

**April 25, 2020**  
**10 AM - 3 PM**

**Salem Civic Center**  
**Salem, VA**

**2020** ROANOKE VALLEY  
**Family**  
PRESENTED BY:  
**Magellan**  
COMPLETE CARE.  
**EXPO**  
+ Camp Fair



# **2020**

# **Exhibitor**

# **Packet**

Roanoke Valley Family Expo & Camp Fair (formerly Growing Up In the Valley Virginia Family Expo) is the place to be for kid and family friendly exhibitors!

Our exhibitors and sponsors will have the perfect opportunity to put their products & services in front of their target market – local families, new and seasoned moms and dads, expectant parents, grandparents and kids of all ages.



## **EXPO DETAILS**

### **DATE**

Saturday, April 25, 2020

### **TIME**

10am – 3pm

### **LOCATION**

Salem Civic Center  
1001 Roanoke Blvd, Salem

### **EVENT DESCRIPTION**

This FREE event for attendees, will feature over 100 booths from local businesses and services for families of all ages and sizes. This is a rare opportunity to go out with kids as a family and have fun while learning and enjoying new experiences. Along with the many exhibit booths, the expo is about FUN for the kids. Which is why there will be so many FUN themed interactive features that everyone in the family can enjoy. This includes; live performances, inflatables, face painting, fire safety, scavenger hunt, character appearances and much more!

Over 2,500 people joined us in 2019 for our 3<sup>rd</sup> year.

### **MARKETING EFFORTS**

- Roanoke Valley Family January, February and March publications
- TV & Radio Sponsor/Partnerships
- Social Media promoting with over 20,000+ followers
- Newsletter with over 5,000+ subscribers
- Promoting to all local schools and preschools in the region



## EXHIBITORS

Join Roanoke Valley Family for our 4<sup>th</sup> Annual Family Expo & Camp Fair (formerly Virginia Family Expo). Roanoke Valley Family is the LARGEST & most TRUSTED source for parenting information in the area – AND the Family Expo & Camp Fair will give you an opportunity to reach our audience and have some FUN doing it!

### WHY JOIN US?

- Showcase and demonstrate your products & services
- Increase sales and customer flow to your business
- Strengthen community awareness and participations
- Expand your customer contact base
- Network with other family friendly businesses and organizations
- Market your business in an affordable & FUN environment!

### WHO SHOULD EXHIBIT?

Do you provide products and/or services that focus on families, babies, kids and parents? Would you like to reach new customers, brand your business, and have FUN? Then this event is perfect for you. The Family Expo & Camp Fair will showcase family friendly businesses and organization such as:

- |                                    |   |
|------------------------------------|---|
| Arts & Crafts                      | Moms Clubs & playgroups                           |
| Banks                              | Museums   |
| Birthday Party planning & supplies | Music   |
| Bowling                            | Natural Products                                  |
| Bounce house & rentals             | Nonprofit organizations                           |
| Campgrounds                        | Optometrists                                      |
| Civic Organizations                | Pediatricians                                     |
| Children's & Maternity Clothing    | Pre-natal care & services                         |
| College Planning                   | Resorts   |
| Dentists & Orthodontists           | Salons – Family & Kid Friendly                    |
| Discovery & Interactive Centers    | Schools & Daycare Centers                         |
| Family Entertainment               | Sports organizations & facilities                 |
| Financial Planning                 | Summer Camps                                      |
| Fitness                            | Support groups (ex: baby wearing, breast feeding) |
| Health & Nutrition                 | Swimming Clubs                                    |
| Home Improvement                   | Toy stores  |
| Insurance                          | Tutoring  |
| Medical Facilities                 | Veterinarians                                     |

### HOW TO MAKE THE MOST OF THE EXPO

- Have a hands on activity for kids! Parents will engage with you if the kids are attracted to your table!
- Have a contest or mini event at your space. ex. Prize Wheel, Guessing Jar.
- Hand out freebies with your logo.
- Use social media to promote your presence at the event. TAG US SO WE CAN PROMOTE!
- Network with other exhibitors.
- Don't just sit behind the table. Put the table to your back or side and work the aisle.
- Bring plenty of flyers, pamphlets and reading materials.



## EXHIBITOR DETAILS

### BUSINESS BOOTH

Before January 31, 2020	\$250
After February 1, 2020	\$300

### NON PROFIT BOOTH

Before January 31, 2020	\$100
After February 1, 2020	\$125

### CAMP FAIR BOOTH

Special Packages available before January 31, 2020 with advertising contract for our March Camp Issue, email Jeanne for further information.

### CURRENT ADVERTISERS BOOTH

Current Advertisers (as of April 1, 2020) – under a 6 month or more full-priced advertising contract\* receive a FREE booth!

\*contracts signed thru a special promotional rate are not eligible for the free booth

### Each Booth includes:

- 10 x 10 space with pipe & draped space
- Skirted table with 2 chairs
- Listing in event program
- Exhibitor Directory Listing on event website – [www.virginiafamilyexpo.com](http://www.virginiafamilyexpo.com)

### SCAVENGER BOOTH PARTICIPANT

Interested in your booth being apart of the Expo Scavenger Hunt?!? Contribute an item/package that is worth a value of at least \$75. Your item will be used as either a Scavenger Hunt Prize or at the Expo's Silent Auction to help Roanoke Valley Family raise additional funds for our expo charity partner.

### MORE INFORMATION

Visit: [www.virginiafamilyexpo.com](http://www.virginiafamilyexpo.com)

Call: Jeanne at 540-613-1124

Email: [jeanne@virginiafamily.com](mailto:jeanne@virginiafamily.com)

### ADDITIONAL SPONSORSHIPS (call/email for pricing & options)

Unable to do a booth, want to have your logo or name more prominently displayed prior to and during the expo, interested in helping to bring more fun things for the kids to experience during the expo? We have other ways you can participated in this FUN, FAMILY event! Contact us today!



# 2020 EXHIBITOR REGISTRATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Street Address \_\_\_\_\_

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

Website \_\_\_\_\_

Facebook Page \_\_\_\_\_

Description of products/services and/or marketing at event

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## Type of Booth

- Business
- Non Profit
- Advertiser
- Double Booth

## Electricity

- Yes - \$40 fee for outlet access (include fee with booth payment - thank you!)

## Payment

- CHECK  
 Print form & mail check to:  
 RVF / PO Box 4484 / Roanoke, VA 24015
- CREDIT CARD  
 Email completed form to:  
[jeanne@virginiafamily.com](mailto:jeanne@virginiafamily.com)  
 OR Complete form online at:  
[www.virginiafamilyexpo.com](http://www.virginiafamilyexpo.com)  
 You will receive an invoice within 3 business days
- FREE ADVERTISER BOOTH

**Would like to be considered for a Scavenger Hunt Booth**

Description of Silent Auction Item/Package: \_\_\_\_\_

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By filling out this form and signing below, you acknowledge that this registration is a binding contract and you will be charged for the booth space selected above. This is a contract and you agree to these terms.

\_\_\_\_\_ Date \_\_\_\_\_