



# Welcome Sponsor

Saturday, March 30<sup>th</sup>, 2019 9 a.m. – 2 p.m.  
St. Cloud River's Edge Convention Center

The St. Cloud First Steps Baby Expo is Central Minnesota's premier event showcasing products and services for new, expectant and young families. This show brings together a diverse selection of exhibitors directed at the maternity, infant and toddler markets. Our event is designed not only as an opportunity for your company to expose your name, service or product to potential customers but a way to make a connection with families that extends beyond making a sale.

*First impressions are important! Be the first faces that the families of Central Minnesota see at the 2019 First Steps Baby Expo through the Welcome Sponsorship.*

**\$195.00**

## Welcome Sponsor (Maximum of 4 Sponsors)

### First Steps Baby Expo Responsibilities:

- Event Signage at the entrance of the event
- 1 Social media post on the First Steps Baby Expo Facebook page
- Featured on select event signage
- Minimum of 1 live announcement at event
- Inclusion in over 100 radio ads promoting the FSBE (Stations: KCLD, KZPK, KCML, KNSI, ZROCK)
- 8 x 10 booth including table and chairs (optional add on, additional \$325 to price)
- 4 event tickets

### Welcome Sponsor Responsibilities:

- \$195.00 cash investment
- Provide a \$5-dollar value gift (no coupons) to be placed in the FSBE bags for the first to 500 adult attendees

**\*As a sponsor, please commit by Feb 8<sup>th</sup> for full marketing exposure**

### BUSINESS/COMPANY INFORMATION

LEGAL NAME OF BUSINESS: \_\_\_\_\_ CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**TOTAL SPONSORSHIP INVESTMENT..... \$ \_\_\_\_\_**

Full payment is due upon receipt of your application. There will be a \$100 cancellation fee if cancelled one month prior to event date. No refunds prior to the event. Please make payment to First Steps Baby Expo or fill out the enclosed credit card payment form.

PRINTED NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### EVENT DETAILS:

<http://www.firststepsbabyexpo.com>  
Facebook: First Steps Baby Expo

Questions, please contact:

**Tara Traut**  
Promotions and Events Director  
Leighton Broadcasting  
619 West St. Germain Street  
St. Cloud, MN 56301  
Office: 320-203-4878



## Sponsor Package

Expo booth spaces will be reserved using the information provided below and will be assigned based on the date full payment of the booth is received.

### Standard Booth Options:

<input type="checkbox"/>	Single Booth	Pipe, Drape, Table and 2 chairs	8x10	\$325
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### Double your booth size for an additional \$325

<input type="checkbox"/>	Double Booth	Pipe, Drape, Table and 2 chairs	8x20	\$650
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### Additional Options:

Qty	Option	Cost	Option total:
_____	Extra Chair	\$2.00 each	\$ _____
_____	Electric (20 AMP/110VOLT)	\$70.00	\$ _____
_____	Attendee List	\$30.00	\$ _____
	(List of Attendees will be sent by Email only)		
	E-mail address: _____		

**If you want any options, they must be listed, if they are not, we will not be able to provide them the day of the show!**

**TOTAL DUE FOR OPTIONS:** \$ \_\_\_\_\_ + **BOOTH SPACE** = \$ \_\_\_\_\_

- Wi – Fi is available for \$4.99 per device through the Rivers Edge Convention center upon arrival



A Marketing Company

619 W St Germain  
St. Cloud, MN 56301  
Fax # 320-251-8952

### CREDIT CARD PAYMENT AUTHORIZATION

Date \_\_\_\_\_

Dollar Amount \_\_\_\_\_ Invoice / Order # \_\_\_\_\_

Customer \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Card Holder's Address \_\_\_\_\_

City, State, ZIP

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

I AUTHORIZE LEIGHTON BROADCASTING TO PROCESS THE ABOVE CREDIT CARD PAYMENT AND APPLY PAYMENT TO THE CUSTOMERS ACCOUNT NAMED ABOVE. I CERTIFY THAT I AM AN AUTHORIZED SIGNER ON THE CARD LISTED ABOVE.

Authorizing Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

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TYPE OF CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_ (LAST THREE DIGITS ON BACK OF CARD)

## TERMS & CONDITIONS

Please keep a copy for your records and provide to all staff, partners and volunteers involved in planning, setup and staffing of your booth.

