

# Family Culture and Lifestyle Show

**Presented by Black Woman and Child • The Pulse of Pan-African Parenting™**

Toronto's third annual FAMILY, CULTURE AND LIFESTYLE SHOW series features great shopping, workshops, entertainment, activities for kids and fun for the whole family. This event is presented by Black Woman and Child, Canada's only magazine for the family-focused African woman.

The Family, Culture and Lifestyle show is an excellent way to get noticed by families and communities, especially mothers and mothers-to-be – women who are making the key purchasing decisions for their families every day. This event will be promoted in print, direct mail, through community radio, television promotions and a highly effective Street Team marketing program.

In 2009, FCLStyle features not one but four opportunities to promote your business in different communities in Toronto:

- June 27: The FamJam in Malvern (Neilson Rd and Sheppard Ave E.)
- July 18-19: FCLStyle at the Gilder Festival (Midland Ave and Eglinton Ave E.)
- August 8-9: FCLStyle at the Scarborough Village Festival (Markham Rd and Eglinton Ave. E)
- August 15-16: FCLStyle at the Taste of the Woods Festival (Warden Rd and St. Clair Ave. E)

Get on board! Build relationships, brand awareness, increase sales and expand your distribution through one of our cost-effective exhibitor or sponsorship packages.

/continued on Page 2

Black Woman and Child • P.O. Box 47045 • 300 Borough Drive • Toronto, ON M1P 4P0

Phone: (416) 689-2922

Fax: (416) 754-6821

[www.familycultureandlifestyle.com](http://www.familycultureandlifestyle.com)

## EXHIBITOR PACKAGES

### Business Exhibitor

Take this opportunity to affordably showcase your products and services at a location where you can be one-on-one with your target audience. This package includes:

- One 8-foot rectangular table
- Two chairs
- Company listing in the FCLStyle Event Guide

**One-Time Exhibitor - \$30**

**Four-Time Exhibitor - \$100**

## SPONSORSHIP PACKAGES

### Business Sponsorship

Get the maximum brand recognition for your business with your Company Name included in print, online and radio advertising. This package includes:

- One 8-foot rectangular table
- Two chairs
- Promotion of your company in all pre-show promotions – all promotional materials, flyers, ads and in-store promotions
- Full page ad in FCLStyle Event Guide
- Web logo with link from [www.familycultureandlifestyle.com](http://www.familycultureandlifestyle.com) to your company website from your sign-on date prior to event and at least 60 days following event
- Gift Bag Insert (Company must provide a gift for the Gift Bag – coupons, samples, promotional items, merchandise, etc.)

**One-Time Business Sponsor - \$100**

**Four-Time Business Sponsor - \$300**

### Gift Bag Sponsorship Package (Non-Exhibitor)

This low-cost option is a quick and easy way to get your message directly into the hands of attendees. This package includes:

- Company listing in the FCLStyle Event Guide
- Gift Bag Insert (Company must provide a gift for the Gift Bag – coupons, samples, promotional items, merchandise, etc.)

**One-Time Gift Bag Sponsor - \$25**

**Four-Time Exhibitor - \$75**

# Family, Culture and Lifestyle Show Application for Sponsors and Exhibitors

Please print clearly.

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Type of Product/Service \_\_\_\_\_

Please select the desired dates:

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Saturday 27 June<br>Malvern | <input type="checkbox"/> Sunday 19 July<br>Gilder | <input type="checkbox"/> Sunday 9 August<br>Scarborough Village | <input type="checkbox"/> Sunday 16 August<br>Warden Woods |
|--|---|---|---|

Please select the desired option:

- |   |  |
|---|--|
| <input type="checkbox"/> Business Exhibitor (1, 2 or 3 times): \$30 each    | <input type="checkbox"/> Business Exhibitor (4 times): \$100   |
| <input type="checkbox"/> Business Sponsorship (1, 2 or 3 times): \$100 each | <input type="checkbox"/> Business Sponsorship (4 times): \$300 |
| <input type="checkbox"/> Gift Bag Sponsorship (1, 2 or 3 times): \$25 each  | <input type="checkbox"/> Gift Bag Sponsorship (4 times): \$75  |

## Payment Terms

Full payment of exhibit cost must accompany this application. Faxed applications must be followed by full payment within seven days to secure space.

- Cash
- Cheque (make payable to **Black Woman and Child**)
- Credit Card – please provide an email address for PayPal invoice: \_\_\_\_\_

I/we hereby apply for exhibit space in the Family, Culture and Lifestyle Show. I/We have read the Exhibitor Rules & Regulations pertaining to this event & agree to abide by the conditions set forth<sup>†</sup>.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<sup>†</sup>Not applicable for Gift Bag Sponsorship Package

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## **Family, Culture and Lifestyle Show Exhibitor Rules and Regulations**

- The Organizers reserve the right to (i) determine the eligibility of exhibitors, exhibits and sponsors for the show, (ii) reject or prohibit, alter or remove exhibits or personnel if their conduct or presentation is objectionable to show participants and (iii) relocate exhibitors or exhibits when, in the Organizers' opinion, such moves are necessary to maintain the character and/or good order of the event.
- It is recommended that Exhibitors have their own liability insurance. Exhibitors are liable for any damage or injury that he or she may cause to the venue or to any property of the Organizers, any other Exhibitors or any other person attending the event. The Liability Insurance for this event does not in any way cover liabilities on the part of the Exhibitors.
- Exhibitors are expected to provide their own change and their own bags. Exhibitors are also expected to act as their own security for items that they bring to sell.
- One table rental equals 1 table (8 feet long) and two chairs. Items may be displayed on your own racks beside the table and under the table as well. Exhibitors are responsible for pricing and tagging their own items, and arranging them in an attractive and orderly manner.
- Black Woman and Child and other participating organizers and sponsors are not to be held liable for any injury, loss, burglary, additional expenses, delays or any other irregularities which may be caused by factors beyond their control.
- Cancellation of exhibit space may be cancelled provided written notice is received by the Organizers at least fourteen (14) days prior to the event. In this case, all monies paid by the Exhibitor will be refunded, less an administrative fee of \$10 per booth. If the Exhibitor cancels after said date, the exhibitor will be responsible for the full contract price.
- Set-up and clean up times for each event will be provided for the exhibitor at least 14 days prior to the event. It is in the best interest of the exhibitor to stay until the end of the event. Exhibitors are not recommended to begin to pack up their items early.