

27TH Annual ACTON SUMMER CAMP FAIR
Sponsored by the Merriam PTO – Acton, Massachusetts

Dear Camp Director,

We hope you had a fun and successful 2019 summer season. To help you promote your 2020 Summer Program, the Merriam School PTO invites you to reserve a table at our 27th Annual Summer Camp Fair in Acton, Massachusetts. The fair will be held on Thursday, January 23rd, 2020 from 5:00 - 8:00 p.m. at the Parker Damon Building, home to both Merriam and McCarthy-Towne Schools.

The camp fair committee strives to ensure attendance from diverse, prospective campers and their parents. Our marketing efforts span the entire school district and surrounding community. Extensive publicity for the event through newspaper announcements, websites, community emails and flyers have proven successful for us. We once again expect over 300 families from Acton, Boxborough and the surrounding communities to attend.

Our popular option to "Pick Your Location" is being offered again this year. **Register Early** for the best price and location! **Table location is key - the sooner you register, the sooner you can select your most desired location.** Requests are honored first come, first serve among camps that have paid in full. **Don't miss out on this great opportunity to promote your camp!**

Please see the next page "**Schedule of Services and Fees**" to answer all your questions regarding what marketing opportunities this camp fair has to offer.

If your schedule does not permit you to represent your camp in person, we can include your brochures in our Trade Show Bags for a fee (Bronze membership). Send us 250 brochures and the first 250 families through the door are guaranteed to have your camps marketing materials.

We look forward to working with you to make the 2020 Acton Summer Camp Fair and your camps marketing goals a huge success! Please email merriamcampfair@gmail.com with any questions and one of our dedicated volunteers will be happy to assist you.

Sincerely,

Acton Summer Camp Fair Committee

Acton Summer Camp Fair 2020

Thursday, January 23, 2020 *Snow Date: Thurs, Jan 30*

Schedule of Services and Fees

Service	Description	Fees								
Table	<ul style="list-style-type: none"> A table selection Camp description and contact information published in the Camp Fair Catalog and distributed free to parents as they walk in the door. A floor plan with a grid listing the services camps offer distributed to all attendees. Listing in our online camp directory throughout the year until the end of the following summer. Extensive publicity for the event through newspaper announcements, websites, community emails and flyers throughout the entire school district. Up to two meals 	<p>Gold Membership \$260 (\$310 after Oct 31st) (Includes Literature Distribution)</p> <p>Silver Membership \$185 (\$235 after Oct 31st) (Table Only)</p>								
Literature Distribution "Bag Stuffing"	<ul style="list-style-type: none"> Provide us 250 pieces of your camp literature and we will "Stuff" it in the trade show bags. The first 250 families through the door are guaranteed to have your camp's marketing materials. Camp description and contact information published in the <i>Camp Fair Catalog</i> and distributed free to parents as they walk in the door. The Merriam PTO website includes information on the camp fair and a link to your website. Deadline to receive literature is Jan 15, 2020. 	Bronze Membership \$ 80								
Power	<ul style="list-style-type: none"> <u>Power outlets are limited and are on a first come first serve basis.</u> Please register ASAP to guarantee your power outlet needs at the fair. 	\$ 20								
Program Advertisement	<ul style="list-style-type: none"> Provide us with your camp advertisement or camp logo, and we will add it to our Camp Fair Catalog. Please see attached for advertisement guidelines. When possible, use black and white graphics for best reproduction quality. Electronic copy is preferred and can be sent to MerriamCampFair@gmail.com Deadline for AD copy is Friday, Jan. 3, 2020 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Full Page</td> <td style="text-align: center;">\$ 100</td> </tr> <tr> <td style="text-align: center;">Half Page</td> <td style="text-align: center;">\$ 60</td> </tr> <tr> <td style="text-align: center;">Quarter Page</td> <td style="text-align: center;">\$ 40</td> </tr> <tr> <td style="text-align: center;">Logo</td> <td style="text-align: center;">\$ 20</td> </tr> </table>	Full Page	\$ 100	Half Page	\$ 60	Quarter Page	\$ 40	Logo	\$ 20
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<p>Online payment using PayPal is available. See your registration invoice email for details. **Please Note – Cancellation refunds or future credits requested after January 3rd, 2020 are only issued upon filling the vacant services and at the discretion of the Camp Fair Committee.</p>										

DEADLINE to RECEIVE AD COPY:

JANUARY 3rd, 2020

**Graphic files only
(jpg, gif, bmp, etc. No PDFs)**
Black & white preferred for best
quality

\$100.00

FULL PAGE

7 1/2" Tall

by

4 1/2" Wide

ACTON CAMP FAIR
ADVERTISEMENT SPECIFICATIONS

\$60.00

HALF PAGE

3 3/4" Tall

by

4 1/2" Wide

\$20

Logo

**** PLACED WITH CAMP DESCRIPTION ****

1 1/2" Tall

by up to

4 1/2" Wide

\$40.00

QUARTER PAGE

2" Tall

by

4 1/2" Wide