



Thank you for exhibiting at the 10th Annual Back to School Fair on August 5th at WestShore Plaza! We look forward to having you with us as an exhibitor.

Please find below the Exhibitor Instructions and Guidelines:

Date: Saturday, August 5, 2017

Hours: 10:00am – 3:00pm

Location: WestShore Plaza, 250 WestShore Plaza, Tampa, FL 33609

Exhibitor Move-In: Saturday, August 5, 8-9:30 a.m.

Exhibitors will set up their space on Saturday morning prior to the event. No setup will be permitted on Friday. Exhibitors may use all mall entrances and loading bays to unload supplies. After unloading, move your vehicle to any of the following parking areas. Please note overnight parking, for any reason, is prohibited.

- North Parkade (Between Macy's and Sears): Level 2
- South Parkade (Near JCPenney and restaurant row): Levels 3 and 4
- West Parkade (Near Dick's Sporting Goods): Levels 2, 3 and 4
- Exterior ring road spaces on surface lots (Farthest parking spaces from the building adjacent to WestShore Blvd. and Kennedy Blvd. / Highway 60).

Please make sure your exhibit is set up by 9:30 am and ready to open for customers when the event begins at 10am. Absolutely no exhibitors will be permitted into WestShore Plaza prior to 8am.

Exhibitor Move-Out: Saturday, August 5, 3 p.m.

Please do not tear down your exhibit prior to the end of the event at 3pm. It affects the families who can't come to the Fair until later in the afternoon. If you run out of materials please stay and talk to them about your business or hand out business cards so that you don't miss any opportunities to promote yourself!

Beginning at 3pm, you may begin breaking down your exhibit and preparing to move materials to your vehicle. Please make sure that all of your exhibit materials are packed up and ready before bringing your car to the nearest loading bay so that the process moves quickly for everyone. Please do not block mall entrances during your move-out.

Standard Exhibits Include:

- 8x8 (single) or 20x10 (double) Exhibit Space
- 6-ft. table, please bring your own full-skirted table cloth
- (2) chairs

Lost Children or Lost Items:

If you see a lost child or if an attendee leaves something at your exhibit, please contact Security or Guest Services at 813-402-3080.

Concessions:

The Food Court offers a variety of dining options. Additionally, take out can be ordered from any of the seven restaurants on property. When considering dining options, please make sure your exhibit is manned at all times.

Unauthorized Exhibitors:

Unauthorized distribution of flyers, promotional materials or business cards by a non-exhibitor inside the Fair or outside on the property is strictly prohibited. Out of respect for our exhibitors, anyone caught distributing such materials will be asked to leave the premises immediately. If you see an unauthorized person distributing business cards or flyers during the Fair, please advise show management immediately. There will be multiple Back to School Fair and WestShore Plaza staff members on the floor at all times.

Attendance:

While no guarantees of attendance are made, based on last year's attendance, we suggest exhibitors bring enough materials to distribute to 6,000 - 8,000 moms and families. If you run out of materials please stay and talk to them about your programs and hand out business cards.

Photography:

A photographer will be onsite taking photographs of the event that will ONLY be used for event promotional materials (ex. website, sponsorship packages, brochures, etc.). By exhibiting at the event, you agree that you may be featured or in the background of such photos.

General Building Policies:

- Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, column fabric or decorative walls.
- Food and beverage sampling in conjunction with specific exhibits must be pre-approved and be 2 oz. for beverages and 2 oz. for food.
- Children are not allowed to roam WestShore Plaza without supervision.
- Balloons, stickers and gum may not be distributed.

Trash

The housekeeping staff will provide each exhibitor with a trash bag for use before and during the event. Once the event has ended, please fill your trash bag with everything you'd like discarded and leave it at your table. The staff will remove trash starting at 3pm the day of the event.

It is our goal each year to provide a community event filled with educational content, fun for kids and information for parents. This would not be possible without the support of our Sponsors and Exhibitors.

Please let us know if you have any questions and see you there! Thank you!

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Day of Event Contact Phone Numbers

John Byrne: 813-481-9875