



# Summer Camp Fair

## A One Stop Shop

Organized parents need great summer camp options for their children and they need them fast! So, Knoxmoms.com and Women Today are teaming up to present the first ever, highly targeted and interactive Knoxmoms.com Summer Camp Fair on **Sunday March 21st, 2010**.

Families will enjoy the convenience of seeing what the best summer camp programs have to offer, all in one place and at one time. A great turnout is guaranteed, last year's Women Today event drew a crowd of 41,500 visitors, 49% of which have children living at home.

Why not combine a booth at Women Today and Knoxmoms.com Summer Camp Fair with the reach of our annual Knoxville News Sentinel and Knoxmoms.com for a well-rounded campaign package. Each package includes additional advertising for your camp in KnoxMoms magazine and website, and in the annual KnoxMoms.com/ News Sentinel's Summer Camps Special Section in the News Sentinel.

Start your summer camp promotion with a full campaign. With the power of Knoxmoms.com, the Knoxville News Sentinel and Women Today 2010 you are destined for **SUCCESS!**

### Package A - \$ 805

- 6 ft table, 2 chairs
- Quarter Page/ Full Color Ad in KnoxMoms Magazine • Eighth Page/ Black & White Ad in KnoxMoms.com/News Sentinel Summer Camps Special Section
- 5,000 small box impressions on KnoxMoms.com

### Package B - \$ 1,350

- 6 ft table, 2 chairs
- Half Page/ Full Color Ad in KnoxMoms Magazine
- Quarter Page/ Black & White Ad in KnoxMoms.com/News Sentinel Summer Camps Special Section
- 10,000 small box impressions on KnoxMoms.com

### Package C - \$ 2,070

- 6 ft table, 2 chairs
- Full Page/ Full Color Ad in KnoxMoms Magazine • Half Page/ Black & White Ad in KnoxMoms.com/News Sentinel Summer Camps Special Section
- 15,000 small box impressions on KnoxMoms.com

### What's Included

Each exhibitor gets a 6ft skirted table, 2 chairs, 7" x 44" identification sign, a listing in the Women Today special section summer camp ad, a listing on womentoday.com, 5 complimentary tickets to Women Today, 5 exhibitor badges and general lighting.

### Location

All tables will be located in our Summer Camp Shop sponsored by Knoxmoms.com. This will be in our Friends and Family Fanfare area of the Women Today floorplan. Final location to be determined.

### Move-in/ Move-out

Exhibitors will move-in on Sunday, March 21st from 8am - 10am. All move-in must be completed by 10am. Move-out is Sunday, March 21st from 6:30pm - 9pm. Booths are not allowed to be broken down prior to 6pm. Please read all rules concerning move-in and move-out in your contract.

### Equipment Rental

Additional equipment is available for rental from the show decorator prior to the event's set-up. Order forms are available at womentoday.com. To receive a pre-show discount, advance order forms must be received 14 days prior to move-in date.

### Decorations

All materials used must be flame-retardant, and electrical wiring and equipment must conform to National Electrical Code Safety Rules. If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used, the exhibitor must request information concerning facilities or regulation from Show Management.

