Here Comes the Northwest's Largest Family Expo!

An amazing weekend full of non-stop entertainment, hundreds of interactive exhibits for babies, kids, teens and parents, family fun zones and fun for the entire family.

KidFest! has been serving Northwest families since 2001. Each year we unite over 200 of the most respected local, regional and national companies, representing products and services for parents and kids in all stages of life, all in one location. Experience Zones are available for exhibitors to host demos/performances.

This fun-filled weekend is a unique marketing opportunity for leading-edge, family targeted companies to meet face-to-face with thousands of Northwest families and generate new business.

Northwest's Premier Family Show features: Live entertainment on the Main Stage and the Pint-Sized Stage, Character Village, Cooking Stage & Iron-Kid Chef Competition, Mad Science, Zip-Line & Big Air Jump, the Extreme FunZone with giant inflatables, rock walls, bubble soccer, petting zoo, Bugs Life, reptile exhibit and more!

Theme Areas Include; SportFest!, Education & Enrichment, CampFest!, Health & Wellness, Family Recreation & Travel, Food & Family, Kids Instyle, Eco-Family, Tiny-Tots, Family Marketplace, Pampered Mom

Our Winter Festival offers families and active kids endless opportunities for indoor fun. This year's show will be collecting food & essentials throughout the weekend to support our local backpack programs.

Table Displays start at just $350, 10x10 booths: $695. Non-profit and handcrafted vendors: 20% discount. If your business targets families— you won’t want to miss it! Projected attendance: 15,000.

www.KidFestNW.com
Lori Washburn, Show Manager: 360.514.0466 / 503.310.5677, Lori@kidfestnw.com
Debbie Dille, Sales Manager: 503.997.4044, Debbie@kidfestnw.com
Northwest’s Largest Family Expo

Portland Expo Center
February 29-March 1, 2020
Saturday 10-5, Sunday 10-4

Magic Hour: 9am
Early VIP Entry for families with kids with special needs.
Bingo Parade of Prizes: 3pm

Admission: $7/person, Age 3 & Under FREE.
Family Pass: $30, Any family/group up to 5 people.
(Includes Concerts, Entertainment, Fun Zone)

Does Your Business Target Families?

If your business targets families then don’t miss this opportunity to connect with your audience at this exciting family event in Portland. An amazing weekend focusing on active & healthy family lifestyle and raising kids successfully. Non-stop entertainment, interactive exhibits for kids, teens and parents, family fun zones and fun for the entire family. Each year we unite over 200 of the most respected local, regional and national companies, representing products and services for parents and kids in all stages of life, all in one location.

Kidfest! Whoop-It-Up Winter Weekend: Kids will scream with delight at this action packed festival opening each day with Parade of Prizes and Party Hop and featuring Live Stage Entertainment, interactive Sports Demos, Inflatable Fun Zones.

Rock Walls, Cooking Stage, Zip Line, Bungee Jump, Petting Zoo, and more. Parents can enjoy shopping the various exhibits while the kids are entertained and find resources in Education & Youth Enrichment, Camps, Sports & Fitness, Food & Family, Health & Wellness, Family Recreation & Travel, Kids Instyle, Family Marketplace, Pampered Mom.

Featured Theme Areas:
Education & Enrichment Expo (preschool preview, private/public K-12, enrichment programs, learning specialists, STEM: science/technology/engineering/math, money matters: kids savings workshop... Showcased in this area are many of the educational opportunities available to Portland/SW Washington families. From preschool options and private schools to educational alternatives and after school programs. (Art, theater, music, foreign language and more). Are You Smarter Than A 5th Grader? Local Celebrities & Parents try their luck at a series of 5th Grade Level questions with our panel of classmates on the Main Stage.