### 1. Use of Space

- a. **LIABILITY-** The Exhibitor is entirely responsible for the space leased and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven, any nails, hooks, tacks or screws in any part of the building. Exhibitor shall not affix to the walls or windows of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Show Management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of acts of God, strikes or any other causes beyond its control.
- b. **AISLES-** Aisles, passageways and overhead spaces remain strictly under the control of Show Management. All Exhibits and personnel must remain within the confines of their own spaces and Exhibitor will not be permitted to erect signs of displays products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors. Interference with the light or space of another Exhibitor will not be permitted.
- c. **SPACE-**The space contracted is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of the same without written consent of Show Management. In the event Exhibitor fails to occupy or use the space, or to have their exhibit completed and in place one hour prior to the opening of the show, they shall forfeit their right to the space and all prepaid rents, and upon demand pay any rental balance owing to Show Management. At that point, Show Management may reassign the booth Space.
- d. **ALL DEMONSTRATIONS-**Or promotional activities must be confined within the limits of the purchased space. Noise resulting from the exhibit space must not interfere with other Exhibits.
- e. **BOOTH PRODUCT SALES-**Any Exhibitor making taxable sales at the Show must be registered with a Minnesota Tax ID to collect sales tax before the event begins. Out-of-state businesses must collect Minnesota tax on all taxable sales made while in Minnesota. Minnesota Law requires that before a show manager can rent space to a seller at any event, the seller is required to give Show Management a completed Operator's Certificate of Compliance, Form ST-19.
- f. **FOOD ITEMS-**Food items or drinks are not to be sold for purposes of on-premise Consumption. Any items, beverages or samples intended for onsite consumption must conform to a sampling policy and requires written permission from Show Management and facility concessions.
- g. **BALLOONS-**Helium balloons may be used with written permission from the St. Cloud River's Edge Convention Center.
- h. **RESTRICTIONS-**Show Management reserves the right to restrict or remove Exhibits, without refund that may have been falsely entered or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, P. A. systems, persons, animals, things, conduct, printed matter, or anything of a character that might be objectionable to the show or Show Management.
- i. **OFFENDERS-**May be asked to leave the area if any of the above is violated; and as an Exhibitor offender, a refund will NOT be given.

### 2. RULES FOR EXHIBITS

- a. **ALL BOOTHS** and decorations must concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must be fire retardant. Contact Show Management if at all in doubt.
  - b. **INSTALLATIONS-**Any special carpentry, wiring, electrical or other work, shall be installed at Exhibitor's expense.
  - c. **LICENSES-**Any and all City, County, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at their own expense.
  - d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD-**Management shall not be liable for any damages or expenses incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled. If for any reason, beyond the control of Show Management, the show is not held, Management may retain the amounts paid by Exhibitors as is necessary to defray expenses already incurred by the Show.
  - e. **TERMS AND CONDITIONS-**This contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.
  - f. **SECURITY FOR RENTAL-**Failure on the part of the Exhibitor to pay rental as specified under the contract, shall entitle Show Management, the show is not held, Management may retain the amounts paid by Exhibitors as is necessary to defray expenses already incurred by the show.
  - g. **AMENDMENTS-**Exhibitor agrees to abide by decisions of Show Management concerning all matters pertaining to the administration and success of the Show.
  - h. **ATTORNEY FEES-**In Event suit or action is brought by Show Management under this agreement to enforce any of its terms, it is agreed that as the prevailing party, Leighton Enterprises shall be entitled to reasonable attorney fees to be fixed by the trial and appellate courts.
  - i. **STORAGE-**There will be a \$300 fee charged to your business if booth items are left overnight without approval.
  - j. **EARLY TEAR DOWN-**Tearing down your booth space before the show is over is NOT allowed and you will be charged an early tear down fee of \$300. 3. **SECURITY-**We wish to provide the tightest security possible for the protection of your Exhibit properties. However, the Event, the facility management, or our insurance companies are NOT financially liable for losses or mysterious disappearances of any kind. We recommend that all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) The facility will be secured during the set-up and on event day. The Exhibitor, at their expense, may arrange any additional security.
4. **CANCELLATION AND REDUCTION POLICY-**Any cancellations or changes MUST BE IN WRITING and received by our office no later than 30 days prior to the dates of the Show. REFUNDS will be made and any reduction in booth space is subject to a \$50 penalty for each cancelled booth. No refunds will be granted after 30 days prior to the show date.
5. **LIABILITY-**Neither Leighton Enterprises, the event's Decorator, Sponsors, or Service Contractor, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employee or property from any cause whatsoever. The Exhibitor, upon signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injuries.