



# Exhibitor Application

May 13, 2011 3:00 p.m.–8 p.m.

Petaluma Community Center in Lucchesi Park  
320 North McDowell Boulevard, Petaluma, CA

Co sponsor: City of Petaluma Park and Rec



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

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

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

**1. Which Package Would You Like?**      **6 Mos. *Saves 30%***      **3 (or 4 or 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%*      \$ \_\_\_\_\_

**Package C (Booth Only)**

Stage Room OR Lobby

\$445

\$395

\$ \_\_\_\_\_

Front Room OR South Room

\$345

\$295

\$ \_\_\_\_\_

**Premium Booth**

**Standard Booth**

**Package D** Display Advertiser **\$100 Discount.**

Stage Room OR Lobby

\$345 *Save \$100*

\$295 *Save \$100*

\$ \_\_\_\_\_

Front Room OR South Room

\$245 *Save \$100*

\$195 *Save \$100*

\$ \_\_\_\_\_

**2. Booth Requirements.** (Management reserves right to re-locate assigned booth space.)

Setup       **Table** yes / no       **Chair** yes / no       **Electricity** \$25.00      \$ \_\_\_\_\_

Activity       **Activities?**       **Items for sale?**       **Drawing prize?**

Requested Booth Number      1st \_\_\_\_\_      2nd \_\_\_\_\_      3rd \_\_\_\_\_

**3. Save with Additional Marketing: *Special Exhibitor Discounts***

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

**Magazine Marketplace** (12 Mos.)       \$1,460 (3 inch) *Save \$100*       \$970 (2 inch) *Save \$50*      \$ \_\_\_\_\_

**Web Page Directory Listing** (12 Mos.)       \$295/year *Save \$100*      \$ \_\_\_\_\_

Day Camps     Residential Camps     Teen Camps     Sports Camps     Family Camps     Afterschool Activities     Birthdays     School     Preschool

**Include Web Page in Add'l Listings**       \$150/year *per listing*      x **No. of Add'l Listings** \_\_\_\_\_ =      \$ \_\_\_\_\_

**Total**      \$ \_\_\_\_\_

**For Office Use Only**       **Paid**       **Confirmed**       **Online**      **No.** \_\_\_\_\_



May 13, 2011 3:00 p.m.–8 p.m.

Petaluma Community Center in Lucchesi Park

**Exhibitor Details**

**Booth Location:** We reserve the right to move exhibits as needed..

**Booth Space:** Furnishing includes one table and 2 chairs.  
Pipe and Drape or backdrop. Electricity is limited.

**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.)

**Exhibit space:** Keep exhibit area clean at all times. No glue, tape or tacks are allowed on the walls or floors. All exhibitor promotional activity is restricted to assigned exhibit space. No exceptions. Exhibitors are financially responsible for damage caused to facility, including but not limited to damage to drapery, tables, walls, floors, asphalt, gates, lawn, etc.

**Cancellation Policy:** Exhibit spaces are non-refundable.

**Schedule:**

Set-up: Friday, May 13th, 12:00–2 p.m.

Networking Meeting: Friday, May 13, 2-3 p.m.

No-shows/late arrivals may be sold at 3:45, at which point there is no guarantee of space, and no refund. Please be in contact with show management if an emergency arises.

Break-down: Friday, May 13th, 8–9 p.m. *Remaining exhibits may be subject to a handling and storage fee.*

**Break-down:**

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

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

<b>Method of Payment</b>	<input type="checkbox"/> Check	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard
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 Petaluma Community Center in Lucchesi Park for the purposes of conducting thereon a promotional event, the undersigned hereby agrees that neither Family Life, City of Petaluma, 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 Petaluma Community Center in Lucchesi Park. 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 hold harmless Family Life and City of Petaluma, 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 Petaluma Community Center in Lucchesi Park during the period in which the undersigned is participating in this event. In case Family Life, City of Petaluma 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, City of Petaluma 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.

<b>Print Name</b> _____
<b>Signature</b> _____ <b>Date</b> _____

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

**Fax to: 707-586-9571 Call: 707-586-9562**