KidFestNW.com
This interactive area will offer products and demos in a wide variety of sports & fitness for all levels, Kids, Teen, Families. (see SportFest Exhibitor Prospectus)


Health & Safety: Find the wellness tools to achieve optimal health for you and your family. Talk to the experts from local hospitals, pediatric clinics, dentistry, chiropractic and more. Oregon Safe Kids Coalition: Local experts in helmet, car seat, crib, fire safety and poisoning prevention will provide hands-on activities for parents and kids of all ages. Bike helmets will be on sale for only $10! Free Child ID Kits will be given out each day by the Kyron Horman Foundation and Bikers Against Child Abuse. Come early-- free to all Kids!

Food & Family: Join local culinary talent for two fun-filled days of food, nutrition and learning. A tasty weekend of family friendly workshops, cooking demonstrations, Iron Kid Chef Competition and local food exhibits.

Sample & Sell your Tasty Foods to thousands of NW Families with special pricing:
1) Sampling Table Top: (6’ table/chair included): ($350) $300 early-bird
2) Sampling Table (bring your own table up to 6’): ($325) $275 early-bird
3) 10x10 Sampling Booth (8’ skirted table/chairs included): ($395) $495 early-bird
4) 10x10 Sampling Booth (bring your own tables/chairs): ($375) $475 early-bird
5) 10x20 Sampling Booth (8’ skirted table/chairs included): ($595) $795 early-bird
6) 10x20 Sampling Booth (bring your own tables/chairs): ($575) $775 early-bird

Cooking with kids, meal planning for busy families, eating organic, lunchbox 101, etiquette and best restaurants for families (healthy food, great fun, family-friendly conveniences). KidFest will be collecting food & essentials throughout the weekend to support our local backpack programs sending food home on weekends to needy children who have little food at home.

Tiny-Tot Zone: Join Metro Pediatric’s experts and check in with your favorite Stuffed Animal at the Teddy Bear & Toy Clinic. Shake it at the Minions Live Stage Show or take a dip in the DolFUN Swim Academy swim demo pool. This area will feature products & services for the wee ones.

Eco-Family: A healthy environment begins at home—featuring the Team Green and family products and services that are healthy for you and the environment.

CampFest: Families can explore a wide variety of Summer programs (from sports to nature, discovery to drama and educational programs) and find last minute opportunities for camps held during Spring Break!

Family Vacations & Recreation: Where to go, what to see and how to save on family vacations. Whether it’s being a tourist in your own backyard or traveling to popular attractions further away, this theme area will provide families with the information about kid-friendly things to see and do.

Special Needs: Explore programs, services, products and other important resources to assist in caring for a child with special needs. Families with kids with special needs enjoy Early 9am Entry both days to the show with easy entry, smaller crowds, more sensory friendly.
Character Village: Special stage shows and meet/greet with a full line up of children’s favorite characters.

Fundraiser Opportunity for your School, Team, Group or Youth Association: Partner with KidFest and sell Family Passes to our events. Raise good money (50%) promoting family fun! Check out our website for more details. This could pay for your booth!

### Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
<th>Additional Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$695 (non-exhibitor $595)</td>
<td>$50 off a Table Top Exhibit</td>
</tr>
<tr>
<td>10 x 20</td>
<td>$1095 (non-exhibitor $995)</td>
<td>$100 off a Table Top Exhibit</td>
</tr>
<tr>
<td>6' Table Top</td>
<td>$350 (non-exhibitor $300)</td>
<td>$25 off a Table Top Exhibit</td>
</tr>
</tbody>
</table>

**Large Bulk Space (no pipe/drape, tables, chairs):** $2.50sf.

- **Non-Profits and Handcrafted Vendors Deduct 20%**
- **Electrical Additional**
- **Early-Bird Offer:** book by 9/1 and receive $100 off your booth or $50 off a Table Top Exhibit.

### NW Family Network & other promos

Feature your companies **Show Special Coupon** in our new NW Family Network Savings Book available to thousands of families at the event. It’s FREE for Exhibitors and a great way to drive sales right to your booth!

