

# Kidculture Family EXPO 2011

**20-22/10**

20,21/10: 15:00-18:30

22/10: 10:00-18:30

## Exhibitor Pack

### Contact

AccessArts Publications Ltd

E-mail: [mail@kidculture.com.cy](mailto:mail@kidculture.com.cy)

Skype: [accessartscy](https://www.skype.com/name/contacts?contactid=accessartscy)

### INDEX

Dates & Times

Exhibitors

Visitors

Venue / Facilities

Build-Up And Breakdown

Exhibitor Space

Technical

Health & Safety

Indemnity

Parking & Access

Stand Representatives

Sales

FREE Entertainment, Talks & Workshops / Activities

Products & Promotional Material / Free Gift Ideas

Event Marketing

Exhibitor Fee, Sponsors, Advertising in Kidculture Magazine

EXHIBITION PLAN

REGISTRATION FORM

## **DATES & TIMES**

Thurs-Fri 20,21/10: **15:00-18:30**

Sat 22/10: **10:00-18:30**

## **TYPE OF EXHIBITORS**

Pregnancy / baby / kids clothes and accessories  
Gifts / Keepsakes  
Photographers / portrait artists  
Games, books & toys  
Home-wares & 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

- Accomodates up to 30 exhibitors with tables + 150 chairs available.
- Baby-parent Chillout / Breast-bottle feeding area
- Presentation / workshop area, inc. projector/screen/speakers
- Electrical points throughout
- Kids activity corner and underground cave free-play area
- Toilets (by entrance)

## **Outdoor space**

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

## **BUILD-UP AND BREAKDOWN**

Exhibitors gain access to venue from 13:00 on 20/10 to register and set up. We advise that all spaces are set up by 14:00, in time for a prompt 15:00 doors opening. Breakdown takes place 6:30-7:30pm on Saturday 22/10. Please be sure your stand is 'manned' throughout both set up and breakdown as the organisers can not be held responsible for any damage or loss of goods during, or after, exhibition hours.

## **EXHIBITOR SPACE**

Exhibitors will be provided with table/s (approx 1.2m length), x2 chairs. The location is confirmed on receipt of payment, please note tables near entrance and in specified areas are reserved for sponsors. Exhibitors must supply their own banner/ad stand, banners to be hung on the caved wall area should have 2 rings. We can create a personalised banner on request at a cost of 30eur (size 1m x 0.70m) please email us a high resolution image(min 300dpi) of your logo by 3/10/2011.

## **TECHNICAL**

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

## HEALTH & SAFETY

Flammable/toxic/combustible materials (eg, hessian, straw, soft plastics/carrier bags/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 of the indoor venue assistance will be offered to those 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. Attendants will remain in the venue during the 1-3 lunch break.

## SALES

Exhibitors may sell goods but are advised to bring sufficient cash flow 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 23/9* to be allocated a specific space/time slot. Anyone registering at a later date will not have their activity publicised prior to the expo.

- Parent-Baby Cave play area
- Workshop / Presentation area (with fixed projector/screen)
- Sports/Physical activity - 2 sessions per day (divided in under 6 & 6+ age groups)
- Movement (timetabled as above)
- Imagine Corner (art / stories / music)
- Presentations-demos/talks/workshops: Parenting, Education, Breast feeding, Innovative Products...

## PRODUCTS & PROMOTIONAL MATERIAL / FREE GIFTS

Exhibitors are encouraged to promote eco friendly products and offer some child friendly free gifts / activities / demonstrations as added entertainment and incentive to stay longer/return. Special offers or discounts will also attract visitors to your stand.

Please avoid disseminating cheap promotional gifts that are fragile, ie soft plastic, one-use or those which become 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** (ideally organic / natural sources)

- 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 are promoting the event to their contacts within education, culture, health and media sectors, as well as advertising in the main English / Russian / GreekCypriot / Turkish-Cypriot press, as well as in KidCulture Magazine, our website and Social Networking pages/groups. Expo flyers / posters will also be disseminated to relevant outlets islandwide.

