

Did you know that American children represent a dynamic retail market, influencing an estimated \$500 billion in total retail spending? -source Marketwatch.com

If you need to reach this family demographic, then don't miss the 2011...

BACK to SCHOOL

MVP EXPO

HEALTH CARE

Saturday, September 10, 2011

11am - 4pm

Located in the former Macy's at



2011 EXHIBITION INFORMATION

Featuring celebrity appearances from cast members of...



A Capital Affairs Special Event | www.backtoschoolexpo.com | 518.388.9240 ext.105

Are you looking to reach the family demographic?

Join us at the former Macy's at Crossgates Mall on Saturday, September 10, 2011 for the area's largest back to school exposition! From 11 am to 4 pm, thousands of families will come together to enjoy ongoing entertainment, health screenings, educational hands-on science, technology, engineering and math demonstrations and exhibitions, celebrity appearances and much more!

STEM Education – In addition to health and recreational booths, 50% of activities at the Expo will be dedicated to hands-on science and technology related activities including, but not limited to, rocket basics, the solar system and studies in space exploration, electricity, chromatography and nanotechnology.



Join the partners who have already recognized the importance of the family demographic including:

MVP Health Care ▪ Price Chopper ▪ Albany Medical Center
Time Warner Cable ▪ SI Group ▪ Capital Communications FCU
National Grid ▪ Northeast Orthopaedics ▪ CSEA ▪ CapitalCare Medical Group
The Albany Academies ▪ Capital Region BOCES ▪ YMCA ▪ Maria College ▪ IBM

And many more!

How will the Back to School Expo be promoted?

A comprehensive media campaign will include promotions through local print publications as well as the following media outlets:



visit www.backtoschoolexpo.com

SHOW HOURS:
EXHIBITOR BOOTHS OPEN
11AM—4PM

CELEBRITY APPEARANCE BY
CAST MEMBER FROM THE HIT
TWEEN SHOW ICARLY

ADDITIONAL APPEARANCES
FROM SID THE SCIENCE KID
AND A BELOVED SESAME
STREET CHARACTER

LOAD IN /OUT:
All exhibitors are asked to
set up either Friday, September 9
from 1pm—4pm or Saturday,
September 10 between
8am and 10:30am on the
day of the show. All booths must
be manned throughout the show.

PARKING:
Parking is available on a first-come,
first-served basis. Ample parking is
available. Exhibitors are asked to
keep emergency and non-regulated
parking areas clear.

ELECTRICAL ACCESS:
Electrical access is limited.
Exhibitors must request electrical
when submitting application
as not all locations
have electrical access.

SIGNAGE / DECOR:
A sign with your company name
will be hung at your booth. All
tables, table coverings and
skirting will be provided by show
decorator to maintain a professional
look to the Expo.

REGISTRATION:
A registration / information booth
will be located near the main
entrance to the former Macy's on
the lower level of Crossgates Mall.
Please check-in at the registration
table between 9am—11am to
receive your packet.

Who should be a part of the Back To School Expo?

The Back To School Expo will reach parents, educators, family decision makers and children ages 4 - 14 years old.

Booth Cost:

There are two exhibition levels of participation. Booths will be assigned on a first come—first serve basis.

Bronze Exhibitor - \$1,500

Booth Size: 16' x 10'
Includes two six foot tables fully set in
show colors, back drop with signage

Strategic booth placement in a premier
location

Company listing with address, phone
number and website in program
distributed at the Back to School Expo

Hyperlinked company listing on the
show website

Company listing on promotional
signage at Crossgates Mall for two
weeks leading up to the Expo

Company listing on the Back to School
Expo Facebook page with related links
and postings about your firm and
booth offerings

Standard Exhibitor - \$450

Booth Size: 8' x 10'
Includes one six foot table fully set in
show colors, back drop with signage

Company listing in program
distributed at the Back to School
Expo



Exhibitor Registration:

Exhibitors will be assigned on a first-come, first-serve basis. Applications are not eligible for booth assignment until a 25% deposit of the total booth rental fee is received. Payment may be made through PayPal or via check made payable to Capital Affairs, LLC. Once an application with a deposit is received by the show coordinators, you will receive an electronic confirmation of acceptance of your application. Online applications for exhibitor space are available at www.backtoschoolexpo.com.

