



# Sponsorship Application

## February 22-23, 2020

### Kentucky Exposition Center

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cellular \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Site: http:// \_\_\_\_\_

Will you be advertising a SERVICE?  YES  NO If YES, what type of service? \_\_\_\_\_

Will you be selling PRODUCTS?  YES  NO Do you have a KY Sales Tax ID #?  NO  YES: # \_\_\_\_\_

Please list ALL products being sold: \_\_\_\_\_

### Sponsorship Packages

(Please check the appropriate package)

- Presenting Sponsorship- \$7,500 (Advertising Package Value- \$15,000+)**  
(Includes: All Print, Internet, Radio and TV Advertising, Logo on Sponsorship Web Page, Show Signage, LARGE ad in Show Program, 5 Social Media Posts and Premier 10x20 Booth)
- Exclusive Discount Ticket Pickup Location Sponsorship- \$5,000 (Advertising Package Value- \$10,000+)**  
(Includes: All Print, Internet and TV Advertising, Logo on Sponsorship Web Page, Show Signage, LARGE ad in Show Program, 3 Social Media Posts and Premier 10x10 Booth)
- Area Sponsor (Stage, Character Meet & Greet, Mini Golf) - \$2,500 (Advertising Package Value \$4,000+)**  
(Includes: All Print Advertising, Logo on TV Ad, Sponsorship Web Page, Show Signage in Sponsored Area, 2 Social Media Posts, MEDIUM Ad in Coupon Book and 10x10 Booth)
- Corporate Sponsor- \$1,000 (Advertising Package Value- \$1,800)**  
(Includes: All Print Advertising, Logo on Sponsorship Web Page, 1 Social Media Post, SMALL Ad in show program and 10x10 Booth)

\*\*\*ALL SPONSORSHIPS RECEIVE FREE ELECTRIC! PLEASE CHECK HERE IF YOU NEED ELECTRIC IN YOUR BOOTH

\*\*\* All Payments must be paid in full by January 10<sup>th</sup> to ensure inclusion in all print and media advertising\*\*\*

**Payment Information:**

\_\_\_ Check or money order # \_\_\_\_\_ enclosed Amount: \$ \_\_\_\_\_ (make payable to: Louisville Kids Fair)

\_\_\_ Please charge to my \_\_\_ Visa \_\_\_ Mastercard \_\_\_ Discover \_\_\_ AMEX

Name of Cardholder \_\_\_\_\_ Card Number \_\_\_\_\_

Exp date: \_\_\_ / \_\_\_ / \_\_\_ Security Code: \_\_\_\_\_

Address that the card bill is sent to (if different from above): \_\_\_\_\_

Amount to charge: \$ \_\_\_\_\_ Check here if you want us to charge the balance to this card when it is due.

Signature: \_\_\_\_\_ (Card Holder- must be signed to be accepted)

I have read and, by my signature below, agree to the Terms and Conditions listed on the reverse of this form or following page.

\*\*Signed \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

\*\*Application must be signed and dated to be accepted.

**EXHIBITOR: Please make a copy of this form (both sides) for your records.**  
**SEND ORIGINAL TO: Louisville Kids Fair • 3112 Radiance Rd. Louisville, KY 40220**



# Exhibitor Terms & Conditions

**PAYMENT:** Payments are to be made in accordance with accompanying application (and payment plan application, if applicable.). Any and all **returned checks** will be assessed a \$50 charge the first time they are returned and a \$65 charge if returned a second time. If the balance is paid more than one week past the due date a \$15 late charge will be added to the total amount due, unless payment arrangements are made.

**BOOTH SPACE:** All **Sponsor Booths** come furnished with a 6' skirted table, 2 chairs and electricity. Additional tables and chairs may be ordered through our office at an additional cost (502) 744-7000. Please indicate electrical needs on the application in the electricity section. Exhibitor will be responsible for all extension cords and power strips. The management team has the right to relocate your space without notice. All items not a part of the display must be kept out of sight during the show.

The size of the STANDARD BOOTH space is 10' X 10'. DOUBLE BOOTHS are 10' X 20'.

**BOOTH RESTRICTIONS:** NO TAPE of any kind is allowed on the walls or fixtures. THE ONLY TAPE ALLOWED is Gaffers Tape with prior approval from show management or venue for securing cords to the floor only. ATTACHING SIGNS or anything else in any way to trees, posts, walls, seating areas, columns, or any other piece of venue property is strictly prohibited. SPRAY PAINT and BUBBLE MACHINES are strictly prohibited. **If any part of this rule (no tape, attaching signs, spray paint, and bubble machines) is violated, the exhibitor will be billed \$100.00 (one hundred dollars) per square foot for any repairs needed, with a minimum cost of \$150.00 (one hundred fifty dollars).**

\*\*\***HELIUM TANKS AND BALLOONS** are **NOT** allowed in the venue without prior approval from Carried Away Productions, LLC.

OPEN FLAMES are not allowed, per fire marshal safety codes. This includes candles, incense, and Bunsen burners.

SUBLETTING and SHARING OF BOOTHS is not allowed.

