



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**HEALTHY KIDS DAY  
EXHIBITORS' GUIDE  
TO A SUCCESSFUL EVENT!**

**Welcome to HEALTHY KIDS DAY 2018**

**AWAKEN SUMMER IMAGINATION!**

**Presented by:**



## INTRO

Welcome to the Joplin Family YMCA' annual Healthy Kids' Day Vendor Expo!

A national YMCA initiative, Healthy Kids' Day is the nation's largest health day for kids and families. Hosted at thousands of Y's across the U.S., Healthy Kids Day is designed to emphasize the importance of keeping kids healthy and active during the summer months to prevent summer learning loss and stem the trend of summer weight gain that contributes to childhood obesity.

Exhibitors are key to the success of Healthy Kids' Day. This is your opportunity to showcase products and services that benefit Four-State families and kids by keeping them healthy, active, creative and engaged!

Healthy Kids' Day is a free event that is open to the public regardless of Y membership. The Joplin Family Y's Healthy Kids' Day event attracts a large attendance of over 1,000 people. As an exhibitor, Healthy Kids' Day puts you face-to-face with prospective customers from your target market, helps raise your community profile and demonstrates your commitment to serving local families.

This year's theme is **AWAKEN SUMMER IMAGINATION!** The theme is intended to be broadly interpreted, ranging from physical activity to cultural and educational experiences that strengthen families in mind, body, and spirit. Have fun with the theme by incorporating it into your giveaways and booth decorations!

**SCHEDULE OF EVENTS (Tentative. Please check [joplinfamilyy.org](http://joplinfamilyy.org) for updates to schedule!)**

**Saturday, April 7**

**8:00am**

- **Freeman 1-Mile Fun Run beginning and ending at Joplin Family Y. Free; registration required.**
- **Y Welcome Booth Opens T-shirts for first 500 kids; Get your goodie bags and punch cards to win BIG prizes!**
- **Vendor Exhibits Open (Free and Open to Public)**
- **Breakfast items available for purchase from food vendors**

**8:30am**

- **Freeman 5K beginning and ending at Joplin Family Y. \$20 registration fee, includes chip timing and race shirt. Proceeds benefit Freeman Pediatric Therapy. Complimentary child care for race participants and volunteers in Y nursery.**

**9:00am**

- **Get this Party Started! Music and Entertainment by DJ Brock Short**

**9:45am**

- **Freeman 5K Award Ceremony, presented by Bob Brown**

**10:00am**

- **Zumba Kids Dance Party with Jenny**
- **PRIZE DRAWING! (Must be present to win)**

**10:30am**

- **Entertainment**
- **PRIZE DRAWING! (Must be present to win)**

**11:00am**

- **Entertainment**
- **PRIZE DRAWING! (Must be present to win)**

**11:30am**

- **Battle of the Mascots**
- **PRIZE DRAWING! (Must be present to win)**

**12:00pm**

- **\$500 ACADEMY SPORTS AND OUTDOORS GIFT CARD PRIZE DRAWING (Must be present to win)**
- **CONCLUSION OF EVENT**

## **WHERE FAMILY IS THE FOCUS**

The Joplin Family Y has been strengthening the Joplin community since 1891. A member-supported non-profit, the Y works under the guidance of Christian principles to serve the community with activities and programs that enable all people to achieve their full potential through the development of spirit, mind and body.

Each year, your local Y provides over \$200,000 in financial assistance to support lower-income families and children through programs that foster youth development, healthy living and social responsibility. Key programs we offer include affordable child care to support working families; youth sports to help children learn the fundamentals of teamwork; and swim lessons to help kids develop water-safety skills and self-confidence.

When you support the Y, you are strengthening the foundation of the Joplin community – the children who will serve as leaders, business owners and our workforce in the future.

## **TIMELINE TO EVENT**

- |                |                                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------|
| March 1        | Booth Space request forms and nonrefundable payment due.<br>Deadline for sponsorship                  |
| April 3        | Sponsor promo items for goodie bags due at Joplin Family YMCA South, 3404 McIntosh Circle (500 items) |
| April 5        | Giveaways for prize drawings due at Joplin Family Y South                                             |
| <b>April 7</b> | <b>EVENT DAY!</b>                                                                                     |

Please note that the event is scheduled to take place outdoors, with booth setup beginning at 7am, Saturday, April 7. *(In the event of impending inclement weather, a decision **may be made in advance** to move the event indoors. Vendors will be informed by noon on Friday, April 6 of a decision to move the event indoors.)*

## SATURDAY, APRIL 7

7:00 a.m. – 7:45 a.m. – Vendor Set Up

Healthy Kids Day and the Vendor Expo will be held in the front (north) parking lot of Joplin Family Y, 3404 W. McIntosh Circle Dr., Joplin, MO 64804.

