



**Mark your calendars!
You don't want to miss
this opportunity!**

4th ANNUAL WACO KIDZ EXPO
Saturday, March 27, 2010 9am-3pm
Heart O' Texas Fair Complex Coliseum

IT'S ALL ABOUT KIDS!...and all about you! If you are an active **Hooray! For Family** advertiser, you are invited to participate in our **4th Annual Waco Kidz Expo**. It's a great opportunity to showcase the products and services you offer for Central Texas families including birthday parties and/or summer camps/programs.

HERE ARE THE FAQs:

Q. I want to exhibit. What do I need to do?

A. If you are an active **Hooray! For Family** advertiser, simply fill out and return the enclosed Booth Reservation Form no later than Friday, March 12, 2010. Mail to P.O. Box 157, Crawford, TX 76638 or fax to **254-486-0177**.

Q. If I am not an active **Hooray! For Family** advertiser, what do I need to do?

A. To exhibit at the EXPO, you must be an advertiser starting in March 2010. Call our office and we will review the options with you.

Q. How much does it cost to exhibit at the EXPO?

A. There is **NO COST** to set up, display, and/or demonstrate at the Expo.

Q. Why did you choose the Heart of Texas Fair Complex?

A. This is a well-known facility in Waco that has room to accommodate many people and provides great set-ups (outlets, stage, restrooms, concessions) for an event of this size.

Q. What will be provided for my booth?

A. Each booth will have an 8 ft. table, colored tablecloth, 2 chairs, pipe and drape with company ID sign. Inflatables can be set up inside.

Q. What should I plan to do or have in my booth?

A. Bring handouts about your summer programs and birthday parties, plus any other goodies you wish to provide. Consider offering birthday party discounts, special offers, early bird summer camp registration discounts, etc. We encourage you to have a fun hands-on activity at your booth also. Berger Publishing, LLC is available to help with production of brochures and promotional items at a discounted rate. **Submit your order as soon as possible!**

Q. Can I sell products or services at my booth? (Accept money at the event?)

A. Yes. If a parent purchases a product, books a party, or enrolls a child for your program, you may collect on the spot. Food products are allowed as FREE samples only; exhibitors may not sell food items due to the concession agreement with the coliseum.

Q. Are you providing a stage?

A. We will have a stage and PA system for small group performances. See reply page to request a performance slot.

Q. How will the EXPO be promoted?

A. EXPO ads will appear in the February and March issues of the **Hooray! For Family** and on our website. 10,000 school flyers will be sent home to area kids, posters will be displayed at area businesses around Waco, PLUS radio promotional ads.

We look forward to hosting you at this exciting event! Your participation will make this a great **Kidz Expo**. Save the date and start working now on photos, displays, handouts, and your sales pitch! If you have any questions please contact us!

(254) 235-8210