## EXHIBITOR FEE & Advertisements in the Kidculture Magazine

Full payment is due no later than **17/10/2011**. **\*\*Adverts by 21/9/2011\*\***

Spaces are confirmed on receipt of payment, places are limited so please book early.

All payments are to be made by bank transfer / deposit or cheque to *AccessArts Publications Ltd, Spe Strovolou Coop* account no: 2094021-3, note ref.: *'your business name - Expo'*.

### Major Sponsor of KidCulture Family Expo 2011: 600 eur

- Indoor entrance tables - focal position.
- Primary name/logo on all press releases and advertising material.
- 1-2 tables, x2-4 chairs, banner with logo.

### Sponsor Parent & Baby Chillout-Feeding area: 300 eur

- Table in area, x2-4 chairs, banner with logo.
- Logo included on all press releases and advertising material.

### Sponsor Workshop-Presentation area: 450 eur

- Table in area, x2-4 chairs, banner with logo.
- Logo included on all press releases and advertising material.

### Sponsor Kids activity corner 'Imagine': 300 eur

- Table in area, x2-4 chairs, banner with logo.
- Logo included on all press releases and advertising material.

### Exhibitors 150 eur

- Table, x2 chairs. (Banner with name/logo printed on request at cost -30 eur)

### CAN'T MAKE IT? or DON'T NEED A TABLE?

- Send us flyers/samples to distribute at the event on your behalf.

Maximum x500 pieces **70 eur**

[email us now](#)

### ADVERTISE IN KIDCULTURE Expo Issue 6

Circulated to schools, bookshops, kiosks and stores islandwide from September and offered to all Expo visitors. **Ad Discount : Exhibitors 30% / Sponsors 50%.**

For rates see: [www.accessarts.com.cy/kidculture/KidCulture\\_mediapack2011.pdf](http://www.accessarts.com.cy/kidculture/KidCulture_mediapack2011.pdf)

More info on

KidCulture visit: **[www.kidculture.com.cy](http://www.kidculture.com.cy)**

\*NB: plan NOT TO SCALE!