Vendors must enter the venue from 32<sup>nd</sup> Street. The start/finish line of the Freeman 5K will be set up on W. McIntosh Circle, therefore it is not possible to enter the venue from the south via McIntosh Circle.

Check in at Vendor Check-In Table. Staff will inform you of location of your booth. Volunteers will be on hand to assist with booth set up. (As a courtesy to other vendors, please do not change booth locations.)

After checking in and unloading, vendors will park in the vendor parking area, located in the Freeman parking lot adjacent to the rear parking lot of the Y.

All booths must be staffed and open for business no later than 7:45a.m.

## SHOWTIME

8:00 a.m. – 12:00 p.m.

Vendor Expo open to public

Kids will receive punch cards directing them to sponsor booths to collect “punches.” Filled cards must be returned to the Volunteer Table to be entered into the prize drawings.

Kids will be asked to vote for their favorite vendor booth. The booth voted “Kids’ Choice” will win a prize (TBA).

## TEARDOWN

12:01 p.m. – 3:00 p.m.

Booth Teardown

Please do not tear down your booth until the Vendor Expo closes at 12:00p.m.

All booth materials with the exception of tables, chairs and tent rentals provided by the Y must be removed by 3:00 p.m.

THANK YOU TO ALL OUR EXHIBITORS FOR SHOWCASING YOUR ORGANIZATION OR BUSINESS!



## EXHIBITOR FAQs

### 1. How can I prepare for Healthy Kids' Day?

Go into Healthy Kids' Day with a pre-, during- and post-event plan. To make the most of your experience, plan targeted pre-event marketing featuring your Healthy Kids' Day presence on your website, social media sites, and placing event collaterals at your place of business. Utilize the Healthy Kids' Day theme to decorate your booth. Make sure you have a banner displaying your name and plenty of business cards and promotional materials to hand out to prospective clients. Kid-friendly giveaways are always a hit! Set goals for Healthy Kids' Day, including how many new contacts you hope to make and what new resources you can find or collaborations you can engage in with other exhibitors. After Healthy Kids' Day, make post-event contacts, thank people for visiting your booth and encourage them to do business with you! Exhibitors who plan for Healthy Kids Day get the most out of their experience!

### 2. As an exhibitor, what are my responsibilities at Healthy Kids' Day?

The main responsibilities of exhibitors include:

- Please set up your booth between the hours of 7:00 a.m. and 7:45 a.m. on April 7 (large equipment may be brought to the Y before 4:00 p.m. on April 6 and stored overnight.) If you require more than 45 minutes to set up your booth, please contact our logistics coordinator, Jackie McKibben, at 781-9622 or [jmckibben@joplinfamilyy.org](mailto:jmckibben@joplinfamilyy.org).
- Please do not tear down your booth any earlier than 12 p.m. on April 7.
- Please have booth completely torn down and removed by 3:00 p.m. on April 7.
- Please make sure your booth is staffed from 8:00 a.m. – 12:00 p.m. on April 7.
- Please ensure that those staffing your booth are knowledgeable about your services/products.

### 3. What does my booth include?

Every booth includes one 6-foot table, two chairs, and access to electricity **if requested**. This is an outdoor event held on the Y's parking lot. **WE STRONGLY RECOMMEND THAT you bring sandbags or weights to secure your tent in the event of winds.**

### 4. What if I have additional needs?

Please contact Jackie McKibben at [jmckibben@joplinfamilyy.org](mailto:jmckibben@joplinfamilyy.org) or 417 781 9622 to discuss special accommodations for your booth needs. We want you to have a successful experience, and are happy to help if we can.

5. Can I share my booth?

Booths may not be sublet or shared.

6. When can we set up?

Set up begins at 7:00am on April 7. It is possible to store large items at the Y overnight or park trailers/vehicles/food trucks in our parking lot; please contact Jackie McKibben at [jmckibben@joplinfamilyy.org](mailto:jmckibben@joplinfamilyy.org) in advance to make arrangements if you require overnight storage. Please see page 4 - 5 of this packet for details regarding set up.

