

Kidculture Family EXPO 2010

Exhibitor Pack

Organisers contacts

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EXHIBITION PLAN

REGISTRATION FORM

DATES & TIMES

Fri 17/9 14:00-18:00

Sat-Sun 18-19/9 10:00-18:00

TYPE OF EXHIBITORS

Pregnancy / baby / kids clothes and accessories

Gifts / Keepsakes

Photographers / portrait artists

Games, books & toys

Home ware & accessories

Childrens' furniture

Health care and hygiene products

Doctors/Therapists

Courses and schools

Kid's activities

Entertainers

Party products

Children/Family organisations

Environmental/voluntary organisations

Theme parks

Family friendly venues / Restaurants

TYPICAL VISITORS

Expectant and new parents

Families with kids of all ages

Mums, dads, grandparents, aunts, uncles, babies, toddlers, school children...

Educators, Health professionals & instructors

Child related businesses, organisations and professionals

VENUE & FACILITIES

Indoor space

- up to 30 Tables + 150 chairs
- Baby Chillout / Breast-bottle feeding area
- Presentation / workshop area / Projector & screen
- Electricity points
- Kids activity zone in separate cave area
- Toilets/changing

Outdoor space

- Limited covered paved areas with tables & chairs, uncovered space available on request
- Open paved 'amphitheatre' area below restaurant available to exhibitors on request
- Covered Kids play/activity areas
- Café/Restaurant - toilets/baby changing facilities
- Playground & green grass park areas

BUILD-UP AND BREAKDOWN

Exhibitors will gain access to the venue from 10am on the morning of the 17th to register and start setting up.

We advise that all spaces are set up by mid day and no later than 1pm on the 17th, in time for a prompt 2pm start.

Breakdown will take place 6-7pm on Sunday 19th. Please make sure your stand is manned throughout both set up and breakdown as the organisers will not be held responsible for any damage or loss of goods during or after exhibition hours.

EXHIBITOR SPACE

Approx 1m long Table/s, white table cloth, banner with logo &/or business name

Exhibitors may select their chosen space on a first come first served basis.

Tables near entrance are reserved for the Expo's sponsors.

In order to qualify for a personalised banner you must email us a high resolution image(min 300dpi) of your logo by the 6th September at the very latest.

TECHNICAL

A fixed projector & screen is available for use during workshops. Plug points are available throughout the venue, however exhibitors must provide their own extension cords / adaptors if necessary. For specific requirements please check with us well in advance of the expo.

HEALTH & SAFETY

Flammable/toxic/combustible materials (eg, hessian, straw, soft plastics/ polystyrene) should not be used in construction or display.

During expo hours meals/cooked food to be consumed outdoors or in the café/restaurant only.

INDEMNITY

Whilst taking every reasonable precaution, the organisers will not be responsible for any loss or damage to the property of an exhibitor due to any cause whatsoever.

Exhibitors are responsible for making their own insurance arrangements.

PARKING & ACCESS

Parking is available on all sides of the park(see plan p.5 for nearest parking for ramp access). There are both steps and a ramp leading down to the indoor venue. At the entrance assistance will be offered to parents with push chairs or special needs visitors.

STAND REPRESENTATIVES

Each exhibitor may have 1 or 2 representatives at their stand. There must be at least one person present through out public expo hours.

SALES

Exhibitors may sell goods but are advised to bring sufficient cash change with them.

FREE Entertainment, Talks & Workshops / Activities

There will be events taking place throughout the expo in designated indoor / outdoor areas. A timetable will be made available for exhibitors and visitors at the expo.

Exhibitors interested in offering a free workshop/activity must *register no later than 1st September* to be allocated a specific space/time slot.

- Baby Cave play area
- Workshop / Presentation area (with fixed projector/screen)
- Capoeira 2 group sessions per day (4-6yrs & Mixed - kids & adults!)
- Dance (details tbc)
- Kreative Kids Kave (art / stories / music)
- Show (tbc, Magician)
- Presentations/talks/workshops: Parenting, Education, Breast feeding

PRODUCTS & PROMOTIONAL MATERIAL / FREE GIFTS

Exhibitors are encouraged to promote their eco friendly products and to offer some child friendly free gifts / activities / demonstrations as added entertainment and incentive to stay longer/return. Also give special offers or discounts to attract visitors to your stand. Please avoid disseminating cheap promotional gifts that are fragile, soft plastic, one-use or quickly obsolete.

FLYERS - In an effort to reduce waste-save paper-and not bombard visitors, we kindly ask exhibitors to limit printed material to a single flyer per business – not per product, and wherever possible on recycled/eco paper.

Suggested promo gift ideas

- wooden colouring pencils
- mini wooden toys/games
- recycled paper pens / marker pens
- yoyo
- small rulers
- mini maps/calendars
- paper radio
- plants
- stickers
- brainteasers (maze blocks/puzzles)
- mini plush teddy/soft toy
- car baby on board sign
- tea cloth
- clever clips (to tie food freezer bags/ opened packets)
- card drinks coaster
- edibles (ideally organic or additive free snacks/sweets/chocs)
- fridge magnet
- notepads

EVENT MARKETING

The organisers (AccessArts/KidCulture & ExhibitX) are promoting the event to their combined contacts including education, culture, health and media sectors, as well as advertise in the English / GreekCypriot / TurkishCypriot press, and KidCulture Magazine & website www.kidculture.com.cy.

