

**April 17, 2021**  
**10 AM - 2 PM**

**Salem Memorial Ballpark**  
**Salem, VA**

**2021** ROANOKE VALLEY  
**Family**  
PRESENTED BY:  
**Magellan**  
COMPLETE CARE.  
  
**EXPO**  
+ Camp Fair



# 2021 Exhibitor Packet

Roanoke Valley Family Expo & Camp Fair 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 17, 2021

### **TIME**

10am – 2pm

### **LOCATION**

Salem Memorial Ballpark  
1004 Texas Street, Salem

### **EVENT DESCRIPTION**

This FREE event for attendees, will feature over 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, fire safety, scavenger hunt, character appearances and much more!

Over 2,500 people joined us in 2019 for our 3<sup>rd</sup> year. Due to Covid-19, we had to take a break in 2020 – we look forward to seeing all our exhibitors and attendees in 2021!

### **MARKETING EFFORTS**

- Roanoke Valley Family March and April publications
- TV & Radio Sponsor/Partnerships
- Social Media promoting with over 20,000+ followers
- Newsletter with over 5,000+ subscribers



## EXHIBITORS

Join Roanoke Valley Family for our 4<sup>th</sup> Annual Family Expo & Camp Fair. 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, 2021 \$250~~

~~After February 1, 2021 \$300~~

### **SPECIAL 2021 PRICING**

Business Booth \$100

Non Profit Booth \$25

### NON PROFIT BOOTH

~~Before January 31, 2021 \$100~~

~~After February 1, 2021 \$125~~

### CAMP FAIR BOOTH

Special Package with advertising contract for our April Camp Issue, email Jeanne for further information.

### CURRENT ADVERTISERS BOOTH

Current Advertisers (as of April 1, 2021) – 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
- 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 \$50.

### MORE INFORMATION

Visit: [www.viriginfamilyexpo.com](http://www.viriginfamilyexpo.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!



# 2021 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

\_\_\_\_\_

## Type of Booth

- Business
- Non Profit
- Advertiser
- Double Booth

## Electricity

- Yes - \$25 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 Package: \_\_\_\_\_

\_\_\_\_\_

By completing 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.

As of March 1<sup>st</sup> venue capacity is max of 1,000 individuals. Booth exhibitors are to have a maximum of 2 representatives to help maximize attendee numbers. There will be NO CANCELLATIONS OR REFUNDS unless the current Capacity numbers are lowered due to COVID on or before APRIL 1st.

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



# COVID-19 SAFETY INFORMATION

While participating in events held or sponsored by the Roanoke Valley Family Magazine (“RVFM”) “social distancing” must be practiced and face coverings worn at all times to reduce the risks of exposure to COVID-19. Because COVID-19 is extremely contagious and is spread mainly from person-to-person contact, RVFM has put in place preventative measures to reduce the spread of COVID-19. However, RVFM cannot guarantee that its participants, volunteers, partners, or others in attendance will not become infected with COVID-19.

In light of the ongoing spread of COVID-19, individuals who fall within any of the categories below should not engage in RVFM events and/or other activities. By attending an RVFM event, you certify that you do not fall into any of the following categories:

1. Individuals who currently or within the past fourteen (14) days have experienced any symptoms associated with COVID-19, which include fever, cough, and shortness of breath among others;  
OR
2. Individuals who have traveled at any point in the past fourteen (14) days either internationally or to a community in the U.S. that has experienced or is experiencing sustained community spread of COVID-19; OR
3. Individuals who believe that they may have been exposed to a confirmed or suspected case of COVID-19 or have been diagnosed with COVID-19 and are not yet cleared as non-contagious by state or local public health authorities or the health care team responsible for their treatment.

## **DUTY TO SELF-MONITOR:**

Participants and volunteers agree to self-monitor for signs and symptoms of COVID-19 (symptoms typically include fever, cough, and shortness of breath) and, contact RVFM at [info@virginiafamily.com](mailto:info@virginiafamily.com) if he/she experiences symptoms of COVID-19 within 14 days after participating or volunteering with RVFM.

## **LIABILITY WAIVER AND RELEASE OF CLAIMS:**

I acknowledge that I derive personal satisfaction and a benefit by virtue of my participation and/or voluntarism with RVFM, and I willingly engage in RVFM events and/or other activities (the “Activity”).

## **RELEASE AND WAIVER.**

AS A PARTICIPANT, VOLUNTEER, OR ATTENDEE, YOU RECOGNIZE THAT YOUR PARTICIPATION, INVOLVEMENT, AND/OR ATTENDANCE AT ANY ROANOKE VALLEY FAMILY EVENT OR ACTIVITY (“ACTIVITY”) IS VOLUNTARY AND MAY RESULT IN PERSONAL INJURY AND/OR PROPERTY DAMAGE. BY ATTENDING, OBSERVING OR PARTICIPATING, YOU ACKNOWLEDGE AND ASSUME ALL RISKS AND DANGERS ASSOCIATED WITH THE PARTICIPATION AND/OR ATTENDANCE AT THE ACTIVITY. YOU HEREBY RELEASE, WAIVE AND FOREVER DISCHARGE ANY AND ALL LIABILITY, CLAIMS, AND DEMANDS OF WHATEVER KIND OR NATURE AGAINST (a) ROANOKE VALLEY FAMILY MAGAZINE (b) THE PROPERTY OR SITE OWNER OF THE ACTIVITY, (c) ITS AFFILIATED PARTNERS AND SPONSORS, AND (d) INCLUDING IN EACH CASE, WITHOUT LIMITATION, ALL PAST, PRESENT AND FUTURE AFFILIATES, SUCCESSORS, ASSIGNS, EMPLOYEES, VOLUNTEERS, VENDORS, PARTNERS, DIRECTORS, OFFICERS, AND AGENTS (THE “RELEASED PARTIES”), EITHER IN LAW OR IN EQUITY,

TO THE FULLEST EXTENT PERMISSIBLE BY LAW, INCLUDING BUT NOT LIMITED TO DAMAGES OR LOSSES CAUSED BY THE NEGLIGENCE, FAULT OR CONDUCT OF ANY KIND ON THE PART OF THE RELEASED PARTIES, INCLUDING BUT NOT LIMITED TO DEATH, BODILY INJURY, ILLNESS, ECONOMIC LOSS OR OUT OF POCKET EXPENSES, OR LOSS OR DAMAGE TO PROPERTY, WHICH I, MY HEIRS, ASSIGNEES, NEXT OF KIN AND/OR LEGALLY APPOINTED OR DESIGNATED REPRESENTATIVES, MAY HAVE OR WHICH MAY HEREAFTER ACCRUE ON MY BEHALF, WHICH ARISE OR MAY HEREAFTER ARISE FROM MY PARTICIPATION WITH THE ACTIVITY.

BY ATTENDING AND/OR PARTICIPATING IN THE ACTIVITY, YOU ARE DEEMED TO HAVE GIVEN A FULL RELEASE OF LIABILITY TO THE RELEASED PARTIES TO THE FULLEST EXTENT PERMITTED BY LAW.

**ASSUMPTION OF THE RISK.** I acknowledge and understand the following:

1. Participation includes possible exposure to and illness from infectious diseases including but not limited to COVID-19. While particular rules and personal discipline may reduce this risk, the risk of serious illness and death does exist;
2. I knowingly and freely assume all such risks related to illness and infectious diseases, such as COVID-19, even if arising from the negligence or fault of the Released Parties; and
3. I hereby knowingly assume the risk of injury, harm and loss associated with the Activity, including any injury, harm and loss caused by the negligence, fault or conduct of any kind on the part of the Released Parties.