Cancellations:

All cancellations must be made in writing. Cancellations received after August 22, 2011 will be assessed a \$100 administrative fee per booth. No refunds will be issued after August 22, 2011.

visit www.backtoschoolexpo.com

Special Appearances pg. 4



Expect a guest appearance from Noah Monk, cast member of the Nickelodeon hit show iCarly. The show is about a young teen, Carly, who hosts her own home-grown web show, iCarly. She lives with her twenty-something brother/guardian Spencer and produces her Web casts from a makeshift third-floor loft studio. Grappling with adolescence, she never aimed to gain fame as a rising star/underground celebrity to kids. As events unfold in the pilot, it all happens by accident when a teacher puts her in charge of the school talent show. She and her sassy best bud Sam turn the audition process into a show, which Carly's tech savvy smitten friend Freddy tapes – including their hilarious banter and great chemistry – and posts on the Web without telling the girls. The on-line audience clamors for more, and a pop phenomenon blooms, with Carly and sidekick Sam's regular Web casts ultimately featuring everything from comedy sketches and talent contests to interviews, recipes, and problem-solving.

In order to assure widespread attention to the STEM activities at the Back to School Expo, event coordinators have secured PBS phenomenon, Sid the Science Kid. This beloved main character is an inquisitive youngster who uses comedy to tackle questions kids have about basic scientific principles and why things work the way they do. The conceptual content of Sid is based in national science learning standards, cognitive learning theory, and on the preschool science curriculum, Preschool Pathways to Science. Kids will have an opportunity to meet Sid at the Back to School Expo!



SUPER WHY, a breakthrough preschool series designed to help kids ages 3 to 6 with the critical skills that they need to learn to read (and love to read!) as recommended by the National Reading Panel (alphabet skills, word families, spelling, comprehension and vocabulary). **SUPER WHY** is the first original program from **Out of the Blue Enterprises**, an innovator in interactive children's entertainment led by Angela C. Santomero, an Emmy-nominated co-creator of *Blue's Clues*, and Samantha Freeman Alpert, a veteran in children's entertainment.

and...

Fun and Games with



Live Remote with



EXHIBITOR 2011

Show Location:
The former Macy's at
Crossgates Mall, Albany, NY

Crossgates Mall is the Capital Region's premier shopping, dining, and entertainment destination. At Crossgates Mall you'll find an impressive selection of retail stores, services and restaurants to make your shopping experience a truly exceptional one!

The Mall is strategically located at the junction of I-87 and I-90, the busiest section of the New York State Thruway. Situated in the vibrant Capital Region surrounding Albany, New York.

The Mall draws visitors from a wide radius including Central New York, the North Country, Western Massachusetts and the Hudson Valley region.

Don't miss an opportunity to exhibit your products and services in a premier location!



Visit us!
BacktoschoolExpo



BacktoschoolExpo

www.BacktoSchoolExpo.com

QUESTIONS?
CALL 800.218.3960 ext.105
OR 518.388.9240 ext.105

Application for exhibit space...

SATURDAY, SEPTEMBER 10, 2011 | CROSSGATES MALL, ALBANY, NY | PRODUCED BY CAPITAL AFFAIRS, LLC

The undersigned (hereinafter, called the "Exhibitor") hereby applies for space at the 2011 Back to School Expo:

Please submit your company name as you would like it to appear on web site and promotional materials.

FIRM NAME: _____
EXHIBITOR CONTACT: _____ TITLE: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
PHONE: _____ FAX: _____
EMAIL: _____ COMPANY WEBSITE: _____
FEDERAL ID NUMBER: _____

Exhibition Space	Quantity	Fee	Total
Standard Exhibitor	_____ x	\$450.00	= \$ _____
Bronze Exhibitor	Incl. 2 tables	\$1,500.00	= \$ _____
<input type="checkbox"/> Electrical Access Required (Request must accompany contract)			

This contract shall not be binding until it is accepted and approved in writing by duly authorized representative. An electronic confirmation of the acceptance of this application constitutes acceptance of the contract by show promoter. A minimum of a 25% deposit fee of entire booth rental must accompany contract. Final payment due by August 22, 2011.

