



Exhibitor Information

Saturday, January 21, 2017

10:00am – 3:00pm

Coralville Marriott Conference Center

Registration Deadline: January 11, 2017

The Iowa Children's Museum would like to invite you to become an exhibitor at our second annual Play 2B Fit healthy kids fair to be held on January 21, 2017 at the Coralville Marriott Conference Center! The 30,000 square foot conference center is the perfect space to bring in children and adults during the winter to stretch their legs, play to learn and ultimately have FUN! The purpose of this event is to educate kids and adults on what it means to lead a healthy lifestyle, to inspire families to adopt healthy habits, and to focus public attention on resolving the nation's growing child obesity epidemic. What better way to do that than bring together all the communities' health professionals and families under one roof for a day full of active learning and FUN! By making a commitment to be an exhibitor at Play 2B Fit, you make an investment in the future of the children and families of our community!

Contact Information:

Jill Donnenwerth

Work: 319-625-6255 ext. 205

Cell: 319-530-1714

jdonnenwerth@theicm.org

Each exhibitor is responsible for reading and understanding the following information. The Iowa Children's Museum (The ICM) reserves the right to determine the eligibility of any company or organization. The ICM reserves the right to remove any products that are for sale. The ICM reserves the right to make changes to the schedule and layout if it is in the best interest of the event.

This health and fitness event will be organized by The Iowa Children's Museum partnering with dozens of community organizations. The Play 2B Fit event includes:

- FREE Admission for all children and adults to the Play 2B Fit event
- The opportunity for kids to learn how to lead a healthy lifestyle by visiting each exhibitor booth which will offer diverse active learning experiences, drills, games and family-friendly information
- The opportunity for businesses/organizations to teach kids new skills, inform parents what they have to offer and market their programs. Don't forget to market your adult programs/classes to parents!
- Groups invited to host a booth are gyms, club teams, leagues, semi-pro teams, nutritionists, health markets, dentists, physical therapists, dance studios, gymnastics, marital arts, yoga and Pilates, fencing, university teams, etc.
- Stage with performances and demonstrations from various health related groups throughout the day
- Free take home gift for first 500 attendees

Exhibitor Booth Guidelines for Play 2B Fit:

- Booths available on a first come, first serve basis
- All exhibitors are **REQUIRED** to provide an interactive healthy kids/fitness activity, drill, game or demonstration
- Activities can be geared towards kids in any or all age groups, toddler through junior high
- All demonstrations or activities must be within each exhibitors booth space
- Booth options include 10x10, 10x20, 10x30, 20x20. Special requests, please contact Jill
- Booth includes 1 six foot table, table linen, two chairs, waste basket
- Exhibitor registration fee is non-refundable
- Set up will open at 7:00am. You must be set up by 9:30am.
- Business/organization promotional items may be handed out at booth
- Products or merchandise may **NOT** be sold at your table
- Mailing/email addresses of attendees may be obtained at your table
- Exhibitors are responsible for cleaning up their booth at the completion of the event.
- Must stay until 3:00pm, exhibitors cannot pack up and leave early.

If you need help coming up with your interactive activity, please contact Jill. Please also contact Jill for special booth size and special setup arrangements.

We are truly excited for the inaugural Play 2B Fit event and couldn't do it without the help of great community partners like you. We look forward to working with you!

BOOTH OPTIONS

○ 10 x 10	\$75
○ 10 x 20	\$100
○ 10 x 30	\$125
○ 20 x 20	\$150
○ Electrical Needed	\$30

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