



Exhibitor & Advertiser Pricing Worksheet

Expo Space Reservation

| | |
|---|----------|
| Booth* | \$549.00 |
| 10'Wx8'D space, with skirted table & two (2) chairs | |
| Booth, as above, when also placing an ad in the Camps Guide | \$274.50 |
| End Unit (additional) | \$50.00 |
| Electricity (additional) | \$50.00 |

Booth total:** _____

* If you cannot attend, but would like materials distributed in our attendee tote bags, the fee is the same as a booth.

** Please let us know if you would be interested in web access.

Camps Guide

Distributed in attendee tote bags & mailed in Packet Publications' 11 paid, ABC audited newspapers on February 4 & 5, 2010, reaching 38,000 homes in Central New Jersey.

Advertisement

| | |
|--|------------|
| Full page (7"x9.625") | \$2,195.00 |
| Full page plus 1/2 page advertorial | \$2,634.00 |
| Please send hi res photo and 150 words of copy | |
| 1/2 page (7"x4.75") | \$1,300.00 |
| 1/2 page plus 1/3 page advertorial | \$1,560.00 |
| Please send hi res photo and 100 words of copy | |
| 1/3 page (7"x3.10") | \$981.00 |
| 1/6 page (2.25"x4.75") | \$656.00 |
| 1/9 page (2.25"x3.10") | \$438.00 |
| Color (additional, flat fee) | \$60.00 |

Business Listings

| | |
|---|---------|
| Basic Listing | |
| Company name, address, phone number | FREE |
| Enhanced Listing | |
| Basic ad plus border, additional space & online tile ad | |
| With separate 1/3, 1/2 or Full page Camps Guide ad | FREE |
| With separate 1/9 or 1/6 page Camps Guide ad | \$49.00 |
| Without Camps Guide ad | \$99.00 |

Camps Guide total: _____

Event Promotional Section, tabloid size

Published January 14 & 15 in all Packet Publications, reaching over 140,000 homes in Central New Jersey
Available only to Camps Guide advertisers.

| | | |
|------------------------|------------------------|------------|
| Full page (10.305"10") | 60 column inches | \$1,125.00 |
| 1/2 page (7"x4.75") | 30 column inches | \$562.50 |
| 1/3 page (7"x3.10") | 20 column inches | \$375.00 |
| 1/4 page (2.25"x4.75") | 15 column inches | \$281.25 |
| 1/6 page (2.25"x3.10") | 10 column inches | \$187.50 |
| Color | \$1.50 per column inch | _____ |

Promotional tab total: _____

Early Bird Special

Submit your ad (1/9 page or larger) or booth contract by December 4, 2009 & your company will be mentioned in all promotion of the event, including print, radio & online advertising. FREE

Early Birds also have the opportunity for the company name to be included on the Attendee Tote Bag – space is limited & available on a first come, first served basis \$100.00

Grand Total: _____

Please feel free to email campsguide@centraljersey.com with any questions.

GENERAL RULES FOR PARTICIPANT ACCEPTANCE:

Exhibitor must return the contract for proper authorization by CAMPS, KIDS & SPORTS EXPO 2010 (CK&S 2010). Upon acceptance of this application, CK&S 2010 will place the contract into the dated ranking system and assign booth positions accordingly. Unless a premium is paid, CK&S 2010 reserves the right to move booth position up until the start of the show to insure the best possible traffic patterns for all participants of the show.

Exhibitor shall not sublet or share the space allotted without prior approval from CK&S 2010. Only businesses assigned booth space shall be allowed to show products or services at the show. Equipment displays must not extend into the aisles and any unfinished display surfaces must be finished at the exhibitor's expense. CK&S 2010 also reserves the right to prohibit exhibits that are objectionable due to noise, personal conduct or printed matter. No refunds will be given and exhibitor must comply with all guidelines.

Exhibitor agrees to stay set up for the entire length of the Expo hours which are from 10:00 a.m. to 3:30 p.m. and that early breakdown is not allowed. Exhibitor is responsible for labor, equipment, cleaning service, electricity, telephones, or any other service involved in the setting up of the booth. Exhibitor agrees to pay the Westin Hotel for any damages caused by setup or takedown of his booth or damages caused by his booth during the show. Exhibitor acknowledges the CK&S 2010 does not carry insurance for damage, destruction, fire, theft or liability. Insurance must be taken out by Exhibitor at his own expense. CK&S 2010 will not be held liable for failing to perform in any actions and a legal claim of any kind will never exceed the price of the contracted package.

Exhibitor will obey the policies of the West Princeton at Forrestal Village and may at any time be asked to leave due to negligence, recklessness or intentional misconduct during set-up, the show or during take-down. Any Exhibitor not complying with rules, ordinances, regulations and codes after giving notice on noncompliance and reasonable opportunity to correct, will be required to dismantle the booth and vacate the premises without refund. All electrical wiring must conform to federal, state and municipal code.

Neither CK&S 2010 nor its employees will be responsible for any injury, loss or damage that may occur to person or property of exhibitors, guests or employees.

CK&S 2010 will not be held responsible for any lost profits or savings arising out of any legal claim. Any legal claim will not exceed the price of rent for space or booth.

This agreement between CK&S 2010 and Exhibitor may not be modified except in writing and agreed upon by both parties involved. Cancellation must be made in writing with a registered postmark to determine the date.