



Welcome to the 3rd NALZS Kids Festival

September 14, 2024, Calhoun Community College, 6250 US-31, Tanner, AL 35671

The North Alabama Zoological Society (NALZS) is thrilled to partner with Calhoun Community College to bring you the 3rd Annual NALZS Kids Festival, held at the Calhoun Community College Main Campus. Our mission for this festival is to create a family-friendly atmosphere that fosters a deeper connection between children and Alabama's rich natural heritage and biodiversity. This event also highlights the vibrant array of local vendors and exhibitors who contribute to our community's family-friendly environment. Last year, we had the pleasure of hosting over 5,000 enthusiastic visitors, and we anticipate an even larger turnout this year.

Exhibitor and Vendor Information

Location: Calhoun Community College, 6250 US-31, Tanner, AL 35671

Set Up: Saturday, September 14 7:30 am – 9:30 am

Exhibit Hours: Saturday, September 14 10:00 am – 4:00 pm

Tear Down: Saturday, September 14 4:15 pm – 5:00 pm

Exhibit/Vendor Booth Fees (10' x 10' booth spots):

- \$75 Standard Booth
- \$150 Partner Booth - name and/or logo on Festival related digital media
- \$300 Passport Booth - name and/or logo will be on Festival related digital media. This booth guarantees patrons will visit your booth to get a passport stamp. Limit of 10 Passport booths

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The booth fee is non-refundable or transferable. All vendor booths need to be applied and paid for no later than July 25 or the application will be cancelled.

Parking: Exhibitors and vendors will be directed to a specified area for parking. Each booth comes with one parking pass. If more passes are required, please contact the event staff. Temporary parking near the exhibit area will be allowed for loading and unloading only. All exhibitors and vendors must be out of the attendee parking areas by 9:30 am.

Equipment: Exhibitor and vendors are responsible for all equipment, including tents, tables, chairs, and electricity. If you will be bringing a generator, you will need to inform the organizers so that not too many generators are located in the same immediate vicinity to help with noise reduction.

Family Friendly: Exhibitor and vendors need to have family friendly booths. It is highly encouraged that each booth has an interactive activity suitable for kids and/or families as these booths will get more traffic. Carnival games are allowed but must stay within your allotted space. Bounce houses are not allowed for exhibitors and vendors. Activities can be free, or fee based. Include details of your activities in your application. Exhibitors and vendors can purchase more booth space to accommodate their needs.

Kids Festival Passports: Upon checking in to the festival, all children will receive a passport- if they visit all the designated "passport" booths and get a stamp on their passport from the booth, they will receive a prize from NALZS. This was a great way to circulate the families as they attended the festival.

Marketing: In your confirmation packet, you will receive information and a graphic that can be included in marketing and social media advertisements. Exhibitors and vendors are encouraged to advertise on their website and social media.

Logos: Partner or Passport Booth applicants need to upload a logo to the application form.

Confirmation and Booth Packet: All exhibitor or vendor applications are done through the NALZS website, no independent or outside consultants or companies will be used. All applications will be reviewed within a week, and you will be sent a confirmation email and payment options. You will receive a final email the week of September 9, 2024, with a map with the location of your booth, map of parking, parking pass, a final set of instructions and any special guidelines that may come up.

Please return your application for exhibit/vendor booth space by July 25, 2024.

Questions? Call 256.850.7466 or email education@nalzs.org

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2024 EXHIBIT/VENDOR GUIDELINES/REGULATIONS

APPLICATION AND ASSIGNMENT OF SPACE - Applications will be made in writing on the contract form provided and must be accompanied by payment in full. Space assignments shall be made on a first come, first-served basis.

CONTRACT FOR SPACE - The application for space and the formal notice of assignment by the NALZS and Colburn School constitutes a contract for the right to use the space allotted. In the event of fire, strike, or other uncontrollable circumstances rendering the building unfit or unavailable to use, the contract shall not be binding.

CONSTRUCTION OF EXHIBITS - All exhibits must be arranged so as not to obstruct the view of or to interfere with other exhibits within the space provided.

RESTRICTIONS IN USE OF SPACE - No exhibitor shall reassign, sublet, or share his or her allotted space without the knowledge and consent of the exhibits manager.

CIRCULATION AND SOLICITATION - Circulars or advertising matter of any description may be distributed only within the space assigned to the exhibitor presenting such material. No exhibitor shall obtain exhibit space anywhere outside the designated exhibit area, and no firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

NO SUITCASING OR OUTBOARDING - Suitcasing is the act by suppliers soliciting business in the exhibit area or other public areas of the show or in another company's booth without having purchased exhibit space. This includes distributing literature or marketing materials of any kind during the event. Outboarding is the act of luring participants away from the event without having purchased exhibit space or securing advance permission of event management. Please respect the exhibitors who support this event.

