

# SUMMER

## CAMP ACTIVITIES EXPO

Dear Summer Expo Invitee,

It's time for Hillsdale Shopping Center's **2017 Summer Camp Activities Expo** and we invite your camp or organization to participate! The Summer Activities Expo is an annual program that attracts hundreds of families to the Center, providing information on how to plan the perfect summer getaway for children of all ages. The expo is scheduled to be held **Sunday, March 5, 2017** from 11:00 am to 3:00 pm.

Hillsdale Shopping Center is offering organizations the opportunity to partner as official sponsors in support of the Summer Activities Expo. In exchange for your support, your company's name would receive exclusive mention in Summer Activities Expo radio, newspapers, social media and website ads. That's receiving over \$45,000 in local advertising!

### Sponsorship Agreements:

- If your organization opts to sponsor the Summer Activities Expo, please complete the form attached and email with a copy of your company's logo to [nancy.kim@hillsdale.com](mailto:nancy.kim@hillsdale.com).
- **Sponsorship Registration Deadline: Friday, January 27, 2017.**

### Registration Deadline:

- **Due to space availability, we are limiting the Expo to the first 50 respondents.**
- **Registration deadline: Friday, February 24, 2017.**
- Once the show is sold out we will no longer be able to accommodate additional camps, so please respond promptly! Booth accommodation and placement will be based on a first-come, first-serve basis.
- **There will be no refunds for "no-shows" or last minute cancellations.**
- All cancellations must be submitted in writing within 5 days of the show.

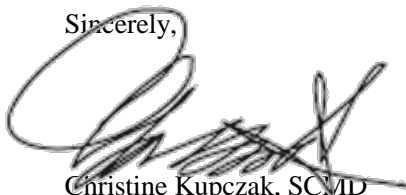
### Special Performances:

- **NOTE:** Due to space limitations we can **no longer host special activities, demonstrations or performances.**
- **Macy's Center Court will be reserved for our official sponsors only.**

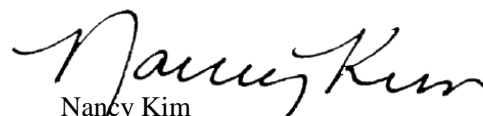
Attached are a Hold Harmless Agreement, Registration Form and Rules and Regulations for your review and signature. Should you have any additional questions, please feel free to contact us at [nancy.kim@hillsdale.com](mailto:nancy.kim@hillsdale.com) or call us at 650.345.8222.

We look forward to your company taking part in our adventurous Summer Camp Activities Expo!

Sincerely,



Christine Kupczak, SCMD  
Marketing Director



Nancy Kim  
Marketing and Events Coordinator

**HILLSDALE**  
SHOPPING CENTER

# SUMMER

## CAMP ACTIVITIES EXPO

### SPONSORSHIP LEVELS

#### GOLD SPONSORSHIP \$1,500

- Your company logo will be included in the newspaper advertising.
- Your company name will be mentioned in the 0:30 second local radio advertising.
- Your company booth will be placed in a prime location in Macy's Center Court.
- Your company logo will be included in the 22"x28" and 36"x72" in-mall signs set up in the Center.
- (2) Two free booths at the Summer Activities Expo.
- (1) Ad page in the Summer Activities Expo program distributed at the event.
- Your company name will be included on the Hillsdale Shopping Center website [www.hillsdale.com](http://www.hillsdale.com) and social media as an official sponsor.

#### SILVER SPONSORSHIP \$750

- Your company logo will be included in the newspaper advertising.
- Your company booth will be placed in a prime location in Macy's Center Court.
- Your company logo will be included in the 22"x28" and 36"x72" in-mall signs set up in the center.
- Your company logo will be included in the Expo program which will be distributed during the event.
- One free booth at the Summer Activities Expo.
- Your company's name will be included on the Hillsdale Shopping Center website [www.hillsdale.com](http://www.hillsdale.com) and social media as an official sponsor.

#### BRONZE SPONSORSHIP \$500

- Your company booth will be placed near Macy's Center Court or Nordstrom Court.
- Your company logo will be included in the 22"x 28" in-mall signs in the center.
- Your company logo will be included in the Expo program which will be distributed during the event.
- One free booth at the Summer Activities Expo.
- Your company name will be included on the Hillsdale Shopping Center website [www.hillsdale.com](http://www.hillsdale.com) and social media as an official sponsor.

#### STANDARD REGISTRATION FEE \$250

- Promotion of the Summer Activities Expo through local advertising.
- A booth at the Summer Activities Expo including a table top sign.
- Your company's name included in the Summer Activities Expo program distributed during the event.

**\*GUARANTEED MACY'S CENTER COURT PLACEMENT IS BASED ON SPONSORSHIP COMMITMENT OF \$750 OR MORE.**

# SUMMER

## CAMP ACTIVITIES EXPO

### REGISTRATION FORM

Sunday, March 5, 2017

Please complete forms below and return with your check made payable to  
"Hillsdale Shopping Center" via mail:

**Hillsdale Shopping Center c/o Marketing Department**  
**Sixty 31<sup>st</sup> Avenue, San Mateo, CA 94403-3404**

Yes, I will be participating in the Summer Activities Expo held Sunday, March 5, 2017.

Enclosed is my participation fee of: \$\_\_\_\_\_.