7. Where is the exhibitor entrance?

The exhibitor entrance is located at the entrance of the Y parking lot nearest to 32<sup>nd</sup> Street. Volunteers will be available to assist you in moving items from the loading area to your booth location. PLEASE DO NOT ATTEMPT TO ENTER THE Y PARKING LOT FROM THE SOUTH VIA MCINTOSH CIRCLE, as it will be closed off due to Freeman 5K.

8. Where do exhibitors park and check in on event day?

Please park in the Freeman lot adjacent to the south parking lot behind the Y AFTER you have checked in at the exhibitor entrance and unloaded (see #7 above). You will need to show your exhibitor's nametag to traffic control in order to gain access to the exhibitor parking lot.

9. Where is the rest area?

Exhibitors should use the main restrooms located in the lobby of the Y. Please refrain from using the restrooms located in the locker rooms. A vendor lounge with coffee and refreshments will be available in the Y's kitchen.

10. Is there Internet service available?

Yes, but the signal fluctuates. If you require service, please consider an alternative method such as an air card. Vendors who plan to accept credit cards are encouraged to use Square or other such method that runs on an electronic device with a data package.

11. Does the Y provide security of our materials?

The Y will be locked at 10:00 p.m. on April 6, and night maintenance staff will be on the premises all night. However, it is impossible to monitor security for all valuables. PLEASE DO NOT LEAVE CASH OR ANY VALUABLE ITEMS THAT WOULD BE A TARGET FOR THEIVES UNATTENDED. The Joplin Family Y is not responsible for lost or stolen items.

12. May I make announcements from my booth or is there a general announcement system?

Announcements will be made through the event emcee via a general announcement system.

13. Will there be food to purchase?

There will be concessions selling food during the event.

14. Are we allowed to sell in our booth?

With a valid temporary merchant's license, you may sell product within YOUR booth space only; you may not walk around selling anything. You are responsible for collecting taxes on any items sold.

15. What happens in case of extremely bad weather?

There is always the possibility of rain and storms in April. In the case of bad weather, the Joplin Family Y always puts the safety of our exhibitors and participants first. If it is necessary to postpone or cancel Healthy Kids' Day, it will be communicated through our website, [joplinfamilyy.org](http://joplinfamilyy.org), and Facebook, [facebook.com/joplinfamilyy](https://www.facebook.com/joplinfamilyy).

16. Will there be adequate parking for my customers?

Parking will be available in the Freeman lots on W. McIntosh Circle and in the YMCA south lot (after the conclusion of the 5K).

17. Are there still sponsorships and marketing opportunities available for Healthy Kids' Day?

Yes, there are many sponsorships and ways to place your business in front of Healthy Kids' Day attendees. If you would like to learn more, please contact Kim Gray, at [kgray@joplinfamilyy.org](mailto:kgray@joplinfamilyy.org).

18. What if I or someone from my business would like to volunteer? We are always in need of volunteers to help with registration, set-up, greeters, etc., If you are interested in volunteering, contact Lauden Baker at [lbaker@joplinfamilyy.org](mailto:lbaker@joplinfamilyy.org)

## EXHIBITOR TIPS AND HINTS

- Have at least two people in your booth
- Take the time to walk around to the other exhibits
- Use your time at Healthy Kids' Day to meet, greet and sell your products or services. The office can wait until Monday!
- Wear your exhibitor tag at all times
- Logo business wear is a great way to promote your business.
- Wear comfortable shoes and layered clothing.
- Gear activities, giveaways and sales pitches to families and children; make them specific to your business and the theme of the event.
- Spend time with other booth vendors. They are also some of your best prospects!
- Want to capture the names of people passing by your booth? Offer a drawing for a product or a service.
- Do not sit and visit with others in your booth when people are looking at your exhibit. You might just miss the most important sale or lead of the day!
- Have fun. Smile! If you are outgoing and friendly and show interest in people, they will show interest in your company.
- If there are several people working, take shifts.
- Bring plenty of business cards and promotional materials.
- Think "outside the box" for booth ideas – not just the same gimmicks everyone else uses.
- Keep it simple. It's a 4-hour event.
- Utilize the theme and tagline when decorating your booth.
- Keep exhibit open for access by visitors by carefully positioning potential barriers such as tables and displays.
- It is never too early to start planning for this event. The day will sneak up on you if you are not careful! Try to make the display colorful and exciting and have fun with the theme.
- Utilize the full setup timeframe to allow yourself extra time to get things together.
- Get involved:
  - Volunteer to help with the event
  - Include a promotional flyer in the exhibitor bags
  - Provide an item for the half-hourly giveaway