



The ultimate trade fair
for the entire family



The Bank Windhoek Kidz Fun Fair

Venue:	Wanderers Sport Club	
Opening Times:	Saturday, 18 September 2010	09h00 – 19h00 (Gates close at 18h00)
	Sunday, 19 September 2010	09h00 – 16h00 (Gates close at 15h00)
Website:	www.kidz-fun-fair.com	
Organiser:	Limelight Event Marketing	
Entrance Fees:	Adults:	N\$ 40
	Kidz between 10-18:	N\$ 20
	Kidz under 10:	Free
	Tickets will be available at the entrance on both days of the fair.	

The Bank Windhoek Kidz Fun Fair is offering a comprehensive range of local and regional exhibitors specializing in products and services, health, education, toys, clothing and accessories, entertainment, travel, sports and music for the entire family.

Objectives:

The Bank Windhoek Kidz Fun Fair aims to:

- Provide a platform for new and existing establishments to market new and existing products and services and increase brand awareness.
- Strengthen ones relationship with existing customers and attract prospective customers.
- Educate the market on what is available in Namibia.
- Provide a platform for parents to find information on parenting.

2009 Review:

- More than 7000 visitors passed the entrance gates during the two days of the Bank Windhoek Kidz Fun Fair 2009.
- 99% of the visitors interviewed would very likely visit a similar fair in 2010.
- 87% of the visitors interviewed said that they liked the Bank Windhoek Kidz Fun Fair 2009 a lot.
- The Bank Windhoek Kidz Fun Fair 2009 attracted more than 55 exhibitors involved in the children's sector.
- 75% of the exhibitors interviewed said that they would very likely exhibit at a similar trade fair in 2010.
- 90% of the exhibitors interviewed rated the number of visitors at their stand as "good" and "very good", while 85% rated the quality of visitors at their stand as "good" and "very good".

Stand Packages:

Hall	9m ² Stand (3m x 3m)	N\$ 3,000.00
Tent	9m ² Stand (3m x 3m)	N\$ 2,700.00
Outdoor	36m ² (6m x 6m)	N\$ 4,500.00

A basic stand in the hall and tent includes standard shell scheme, entity name on one fascia board, standard carpeting, 2 x spotlights, 1 x 220 volt plug point and 3 x exhibitor passes.

Outdoor exhibition includes space, 1 x 220 volt plug point and 3 x exhibitor passes.

Banking Details:

Payment Deadline: The total amount is payable within 14 days of invoice date.

Bank Windhoek – Maerua Mall Branch

Branch Code: 483-872

Account No: 8002178838

NB! Should payment be made directly in the bank account / or by electronic transfer, **please ensure that your company name and stand number is indicated on the deposit slip.** Proof of payment is also required via fax or email.

Exhibitor Access Control:

Each exhibition stand will receive three exhibitor passes. Additional passes will be available on request at N\$50.00 each. If additional passes are required, the organiser needs to be informed **two days** prior to the Bank Windhoek Kidz Fun Fair on 18 and 19 September 2010. **No additional passes will be supplied on the day and normal entrance fee will apply.**

Rental of Furniture:

Exhibitors have the option of renting furniture, as specified on the application form. The responsibility will be on the exhibitor to collect and return all goods rented from the organiser. A fee will be charged for any damaged or lost goods.

Complimentary Parking:

There will be limited parking in a designated area for exhibitors. If the parking area is full, we kindly request exhibitors to park in the normal parking area provided for visitors.

Activities/Competitions:

All planned activities/competitions must be disclosed and prior written permission must be granted by the organiser to implement said activities/competitions before the commencement of the Bank Windhoek Kidz Fun Fair on 18 and 19 September 2010.

Advertising:

- An extensive advertising campaign will be arranged by the organiser covering newspaper, radio, posters, flyers and direct mailing.
- A supplement will be published in the AZ, Republikein and Namibian Sun prior to the Bank Windhoek Kidz Fun Fair with detailed information about the Fair. The supplement will also be placed into 2000 goodie bags. Please make sure you make provision for placing an advertisement into the supplement. The advertising categories and criteria will be forwarded to you at a later date.
- Branding space will be available on the grounds of the Fair. Please contact us for further information. No branding (other than on the stand that you have booked) will be permitted without prior written approval from the organiser.

Judging of Exhibition Stands:

There will be an award for exhibitors for the following stand designs and activities at the stand:

- Award for the best decorated stand.
- Award for the most innovative stand.
- Award for the stand with the best activities for children.

Security:

24 Hour security will be provided during build-up, breakdown and during the exhibition days. Although extra security will be arranged for the exhibition stands in the tent during non-trade fair times, the organiser requests exhibitors to please remove all valuable items.

Should any exhibitor require additional security services, it must be arranged with the organisers and will be for own cost. No other security company other than the security company determined by the organiser will be permitted.

Registration, Build-up and Breakdown:

- **Build-up:** Starts on Friday, 17 September 2010, at 12h00 and must be completed no later than 20h00 on Friday, 17 September 2010.
- Customised outdoor exhibits may commence earlier, with prior arrangement with the organiser.
- **Entrance during Trade Fair Days:** Exhibitors may enter their exhibition stands at 8h00/ one hour prior to trade fair times.
- **Registration:** At the Limelight Event Marketing stand in the main exhibition hall on Friday, 17 September 2010 from 12h00 to 17h00.
- **Late Registration:** Will only be provided if organiser has been notified prior to the date and time of registration.
- **Breakdown:** As from Sunday, 19 September 2010, **16h30 only** and **must be completed by Sunday evening, 21h00.**

Regards,

The Limelight Team