- **Craft an aggressive one-weekend-only discount offer such as 25%-50% off an item or gift-with-purchase and we will include this in the NW Family Network Savings Book.** Great way to entice attendees to make purchases at the event.
- **Contribute something fabulous for the Parade-of-Prizes.**

### Sponsor Opportunities

**Sponsorship includes:**

- **20x20 booth or Feature Area at show entrance or sponsor recognition of one of our popular theme areas, live stages or contests.**
- **Customized Signage at the entrance of the show.**
- **Sponsor recognition in all pre-event advertising including TV, Radio, Print, website and social media.**
- **Sponsor’s bag and sample product distribution to the first 500 families through the door each day.**
- **50 show tickets to offer clients or conduct in-store promotion.**

### $5,000 — platinum

- **Sponsorship includes:**
  - **20x20 booth or Feature Area at show entrance or sponsor recognition of one of our popular theme areas, live stages or contests.**
  - **Customized Signage at the entrance of the show.**
  - **Sponsor recognition in all pre-event advertising including TV, Radio, Print, website and social media.**
  - **Sponsor’s bag and sample product distribution to the first 500 families through the door.**
  - **50 show tickets to offer clients or conduct in-store promotion.**

### $3,000 — gold

- **Sponsorship includes:**
  - **10x20 booth or Feature Area in prime location or sponsor recognition of one of our popular activity areas or contests.**
  - **Logo recognition on signage at the entrance of the show.**
  - **Sponsor recognition in pre-event advertising including Print, website and social media.**
  - **Sponsor’s sample product distribution to the first 500 families through the door.**
  - **20 show tickets to offer clients or conduct in-store promotion.**

### $1,000 — silver

- **Sponsorship includes:**
  - **10x10 corner booth in prime location.**
  - **Logo recognition on signage at the entrance of the show.**
  - **Sponsor recognition in pre-event advertising including Print, website and social media.**
  - **10 show tickets to offer clients/conduct promotion.**

### Official Tote Bag $500

- **Sponsor’s sample product distribution to the first 500 families through the day. (600 pieces)**
- **Have your branded bag distributed to the first 2,000 families each day.**
- **The perfect promotional vehicle with everyone walking around with your logo. Company must provide minimum 4,000 bags.**

### Show Program/Resource Guide: non-exhibitor

- **Full pg cover ad:** $500 (non-exhibitor $400)
- **1/2 pg ad:** $250 (non-exhibitor $150)
- **Full page inside ad:** $505 (non-exhibitor $450)
- **1/4 pg ad:** $175 (non-exhibitor $125)

**Register now! KidFestNW.com**
Pint-Sized Productions—14120 SE 35th St, Vancouver WA 98683
Debbie Dille: 503.997.4044  e: Debbie@kidfestnw.com
We the undersigned, submit our application for the reservation of exhibit space. Contract subject to the conditions and regulations detailed on page attached. Enclosed is our payment, made payable to Pint-Sized Productions. We agree to pay (please check): ( ) Balance in Full ( ) 1/2 now, Balance Nov. 1, 2019 ( ) $100 Deposit Now, 1/2 balance $________ by 9/1/19, balance $________ by 11/1/19.

Name of Company: __________________________ Phone: (____)________________________
Fax: (____)________________________ Email: __________________________
Local Mailing Address: __________________________ City: __________________________ State: ________ Zip: __________
Contact Person: __________________________ Title: __________ Cell #: (____)________________________
Local Contact (if different) __________________________ Title: __________ Cell #: (____)________________________
Authorized by: __________________________ Title: __________ Signature: __________________________

Date submitted__________

Early Bird Offer: Book by Sept 1, 2019 and receive $100 off your Booth or $50 off a Table Top Exhibit. Date submitted__________

Exhibitor Space Total: $____________

Non-Profits and Handcrafted Vendors Deduct 20% from prices below. Non-profit 501c#________________________

Food Sampling Exhibits: __6’ Table Top ($350) $300 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1
__10x10 Sampling:($595) $500 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1
__10x20 Sampling:($895) $795 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1

Food Sampling Exhibits: __6’ Table Top ($350) $300 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1
__10x10 Sampling:($595) $500 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1
__10x20 Sampling:($895) $795 by 9/1 __Table Exhibit (bring own table/chairs):($325) $275 by 9/1

