. The undersigned further acknowledges and agrees that no property of the undersigned shall at any time be deemed to be in the care, custody, or control of any of the above-mentioned parties, other than the undersigned.

**B. THE UNDERSIGNED** further agrees that it will indemnify and save harmless Family Life, and any other party who has an ownership interest, from and against any and all claims, actions, damages, liability and expense in connection with the loss of life, personal injury and property damage occurring on or about the event site during the period in which the undersigned is participating in this event. In case Family Life, or any other party who has an ownership interest, shall be made a party to any litigation commenced against the undersigned, the undersigned shall protect and hold harmless Family Life, and any other party who has an ownership interest, and shall pay all costs, expenses and reasonable attorney fees incurred in connection with such litigation.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail: Family Life, 100 Professional Center Dr., Ste. 104, Rohnert Park, CA 94928**

**Fax to: 707-586-9571**

**Call: 707-586-9562**