Expo flyers / posters will also be disseminated to relevant outlets.

EXHIBITOR FEE & Advertisements in the Kidculture Magazine

Full payment is due no later than **1st September 2010**.

Spaces are confirmed on receipt of payment, places are limited so book as early as possible. All payments are to be made by bank transfer / deposit or cheque to *AccessArts Publications Ltd, Spe Strovolou Coop* account no: 2094021-3, note '*business name - Expo*' as reference.

Major Sponsor of the KidCulture Family Expo 2010: **1000 eur**

- Indoor entrance tables - focal position.
- Name/logo on all press releases and printed material including adverts, posters, flyers.
- x2 tables x2 chairs, banner with name/logo.

Sponsor the Expo Baby Chillout-Feeding area: **600 eur**

- Table in baby chillout area, banner with name/logo.
- Name/logo on all press releases and printed material including adverts, posters, flyers.

Sponsor the Expo Workshop-Presentation area: **600 eur**

- Banner with name/logo.
- Name/logo on all press releases and printed material including adverts, posters, flyers.

Sponsor the Expo Kids activity area (separate cave area, at least 1 representative must man the area throughout the expo): **400 eur**

- Banner with name/logo.
- Name/logo on all press releases and printed material including adverts, posters, flyers.

Exhibitor A **140 eur** +vat

x1 table x2 chairs, banner with name/logo.

Exhibitor B **110 eur** +vat

Central/outdoor space x1 table x2 chairs, banner with name/logo pinned to front of table

Can't make it or don't need a table? Send us flyers/samples to distribute at the event **50 eur** +vat **email us**

Advertise in Kidculture *Expo Issue 4*

Copies distributed free to schools and stores islandwide from September and offered to all Expo visitors. 20% Discount to advertising exhibitors.

For rates see: www.accessarts.com.cy/kidculture/KidCulture_mediapack2010RATES.pdf

More info on KidCulture visit: www.kidculture.com.cy

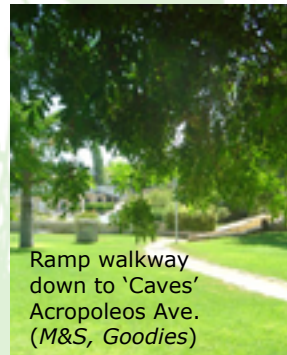
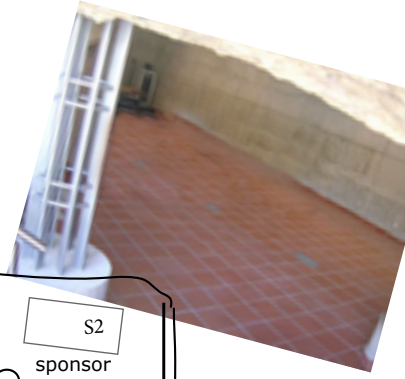
www.kidculture.com.cy

*NB: plan NOT TO SCALE!

EXHIBITION PLAN

The CAVES

Interior & Exterior space guide



Athalassas Ave -
(behind *Pilavakis*)
parking nearest
to ramp access

P

Entrance

INFO Desk

shaded outdoor
cave area

at ground level

Restaurant,
kiosk
toilets/ baby
changing.

Capoeira
on grass
area by
fountains,
Fri: 4pm
Sat & Sun:
11am &
4pm *tbc* .

Stairs down
to 'Caves'

Ramp walkway
down to 'Caves'
Acropoleos Ave.
(M&S, Goodies)

Exhibitor Registration

Please save this page(no.6), print it, complete it, and return it to us: [AccessArts Publications Ltd, Samou 7 1086 Lefkosia](#), or scan and email the printed document to: kidcultureexpo@gmail.com
Invoices will be issued for exhibiting/advertising, participation confirmed on receipt of payment.

YOUR DETAILS

Exhibitor Name <i>(as you wish to be advertised for the Expo & on personalised banner)</i>	
Business/Company name <i>(if different than above)</i>	
Contact name	
Registered Business Address	<hr/> <hr/>
Tel / SkypeID	
E-mail	

EXHIBITOR TYPE see p.4 & 5 for details	Total FEE	tick box
Sponsor KidCulture Family Expo 2010	1000	
Sponsor Expo 2010 Parent & Baby / Presentation Areas	600	
Sponsor Expo 2010 Kids' Activity Zone	400	
Exhibitor A	161 (inc VAT)	
Exhibitor B	126.50 (inc VAT)	

TABLE SELECTION see venue plan on p.5	table no.	BANNER	tick box
1st choice		Exhibitor's Name <i>(as stated above)</i>	
2nd choice		LOGO - 300dpi image must be received by 6/9/2010	

KidCulture Magazine ADVERT (Expo September issue)	SIZE? (Full Page ½ ¼)	LANDSCAPE or PORTRAIT Ad? (1/2 & 1/4 only)
Please CLICK HERE for RATES . We will send you a separate invoice. <i>Artwork must be received by 3/9/2010</i>		