PLACEMENT: Businesses/Types I wish to be Near________________________ Do not wish to be near________________________

Desired Theme Area (circle one): KidFest, CampFest, Education & Enrichment Expo, Sports, Entertainment, Health & Wellness, Family Recreation & Travel, Food & Family, Eco-Family, Kids Instyle, Family Marketplace, Pampered Mom, Special Needs

Sponsorship: __SILVER ($1000) __GOLD ($3000) __PLATINUM ($5000) __CUSTOM ($________) Total AMT: $____________

Advertising: __Show Program/Resource Guide: __Cover Ads $500 (Non-Exhibit $600) __Full Pg $350 (Non-Exhibit $450)
__1/2 Pg $250 (Non-Exhibit $350) __1/4 Pg $175 (Non-Exhibit $275) TOTAL AMT: $________

Giveaways: Yes, I would like to contribute something for a Drawing, Contests or Pre-event--please contact me.

Doorbuster Prize Drawing: First 500 families each day. Yes I would like to provide prize vouchers, prizes to be redeemed at my booth.

Parade of Prizes: Yes, I would like to be featured in the Parade-of-Prizes and will provide a Gift (product/service) as a featured prize.

Event Marketing Material: Yes, send me ____(Qty)Postcards ____Easel-back Counter Signs ____Discount Coupons

Event Promotion: Yes, I will announce the event to my clients. Please send me Show Logo/Info to be posted on my website.

I will ‘Like’ the Event Fanpage at www.facebook.com/kidfestnw and Follow at www.instagram.com/kidfestnw and www.twitter.com/kidfestnw

Check Enclosed (Ck #________)(Date: ______)(Amt: $______) 
__I paid online at www.kidfestnw.com via Credit Card or Paypal
__Postdated Check (Ck#________)(Date: ______)(Amt: __________)

Please send email to __________________________

Note: email must be credit card authorized.

Giveaways for Family Bingo __________________________
Doorbuster Prizes __________________________

Booth Exhibit Includes: 8’ backdrop, 3’ side drape. ID Sign. (1) 8’ x 30” skirted table, 2 chairs, (8) exhibitor badges.

Table Tops Include: (1) 6’ Skirted Table, Chair, ID Sign and (4) Exhibitor Badges. Located in bulk space with other tables.

Electricity, Phone, Extra Supplies: Order through Decorator. See Exhibitor Manual located on our website.

Move-In: Friday, prior to the event from 9:00 a.m. to 6:00 p.m. Move-Out: Sunday, immediately following the show.

---

www.instagram.com/kidfestnw and www.facebook.com/kidfestnw
1. USE OF SPACE

a. LIABILITY - The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building. Exhibitor shall not affix to the walls or windows of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment's occurring in the space leased to the Exhibitor. Show management and their sponsors shall not be liable for any damages or expenses incurred by Exhibitor in the event the show is cancelled, delayed, interrupted or not held as scheduled for any reason. Exhibitor shall only receive a full refund if the show is cancelled. Exhibitor damages for breach of contract shall be limited to the refund of the cost of the exhibit space. Show management shall not be liable for failure to perform its obligations under this contract as a result of strikes, acts of God, or any other causes beyond its control.

b. AISLES - Aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by written permission from show management. All Exhibits and personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

c. SPACE - The space contracted for its to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event that Exhibitor fails to occupy or use the space or to have their exhibit completed and in place one hour prior to the opening of the show, they shall forfeit their right to the space, and all prepaid rent, and upon demand pay any rental balance owing to management. At that point Management may reassign the booth space.

d. REASSIGNMENT — Management shall have the right and privilege of moving an Exhibitor to another location in order to conform with all current City, County, Stage, and Federal laws and regulations. Management shall have the right and privilege of moving the Exhibitor's location to meet the general display requirements, guidelines, and needs of the Show Management.

