



Thank you for your interest in becoming a Business Exhibitor at the 2017 Miami-Dade County Youth Fair & Exposition. We're thrilled that you'd like to be a part of the largest fair in Florida.

Please review the following instructions carefully.

1. **Application Form:** The application is neither an offer, nor guarantee of space.
 - a. All questions on the application must be answered completely. Be sure the information you give is accurate, as it will be the sole representation of your business for the selection process. **Incomplete applications will not be considered or returned.**
 - b. The list of products you are requesting to sell/display/promote/give away must be specific; do not indicate "etc. or accessories". If a license agreement is issued, it will be assigned on the basis of this list only, so please be thorough. The Miami-Dade County Fair & Exposition, Inc. ("The Youth Fair") reserves the right, at its sole discretion, to disallow the sale and/or distribution of certain items.
 - c. Any brochures, handouts, catalogs, etc. should be included with this application and must be pre-approved for distribution during the 2017 Youth Fair.
 - d. Make sure to sign the application where indicated.
 - e. A recent photo of your booth(s) is required. Please make sure to include photo with your application.
 - f. One application per business exhibitor required.
 - g. Submit application to SCamilo@fairexpo.com or mail to:

Miami-Dade County Fair & Exposition, Inc.
Sira Camilo, Director, Sales & Business Development
10901 Coral Way
Miami, Florida 33165
2. **Application Fee:** There is a \$100 non-refundable application fee per application. Application fee will be applied to the cost of your booth. Payment must be in the form of cashier's check or money order and **MUST** be sent with the application form. **Application forms received by regular mail or by email without the application fee will not be considered until the fee is received.**
3. **Security Deposit:** Once selected, a \$1000 non-refundable security deposit is mandatory to be received with the signed license agreement. Security deposit will be applied to the cost of your package. Payment must be in the form of cash, cashier's check, money order or check. Balance must be paid in full by the date specified on the license agreement.
4. **Exhibit/Stand Location:** If a license agreement is issued, the location of your booth will be determined by The Youth Fair; however, your preference is important, so be sure to check the appropriate boxes and we'll try to accommodate. Locations are subject to change year to year.
5. **Insurance Requirements:** If a license agreement is issued, please follow our insurance guidelines to obtain proper insurance. Subject to approval, The Youth Fair may provide general liability insurance at \$135 for the first space; \$115 for each additional space.
6. **The Shannon Melendi Act:** If a license agreement is issued, Companies that will have a presence on the Fairgrounds during the 2017 Youth Fair, must comply with the Miami-Dade County Ordinance referred to as the "The Shannon Melendi Act." Each Company must sign and submit The Youth Fair's Compliance Statement certifying that the requirements of the Ordinance have been understood and met. The terms and conditions of this Ordinance will be attached and made a part of your license agreement.
7. **Sponsor and Business Exhibitor Manual:** By signing the license agreement, you are agreeing to print, read and abide by the 2017 Sponsor and Business Exhibitor Manual available on our website www.fairexpo.com.

Application

\$100 Non-refundable Application Fee is due per application

Cashier's Check or Money Order

Please type or print clearly in ink

Person Authorized to Sign License Agreement _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Business Phone () _____ Cellular Phone () _____

Email _____ Web Site _____

On-Site Contact Name _____ On-Site Contact Phone () _____

On-Site Contact Email _____

Federal Taxpayer's ID # _____ How long in business? _____

Business Type: Sole Proprietorship Partnership Corporation Other

Have you ever participated in the Miami-Dade County Youth Fair? Please circle one. Yes or No

❖ If yes, what year(s)? _____

List products to be sold, promoted, displayed or given away. Be specific, include prices (if you need more space please attach a list). Along with this application please attach brochures, handouts, catalogs, etc. that will best describe your product. Only approved items and/or services will be reflected on your agreement.

Select space needed 10' x 10' 10' x 20' 10' x 30' 10' x 40' Other _____

Select space location Indoor Space Outdoor Space Both (Indoor & Outdoor) Space

Select type of space In-line Corner

Please circle one

Are you a member of International Association of Fairs & Expositions (IAFE)? Yes or No

Will you be handing out edible samples to promote your product? Yes or No

Will you only be taking leads for future business? Yes or No

Will you be selling product(s)? Note: the current sales tax rate is 7%. Yes or No

Will you provide your own indoor pipe and drape? Yes or No

Will you provide your own outdoor tent? Yes or No

Will you require on-site living quarters? Yes or No

Note: Mobile Home must be provided by you. Cost determined by the Concessions Dept.