Please check box below:

<u>Participation Level</u>	<u>Registration Fee</u>
<input type="checkbox"/> <b>Gold Sponsorship:</b>	<b>\$ 1,500</b>
<input type="checkbox"/> <b>Silver Sponsorship:</b>	<b>\$ 750</b>
<input type="checkbox"/> <b>Bronze Sponsorship:</b>	<b>\$ 500</b>
<input type="checkbox"/> <b>Standard Registration Fee:</b>	<b>\$ 250</b>

As a sponsor of this annual community event, you will gain additional exposure through local advertising at a fraction of the cost and the premium placement in the center during the Expo.

**SPONSORS ONLY:** Please email your company/organization's logo to [nancy.kim@hillsdale.com](mailto:nancy.kim@hillsdale.com) by Friday, January 27, 2017.

Company Name: \_\_\_\_\_

Contact: : \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

- SET UP:**  Electricity Required. (Due to the limited electricity available, this is available on a first-come, first-serve basis only).  
There will be no last-minute electrical hookups available.

For more information, please contact the Marketing Department at 650.345.8222 ext. 243.

**HILLSDALE**  
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**HOLD HARMLESS AGREEMENT**  
**HILLSDALE SHOPPING CENTER**

This agreement is made between Bohannon Development Company, herein referred to as "Landlord", and \_\_\_\_\_ herein referred to as "Applicant".

1. Applicant hereby applies to Landlord to use space described as **Hillsdale Shopping Center Lower Level** within the Hillsdale Shopping Center for the period of **SUNDAY, MARCH 5, 2016**

said space to be used for the following purpose: **Summer Camp Activities Expo**

**Set Up Date and Time:** **Sunday, 03/05/2017 9:00 am – 11:00 am**

**Take Down Date and Time:** **Sunday, 03/05/2017 3:30 pm**

**Equipment (Electrical) Required:** \_\_\_\_\_

**Other:** \_\_\_\_\_

Applicant agrees to use and occupy the said space and to use all other portions of the Shopping Center (which is herein given the right to use) at its own risk and hereby releases, to the full extent permitted by law, Landlord, and its agents, servants, contractors, employees and lessees, from all claim and demands of every kind for injuries to persons or property resulting from an accident, damage or injury occurring therein. Landlord shall have no responsibility or liability for any loss of or damage to fixtures or other personal property of Applicant.

The above provisions are agreed to this \_\_\_\_\_, 2017.

LANDLORD:  
Bohannon Development Company  
By:   
Christine Kupczak, SCMD  
Marketing Director  
650-345-8222

APPLICANT:  
\_\_\_\_\_  
Authorized Signature

**HILLSDALE SHOPPING CENTER**  
SIXTY 31st AVENUE | SAN MATEO, CA 94403 | TEL 650.345.8222 | FAX 650.573.5839

**HILLSDALE**  
SHOPPING CENTER

# RULES AND REGULATIONS

## 2017 SUMMER CAMP ACTIVITIES EXPO

Welcome to Hillsdale Shopping Center. Your participation in the upcoming special event is very important to the success of the event. We ask that you adhere to the following rules and regulations to ensure of professional; smooth running program. Use of Hillsdale Shopping Center is a privilege and we ask that you respect the merchants and our customers during your stay.

The following conditions are to be reviewed and agreed to by all event participants and exhibitors.

- Do not distribute leaflets on vehicles in parking lots.
- Soliciting donations or exchange of money is prohibited.

### EXHIBITS

- Exhibits are to be set up between 9 am and 11 am and taken down 3:00pm on Sunday, March 5, 2017.
- Exhibits are to be self-contained and confined to their designated space or table top.
- Please **DO NOT post banners, signs or photos on mall walls, pillars, storefronts, trash cans or banisters.**
- All signage must be professionally made and approved in advance of installation.
- **Exhibit backdrop must not exceed 6 feet** tall unless prior approval from Shopping Center Marketing Director.
- **Electrical access is available on a *limited basis*** and must be requested at time of participation registration. (It will be given on a first come, first serve basis).
- **Exhibitors must supply their own electrical cord and tape.**
- There is no mall-wide Wi-Fi. Wi-Fi connections can only be made to stores with open available Wi-Fi signals.
- Cords must be covered by a mat and the mat taped to the ground and not present a hazard.
- Cooking utensils or equipment are not allowed.
- Exhibitors will be responsible for their own set up and take down. Use of Shopping Center maintenance or Security personnel to provide this service is prohibited.
- **Equipment such as handcarts, ladders, etc. are not available for use.**
- Please do not move benches, trash cans, signage or planters.
- **Exhibitors are responsible for discarding their own trash** at the Shopping Center compactor, use of mall trash cans is prohibited.
- Noise, including but not limited to, video monitors, CD & tape players must be at an audible level only for the booth and must not interfere with neighboring exhibitors or stores.
- Exhibit booths **must be manned** during all event hours.
- Please **refrain from eating at the booth** while in the Shopping Center.
- There is no unloading zone. **Exhibitors can park in the east and west lot near the promotional doors** to load and unload.
- The plexi-sign holders are to be left on your table after packing to leave. If the plexi sign is not collected by a Hillsdale Shopping Center representative or left at your booth, you will be invoiced for the plexi-sign holder. Thank you.