# EXHIBITION PLAN

## The CAVES

Interior & Exterior space guide



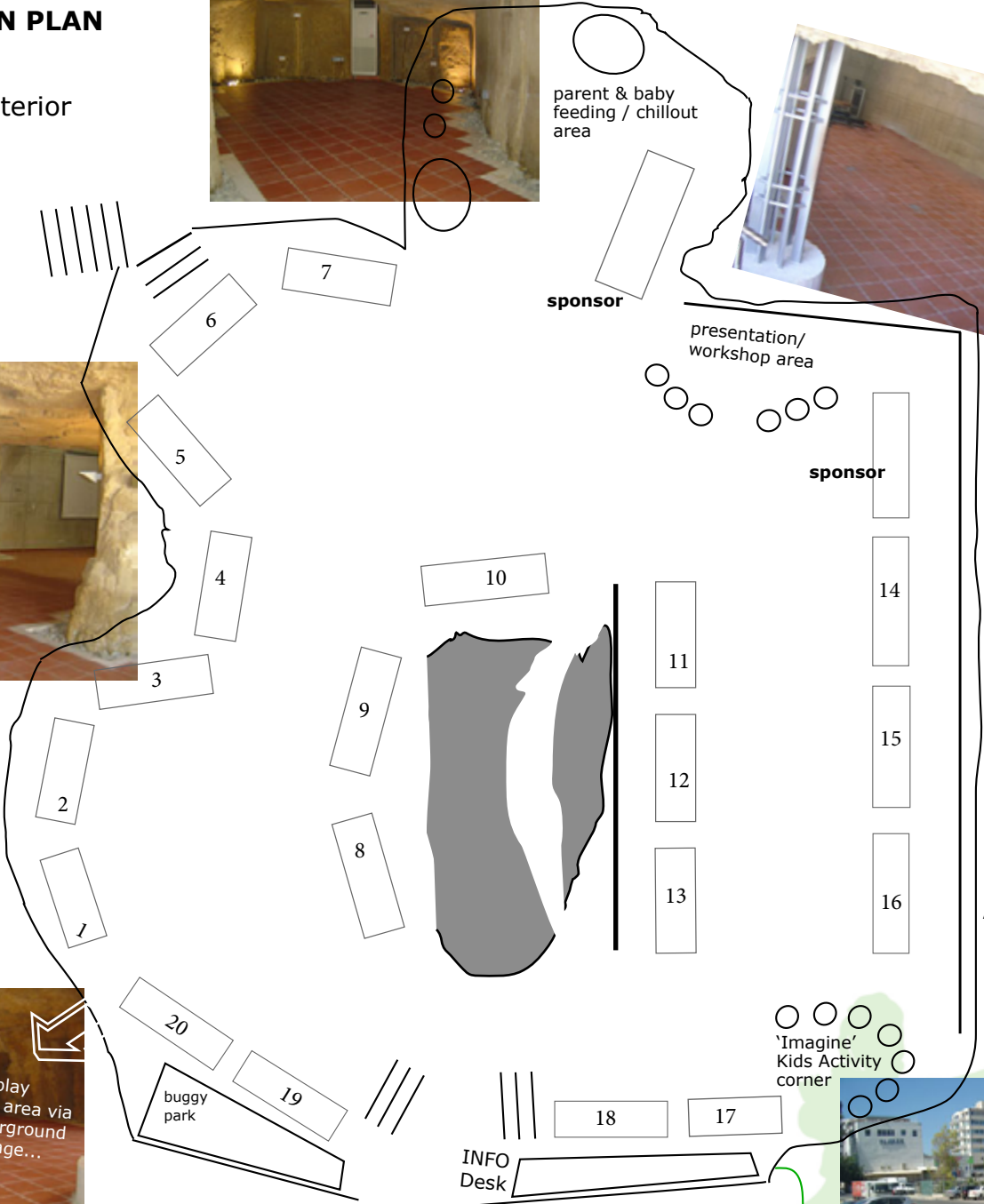
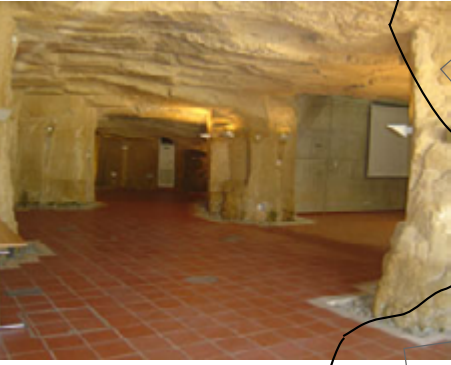
parent & baby feeding / chillout area



sponsor

presentation/ workshop area

sponsor



**Parking nearest to ramp access**  
Athalassas Ave.  
(behind Pilavakis)

P

'Imagine' Kids Activity corner

INFO Desk

Entrance

freeplay cave area via underground passage...