e. PARTICIPANTS - This agreement does not reserve for, nor guarantee to the Exhibitor any space, specific area or space priority, right of first refusal or any other manner of participation in any future shows.

f. ALL DEMONSTRATIONS - or promotional activities must be confined within the limits of the purchased space. Noise resulting from the exhibit space must not interfere with the other exhibitors.

g. FOOD ITEMS - No food items or drinks are to be sold for purposes of on-premise consumption. Any items, beverages or samples intended for on-site consumption must conform to a sampling policy and requires written permission from the Show Management and facility concessions.

h. BALLOONS - NO HELIUM BALLOONS ARE PERMITTED INSIDE.

i. RESTRICTIONS - The Management reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the Management.

j. OFFENDERS - May be asked to leave the area if any of the above are violated; and as an exhibitor offender, no refund will be given.

2. RULES FOR EXHIBITS:
   a. ALL BOOTHS and decorations must concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact Show Management if at all in doubt.
   b. INSTALLATIONS - Any special carpentry, wiring, electrical or other work, shall be installed at Exhibitor's expense.
   c. LICENSES - Any and all City, County, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at their own expense prior to the opening of the show.

3. SECURITY

- The space contracted for its to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event that Exhibitor fails to occupy or use the space or to have their exhibit completed and in place one hour prior to the opening of the show, they shall forfeit their right to the space, and all prepaid rent, and upon demand pay any rental balance owing to management. At that point Management may reassign the booth space.

- Management shall have the right and privilege of moving an Exhibitor to another location in order to conform with all current City, County, Stage, and Federal laws and regulations. Management shall have the right and privilege of moving the Exhibitor's location to meet the general display requirements, guidelines, and needs of the Show Management.

- This agreement does not reserve for, nor guarantee to the Exhibitor any space, specific area or space priority, right of first refusal or any other manner of participation in any future shows.

4. CANCELLATION AND REDUCTION POLICY - If this agreement is cancelled by Exhibitor for any reason, or by Management because of Exhibitor's default or violation of this agreement, monies paid to Management by Exhibitor shall be retained as follows: If cancellation occurs 60 days or more before the start of the show, Management shall retain 50% of the total contract price and return the balance paid to Exhibitor. If cancellation occurs within 50 days or less prior to the first day of show, Exhibitor is liable for the entire cost of the booth space which includes money paid and any outstanding balance. Management shall retain these monies as liquidated damages for the direct and indirect costs incurred by Management for organizing, setting up and providing space for Exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal including relet of the space. To receive a refund, cancellations must be in writing.

5. EXHIBITOR BADGES - Exhibitor badges may be picked up at the registration counter on opening day or as they arrive.

6. INDEMNIFICATION - Exhibitor shall protect, defend, indemnify and hold harmless Pint-Sized Productions/Babies Northwest inc, the facility in which the event is held, and their Service Contractors and Sponsors from and against any and all claims, damages, injury, losses and expenses including attorney's fees arising out of or resulting from the exhibit, or Exhibitor actions, or the officers, contractors, licensees, agents, employees, guests or visitors of Exhibitor.

7. Insurance Requirements - During the term of this Agreement, exhibitor shall procure and maintain Comprehensive General Liability insurance, which shall include contractual liability coverage, with limits of not less than 1,000,000 per occurrence for bodily injury and property damage, combined single limit. Exhibitor's insurance will name Babies Northwest, Inc. dba Pint-Sized Productions as additionally insured.

8. CONSENT TO USE OF EXHIBITOR'S LIKENESS - Exhibitor hereby consents to Management's royalty-free use of visual and audio reproductions of Exhibitor and its employees and exhibitors, including without limitation recordings, photographs, video tapes, films and other images or likenesses for the purpose of Management's advertisement and promotion of this and future shows.

9. ALL EXHIBITS MUST REMAIN SET UP UNTIL CLOSE OF SHOW. Any exhibitor found tearing down partial or entire exhibits before close of show will be charged $300. This action greatly affects other exhibitors and the quality of the show.