



Dear Children's Programs Exhibitor,

We are busy preparing for the 2010 Camps, Kids & Sports Expo to be held on Saturday, January 30th, and we encourage you to sign up to reserve booth and advertising space now. Booth space was sold out last year, so register soon! If you were present at last year's Expo, you probably remember that fun-filled day when approximately three thousand people converged on the Westin Princeton at Forrestal Village to learn about the many opportunities and variety of activities summer camps had to offer children of all ages. Attendance is free, and each family will get a Camps & Kids Guide. Do not miss advertising in this comprehensive guide, which will not only be distributed at the event, but will be distributed to 38,000 households.

This year we are adding another promotional piece, which will allow you to advertise two weeks before the event. A tabloid-sized pull-out section will run in all eleven of our paid, ABC audited local newspapers and seven Community Marketplaces reaching approximately 140,000 households. In addition to participant advertisements, the pull out section will include editorial promoting this fabulous event.

We are reserving booth and advertising space now. Sign up by December 4, 2009 to take advantage of the Early Bird incentives. Those who commit to booth and/or advertising space by that date will be included in all of our advertising in print, radio and online. We are also extending to those participants the opportunity to be included on our tote bag, which will be distributed to each family that attends. To ensure your spot, fill out the enclosed contract and fax it back to my attention: (609) 921-2714 or mail to Marketing Department, 300 Witherspoon Street Princeton, NJ 08542. You can also download extra forms or register online at centraljersey.com/camps.

Packet Publications will use the combined reach of our eleven local newspapers, seven community Marketplaces, an award-winning weekend entertainment section, centraljersey.com, and our e-newsletter to promote the event and drive potential campers to your expo booth. Over \$100,000 worth of advertising will be used to promote the event. The Princeton HealthCare System Community Education & Outreach program has joined us again this year in bringing many fun activities, including crafts, face painting, coloring contests, quizzes for prizes and more.

Your presence at the Expo, in the promotional pull-out section as well as the Camps Guide is an ideal opportunity to connect with families with children in Central New Jersey. We look forward to your participation on January 30th. For more information or questions you may reach me at (609) 874-2139 or campsguide@centraljersey.com.

Sincerely,

Corrine Atkins Mulford

Marketing & Special Publications Manager