LITERATURE BUSINESS CARDS AND ANY OTHER MATERIAL HANDED OUT AT YOUR BOOTH must not include the name, phone number, address, nor any other vital information about any other company besides that represented by your booth, unless that company is exhibiting in the show. The only exceptions are exhibiting magazines and newspapers. **Any literature that represents a company not in the show will be discarded by show management. If the literature continues to be handed out, exhibitor will pay an additional fee equal to the cost of booth space. In addition, said company may be restricted from exhibiting in future Carried Away Productions, LLC. events.** NO LITERATURE may be handed out in any other part of the venue - outside the perimeters of your booth - unless it is by another participating company, at their booth, in the show.

Exhibitor must give full disclosure of every type of product or service that will be presented in the booth space, even if it is all listed under the exhibitor's company name.

**INSURANCE:** Exhibitor is solely responsible for any and all occurrences inside his or her booth; Exhibitor is required to carry off-premise-liability insurance and be prepared to offer proof of that coverage to Carried Away Productions, LLC.

**SHOW HOURS:** Each booth must be staffed during all show hours. Carried Away Productions, LLC. nor venue is liable for items lost or stolen. All exhibits must be set up before the show opens Saturday morning and must stay intact during show hours. Show management reserves the right to pull tables out of any booth not set up by 10:30 a.m. on the first day of the show. All booths must stay assembled during all show hours. **Carried Away Productions, LLC. may restrict exhibitors who tear down early from exhibiting in future Carried Away Productions, LLC. events and may be required to pay an additional \$500 for any future show if they are allowed in.** Banners, signs, items on display, and anything in or on the booth must stay intact until the show is over.

**AMPLIFIED SOUND:** Amplified sound is not allowed during show hours without prior approval from Carried Away Productions, LLC. This includes, but is not limited to, the use of microphones, sound systems and tape players or CD players with speakers. Televisions and computers are allowed within reason and are to be kept at a low level, not amplified. The sound should not be heard outside the perimeters of your booth.

**PRODUCT SALES:** Products may be sold during the show with prior approval from Carried Away Productions, LLC. You may take deposits and payments on products or services to be delivered at a future time without restriction.

**SECURITY:** Although security is provided during the show, neither Carried Away Productions, LLC. nor venue is liable for items lost or stolen.

**LOADING/ UNLOADING & PARKING:** Loading and unloading may be done through the loading dock. Vehicles that are not actively being loaded or unloaded must be moved from the loading dock. The front lobby doors are only to be used for loading and unloading until 2 hours prior to the first day of the show and beginning 30 minutes after the show closes on the last day. **If the exhibitor, representative(s) of the exhibitor and/or anyone associated with the exhibitor uses the front lobby doors to load or unload during show hours, they are putting the entire show at risk and will, therefore, be barred from future Carried Away Productions, LLC. events.**

Parking in a red zone is strictly prohibited. The local police department will issue tickets with fines for parking in the red zone or leaving a vehicle unattended by the curb. Carried Away Productions, LLC. nor venue has any say on the issuance or revocation of tickets. **Parking for exhibitor, representative(s) of the exhibitor and/or anyone associated with the exhibitor is at exhibitor's expense.**

Loading and/or unloading during show hours is strictly prohibited. Loading into the venue is allowed beginning at 1:00 p.m. and no later than 9:00 p.m. on the day prior to the first day of the show. If the exhibitor, representative(s) of the exhibitor and/or anyone associated with the exhibitor loads or unloads during show hours, the exhibitor will be held solely liable for any damage or injury that occurs as a result, including court costs. Also, said exhibitor may be barred from participating in future Carried Away Productions, LLC. events. **Vehicles will not be allowed on the show floor without prior approval from Carried Away Productions, LLC. The Kentucky International Convention Center reserves the right to further restrict vehicle traffic into the building. Parking in the loading dock is reserved for active loading and unloading only! Any vehicle left unattended will be towed at owners expense. VEHICLES WILL NOT BE ALLOWED IN THE LOADING DOCK DURING SHOW HOURS. NO EXCEPTIONS.**

**FOOD & BEVERAGE:** Food and/or beverage sales and service of any kind is prohibited without prior written consent from Carried Away Productions, LLC. and/or the Kentucky International Convention Center and/or their exclusive food & beverage provider.

**CANCELLATIONS:** If the show is cancelled by Carried Away Productions, LLC. for any reason, other than an act of God or an act of war, the amount paid by exhibitor will be refunded. If Exhibitor cancels by written notice prior to October 31, 2019 Carried Away Productions, LLC. will refund half of all deposits and no further damages will be sought. If the Exhibitor cancels in writing between November 1, 2019 and prior to January 17, 2020 all deposits shall be retained and no further damages will be sought. In the event that the Exhibitor cancels after January 17, 2020, Exhibitor is responsible for full payment on booth space. In the event that event Exhibitor cancels by phone, e-mail, or is in violation of the terms and conditions at any time, cancellation will be invalid and Exhibitor will be responsible for full payment on booth space. Carried Away Productions, LLC. reserves the right to refuse booth space to any Exhibitor or potential Exhibitor. All cancellations need to be mailed to the main office of Carried Away Productions, LLC., 3112 Radiance Rd. Louisville, KY 40220

\_\_\_\_\_  
Company

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date