Signature of authorized exhibitor representative: _____ Date: _____

Company Description: _____

CREDIT CARD PAYMENTS MUST BE MADE ONLINE AT WWW.BACKTOSCHOOLEXPO.COM

Payment Method / Amount:  Check payable to Capital Affairs, LLC Amt. Paid \$ _____

If paying by check, mail application and payment to:
Capital Affairs, LLC
90 State Street, Suite 700 | Albany, New York 12207

For Office Use Only	
Date Rec'd: _____	Amount Rec'd: \$ _____
CC Check Check # _____	Level of Participation: _____
Booth Assignment number: _____	SD Initials: _____

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Upon acceptance of the exhibitor application form, the Exhibitor shall be bound by the rules and regulations set forth herein and such amendments or additional rules and regulations, which may be established by the Show Promoter, Capital Affairs, LLC and Crossgates Mall.

LIABILITY: Upon approval of the exhibitor application authorized by Exhibitor representative, it is understood that the Exhibitor has read and agrees to abide by the terms and conditions set forth in this agreement. Capital Affairs, LLC, Crossgates Mall and all organizations and individuals who are employed by/or associated with it, in connection with this exhibition, will not assume responsibility and shall be held harmless by all Exhibitors for damage or loss resulting from fire, theft, or any other cause whatsoever, including accident or injury to exhibitors, their employees and agents, the public, or others. The Exhibitor agrees to pay promptly for any and all damages to the exhibition building or its equipment incurred through the carelessness, or otherwise of Exhibitor or its employees or agents.

PAYMENT SCHEDULE: Total exhibitor application fee is due by August 22, 2011. No space will be reserved or assigned unless payment and contract are received by Capital Affairs, LLC and electronic receipt is received by Exhibitor. NO REFUNDS WILL BE ISSUED.

SPACE USAGE AND ALLOCATION: The space applied for is to be used solely for the Exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, sublet, or apportion the whole or any part of the exhibit space allotted.

INSTALLATION OF EXHIBITS: Installation of exhibits may begin on Friday, September 9, 2011 between 1pm - 4pm or Saturday, September 10, 2011 between 8am - 10:30am. Set up must be completed prior to start of show at 11:00am.

ADDITIONAL ITEMS: Exhibitor must notify Show Promoter in writing of props such as helium balloons, etc... Certain Mall restrictions may apply.

DISMANTLING OF EXHIBITS: Dismantling of exhibits may begin at 4:00pm on Saturday, September 10, 2011 and must be completed by 7:00pm on Saturday, September 10, 2011. No Exhibitor shall have the right prior to the closing of the Show to pack or remove articles on exhibit.

LOSSES: Show Decorator is not responsible for damage to Exhibitors property or lost shipments either coming in or going out, nor for moving costs. If exhibit materials fail to arrive, Exhibitor is nevertheless responsible for the exhibit space reserved as per this contract. Exhibitors are advised to insure against these risks.

FIRE REGULATIONS: Exhibitors agree to abide and conform to the regulations set forth by the Town of Guilderland and Crossgates Mall. The Exhibitor acknowledges these Fire Regulations are hereby made part of this exhibit space contract.

EXHIBIT SPACE REQUIREMENTS: Show decorator will provide booth table(s), signage, table coverings and chairs as outlined in exhibitor application. Exhibitors are prohibited from setting up equipment and/or materials that do not fit within allotted space and set up, unless written approval of Show Promoter is received.

FOOD/BEVERAGE: No Exhibitor shall be allowed to provide or sell any food or beverage without written approval of Show Promoter. Should approval be given, Exhibitor will be required to provide documentation of required permit(s). Absolutely no alcoholic beverages are allowed on show premises.

THANK YOU FOR PARTICIPATING IN THE
2011 BACK TO SCHOOL EXPO!

VISIT US ON THE WEB AT
WWW.BACKTOSCHOOLEXPO.COM