Will your stand require running water & sewer? Yes or No

❖ If yes, please indicate all water and sewer needs.

Will your stand require electrical hookup? Yes or No

❖ If yes, please indicate all electrical needs and list all equipment that you wish to plug in.

Special Request(s): Please be as detailed as possible. Add additional sheets as needed.

Package Pricing for The Marketplace (Air-Conditioned Indoor Space):

Package include booth space, selling privileges and features one marketing business development element (your Company's logo with link to Company's webpage will be promoted on The Youth Fair's webpage).

- ❖ In-line Booth: 10' X 10' - \$2,500
- ❖ Corner Booth: 10' X 10' - \$3,000
- ❖ Each additional booth will be discounted \$500
- ❖ Larger indoor spaces are available; outdoor spaces in SponsorVille are available; packages and costs are customized.

References:

Please list two (2) fairs, festivals or shows you have recently participated in.

Event #1 and date: _____
(Please provide booth picture.)

Contact person _____ Phone () _____

Event #2 and date: _____
(Please provide booth picture.)

Contact person _____ Phone () _____

I hereby acknowledge the following: (1) I have reviewed and hereby consent to the terms and conditions of the application instructions; (2) the contents of this Application are true, correct, and complete to the best of my knowledge; (3) the application fee is a non-refundable payment; and (4) The Youth Fair retains the right to amend its application procedures without notice.

Please print name: _____

Signature: _____

Date: _____

If you have any questions regarding this application, please call the Miami-Dade County Fair & Exposition Sales & Business Development Department's office at (786) 315-5266 or email at scamilo@fairexpo.com.



The Miami-Dade County Youth Fair runs for 21 fun-filled days. It boasts hundreds of sponsors and business exhibitors, high-caliber entertainment, endless displays of student exhibits, crafts, prize winning livestock, a horticulture area and of course, a wonderful array of foods, thrilling rides and loads of activities for the whole family.

Why partner up with The Youth Fair?

Businesses can get involved by either renting space on the Fairgrounds or by partnering with The Youth Fair's Sponsorship Program. Exhibiting at the Youth Fair offers an unequalled opportunity to make direct, person-to-person contact with prospects on all levels. No other single event in the State of Florida offers you as much potential as the Youth Fair because no other event attracts as many guests more than 600,000. **SponsorVille** and **The Marketplace** are by tradition two of the most popular attractions of the Youth Fair. Many fairgoers make it a point to find out what's new, pioneering, interesting and innovative in the agricultural, industrial, commercial and consumer trade areas.

Basic information on launching a successful Youth Fair promotion or sales campaign for your products.

How to Exhibit

- ❖ **Purpose** - Determine what you want to achieve and establish exhibit objective (sales, introduce new product, improve public image, harvest consumer leads, etc.).
- ❖ **Budget** - Establish a budget. The exceptionally reasonable cost of space and our large attendance base are two important factors which make the Youth Fair such an attractive investment. A small investment can reap significant profitability.
- ❖ **Space** - Secure the best space you can afford. You should be able to accommodate guests in your booth without blocking the aisle or crowding other exhibitors.

Exhibit/Display Design

- ❖ Use a professional designer, if possible.
- ❖ Determine key features and benefits associated with your product(s). Present them simply and directly. Studies have shown you have approximately 6-8 seconds to actually stop a potential customer.
- ❖ An on-the-spot demonstration is more effective than an elaborate, costly, static display.
- ❖ Try to have the brightest, most colorful booth in the area.
- ❖ Plan re-use of your exhibit with minor modifications at next year's Youth Fair Event. Make enough significant changes to your booth to provide a fresh look each year.
- ❖ Sidewalls of display booth may not obstruct the vision into the adjoining space in the front five feet closest to the aisle.

Staffing

- ❖ Insist your employees be well-groomed, well-dressed and courteous at all times.
- ❖ Be sure they are fully informed of your business and products.
- ❖ Plan to have an adequate number of staff to allow periodic breaks and maintain an open booth.
- ❖ Make sure your staff has the booth open all hours required in your license agreement.