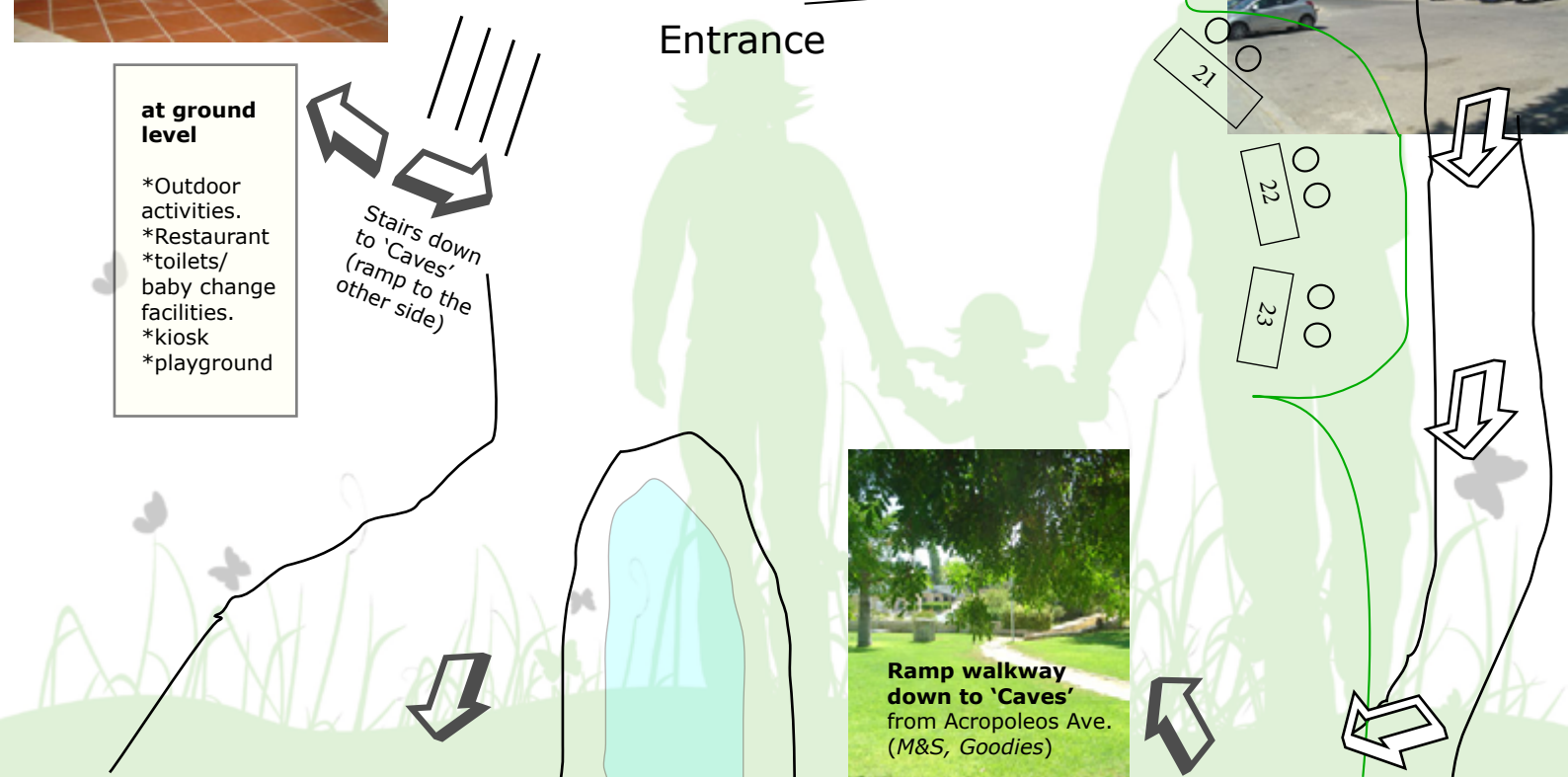
### at ground level

- \*Outdoor activities.
- \*Restaurant
- \*toilets/ baby change facilities.
- \*kiosk
- \*playground

Stairs down to 'Caves' (ramp to the other side)



Ramp walkway down to 'Caves' from 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](mailto:mail@kidculture.com.cy), or scan and email the printed document to: [mail@kidculture.com.cy](mailto:mail@kidculture.com.cy)  
Invoices will be issued for exhibiting/advertising, participation confirmed on receipt of payment.

## YOUR DETAILS

<b>Exhibitor Name</b> <i>(as you wish to be advertised)</i>	
<b>Business/Company name</b> <i>(if different than above)</i>	
<b>Contact name</b>	
<b>Business Address</b>	_____ _____
<b>Tel / SkypeID</b>	
<b>E-mail</b>	

EXHIBITOR TYPE see p.4 & 5 for details	Total FEE	tick box
Main Sponsor	600	
Sponsor: Workshop-Presentation Area	450	
Sponsor: Parent & Baby Area	300	
Sponsor: Kids Activity Corner	300	
Exhibitor	150	

TABLE SELECTION see venue plan on p.5	table no.	BANNER	tick box
1st Choice		Do you require a banner? (30eur) *see below	
2nd Choice		*LOGO image (300dpi jpeg) must be received by <b>3/10/2011</b>	

KidCulture Magazine ADVERT <b>30% discount</b> (September-March Expo issue)	SIZE? (Full Page ½ ¼)	LANDSCAPE or PORTRAIT Ad? (1/2 & 1/4 only)
Please see our <b>Media Pack</b> for Rates. <i>Artwork must be received by 21/9/2011</i>		