NOISE-MAKING EXHIBITS - Exhibits that include the operation of musical instruments, audio equipment, or other equipment should be conducted or arranged so that the noise resulting from demonstrations will not unnecessarily disturb adjacent exhibitors and their patrons.

INSURANCE & SECURITY - All exhibitors and vendors should have appropriate insurance for the event. The exhibiting party acknowledges that the North Alabama Zoological Society and Calhaun Community College are not liable for any damages, destruction of goods or other exhibitor's property, and the exhibitor takes full responsibility for all risks to the property and activities that the exhibitor brings to the exhibition.

RESTRICTIONS IN OPERATION OF EXHIBITS - The North Alabama Zoological Society reserve the right to deny an exhibit application, or restrict exhibits that, because of noise, method of operation, or any reason, become objectionable, and may also prohibit or evict any exhibit which, in the opinion of the management, detracts from the general character of the exhibit as a whole. The reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to the exhibit. In the event of such restrictions, the North Alabama Zoological Society are not liable for any exhibit expense. Specifically, all booths should be "G-rated," no scandalous images, pornography, or questionable graphics.

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LIVE AND DEAD ANIMALS - No live animals or animal taxidermy (stuffed, pelts, mounts, etc.) unless given expressed permission by NALZS.

DRUGS, ALCOHOL, AND TOBACCO PRODUCTS - No tobacco, CBD, drugs, marijuana, or alcohol or related products on premises. This includes vaping products.

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Sponsorship Opportunities

\$5,000 – Festival DIAMOND Sponsorship Package

- Named Sponsorship of NALZS Kids Fest 2024 at Calhoun Community College
- Press Releases Mention
- Featured in monthly posts to NALZS social media (Facebook, Instagram, X/Twitter) from date of agreement through September 2024.
- Inclusion of branded items in Welcome Bags
- Exclusive event signage
- Two hosted email blasts, sent on the sponsor's behalf, to the NALZS supporters before and/or after the festival.
- Your company logo on official event T-shirts and two complimentary T-shirts
- Your company name and logo featured in printed marketing materials.
- Your company name and logo featured on the event website.
- 10' x 20' Passport Booth with Premier Placement at the entrance and logo placement on the passport map
- Diamond-level Sponsorship listed in festival digital media.

\$3,000 – Festival PLATINUM Sponsorship Package

- Press Releases Mention
- Featured in monthly posts to NALZS social media (Facebook, Instagram, X/Twitter) from date of agreement through September 2024.
- Inclusion of branded items in Welcome Bags
- Exclusive event signage
- Two hosted email blasts, sent on the sponsor's behalf, to the NALZS supporters before and/or after the festival.
- Your company logo on official event T-shirts and two complimentary T-shirts
- Your company name and logo featured in printed marketing materials.
- Your company name and logo featured on the event website.
- 10' x 20' Passport Booth with Premier Placement at the entrance and logo placement on the passport map
- Platinum-level Sponsorship listed in festival digital media.

\$1,500 – Festival GOLD Sponsorship Package

- Featured in monthly posts to NALZS social media (Facebook, Instagram, X/Twitter) from date of agreement through September 2024.
- Inclusion of branded items in Welcome Bags

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- Exclusive event signage
- Two hosted email blasts, sent on the sponsor's behalf, to the NALZS supporters before and/or after the festival.
- Your company logo on official event T-shirts and two complimentary T-shirts
- Your company name and logo featured in printed marketing materials.
- Your company name and logo featured on the event website.
- 10' x 20' Passport Booth and logo placement on the passport map
- Gold-level Sponsorship listed in festival digital media.

\$750 – Festival SILVER Sponsorship Package

- Inclusion of branded items in Welcome Bags
- Exclusive event signage
- Two hosted email blasts, sent on the sponsor's behalf, to the NALZS supporters before and/or after the festival.
- Your company logo on official event T-shirts and two complimentary T-shirts
- Your company name and logo featured in printed marketing materials.
- Your company name and logo featured on the event website.
- 10' x 20' Passport Booth and logo placement on the passport map
- Silver-level Sponsorship listed in Festival digital media.

For more information about sponsorships, please contact Jan Morrison at Jan.Morrison@nalzs.org or 256-850-7466 ext 700 or the NALZS event staff at education@nalzs.org

Please contact the NALZS event staff at education@nalzs.org if you would like to provide complimentary merchandise for welcome packets or if you would like to donate gift baskets for the hourly prize drawings.

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