

24th Annual MERRIAM SUMMER OPTIONS CAMP FAIR
Sponsored by the Merriam PTO – Acton, Massachusetts

Dear Camp Director,

I hope you had a fun and successful 2016 summer season. To help you promote your 2017 Summer Program, the Merriam School PTO invites you to reserve a table at our **24th Annual Summer Options Camp Fair** in Acton, Massachusetts. The fair will be held on **Thursday, January 19th, 2017 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 school district, sending over 3,500 fliers home with students reaching all grade level families in Acton. This coupled with town and surrounding community marketing, in addition to a long standing successful fair history, has proven to be a successful marketing strategy for us. We once again expect over 350 families from Acton, Boxborough and the surrounding communities to attend.

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 350 brochures and the first 350 families through the door are guaranteed to have your camps marketing materials. This is a camp fair you do not want to miss.

I look forward to working with you to make the **2017 Merriam Summer Options Camp Fair** and your camps marketing goals a huge success! Please email merriamcampfair@aol.com with any questions.

Sincerely,

Merriam Camp Fair Committee

Merriam Summer Options Camp Fair

Thursday, January 19, 2017 *Snow Date: Thurs, Feb 2nd*

Schedule of Services and Fees

Service	Description	Fee								
Table	<ul style="list-style-type: none"> A table Camp description and contact information published in the <i>Camp Fair Catalog</i>, distributed free to parents as they walk in the door. Services grid listing services Camps offer along with floor plan to find Camps distributed free to parents as they walk in the door. The Merriam PTO website includes a link to our camp fair home page that includes an online camp directory through out the year until the end of the following summer. One to two meals included. A Box meal of deli sandwich, chips, fruit, cookie and water will be provided and waiting at your table upon your arrival to set up at the camp fair. Extensive publicity for the event through newspaper announcements, websites, community emails and flyers throughout the entire school district. Early Registration fees and Late Registration will apply based on dates on our website. 	<p>Gold Membership \$250 <small>(includes Literature Distribution)</small></p> <p>Silver Membership <small>(Table only)</small> \$175</p>								
Power	<p>If you need power at your table, there is a charge to facilitate that service. <i>Power outlets are limited and are on a first come first serve basis.</i> Please register ASAP to guarantee your power outlet needs at the fair. No power available without advance registration.</p>	\$ 20								
Literature Distribution "Bag Stuffing"	<ul style="list-style-type: none"> Provide us 350 pieces of your camp literature and we will "Stuff" it in the trade show bags. The first 350 families through the door are guaranteed to have your camp's marketing materials. We ran out of bags last year! <p>Camp description and contact information published in the <i>Camp Fair Catalog</i>, distributed free to parents as they walk in the door.</p> <p>The Merriam PTO website includes information on the camp fair and a link to your website. Deadline to receive literature is January 9, 2017.</p>	<p>Bronze Membership \$ 75</p>								
Program Advertisement (please see next page for ad specs)	<ul style="list-style-type: none"> Provide us 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 in PDF format for best reproduction quality. Electronic copy is preferred and can be sent to MerriamCampFair@aol.com Deadline for AD copy is Monday, Dec. 5, 2016 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Full Page</td> <td style="width: 50%; text-align: center;">\$ 75</td> </tr> <tr> <td>Half Page</td> <td style="text-align: center;">\$ 50</td> </tr> <tr> <td>Quarter Page</td> <td style="text-align: center;">\$ 35</td> </tr> <tr> <td>Logo</td> <td style="text-align: center;">\$ 20</td> </tr> </table>	Full Page	\$ 75	Half Page	\$ 50	Quarter Page	\$ 35	Logo	\$ 20
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<p>Online payment using PayPal is available or make checks payable to: Merriam Community PTO mailed to our Merriam Elementary School. See your registration invoice email for details.</p> <p>**Please Note – Cancellation refunds or future credits requested after January 5th, 2017 are only issued upon filling the vacant services and at the discretion of the Camp Fair Committee.</p>										

DEADLINE to RECEIVE AD COPY:

DECEMBER 4, 2016

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

\$75.00

FULL PAGE

7 1/2" Tall

by

4 1/2" Wide

ACTON CAMP FAIR
ADVERTISEMENT SPECIFICATIONS

\$50.00

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

\$35.00

QUARTER PAGE

2" Tall

by

4 1/2" Wide