

**Do You Need to Reach
the Family Demographic?**



**If you've got a product or service
that you want to market to families,
don't miss the only event of its kind
in the Northeast...**

**The Addictions Care Foundation
Presents ^{THE} 7th Annual**



Saturday, April 9, 2011

At the Washington Avenue Armory & Sports Arena

10 am - 4 pm



**Endless Chocolate,
Children's Activities,
Live Entertainment,
and much, much more!!!**



**The Addictions Care Center
of Albany, Inc.**

Proceeds to benefit the programs and services of the Addictions Care Center of Albany, Inc. (ACCA), including ACCA's new Women & Children's Campus, allowing us to equip moms and kids alike for a healthy lifestyle free from addictions.

Fact Sheet



Date: Saturday, April 9, 2011
10 am – 4 pm

Location: Washington Avenue Armory & Sports Arena
Washington Avenue, Albany, New York 12210

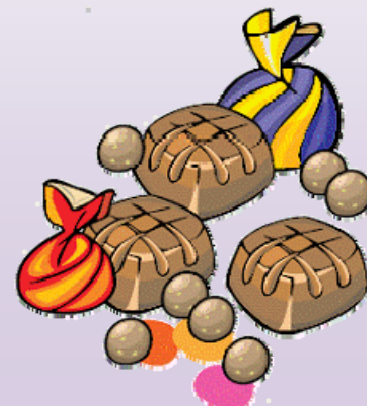
About the Event...

The 7th Annual Northeast Family Chocolate Festival will return to the Washington Avenue Armory & Sports Arena on Saturday, April 9, 2011. This event attracts thousands from all over the Capital Region and beyond with its wealth of entertainment, activities, and Chocolate, Chocolate, Chocolate. In 2011, more than 3,000 are expected to turn out for this premier family festival. The major media partnerships secured for 2011 will ensure the heightened visibility of the festival.

As an exhibitor, your business will be part of an extensive media campaign including a **12-page Times Union supplement** highlighting your business name and description. The festival will be heavily advertised in the Albany Times Union, as well as through a major radio campaign via partnership with Town Square Media.

Participation in this year's Northeast Family Chocolate Festival will offer you an opportunity to market your products, programs, and/or services to a family demographic. At the same time, your business will be recognized as a strong community partner supporting the worthwhile programs and services of the Addictions Care Center of Albany (ACCA). All proceeds will be directed toward ACCA's new Women & Children's Campus, allowing us to break the intergenerational cycle of abuse and addictions, repair and heal the family, and equip moms and kids alike for a healthy lifestyle free from addictions.

Don't miss this opportunity to reach your target audience!



Exhibitor Information



When: Chocolate Festival – April 9, 2011

Location: 195 Washington Avenue
Washington Avenue, Albany, NY 12210

Show Hours: 10 am – 4 pm

Load In/Out: All exhibitors are requested to set up their displays between the hours of:

- **Friday, April 8, 2011, 3 pm – 6 pm**
(please note: ACCA cannot assume responsibility for any items left overnight at the event site)
- **Saturday, April 9, 2011, 8 am – 10 am**
 - Exhibitors will be notified of booth assignments by **March 31, 2011**
 - All booths should be broken down after 4 pm, immediately following the event. Vehicles will need to vacate the parking garage by 6 pm.
 - Please note – hand trucks will not be available. Please come prepared.

Parking: Parking is available across the street from the arena in the Parking garage. Vendors will be given one complimentary parking pass.

Electrical: Electrical access is limited. Exhibitors **MUST** contact show Coordinator at 518.465.5829 ext. 15 for electrical access or note it on your contract by **March 11, 2011**.

Signage: A sign with your company name will be hung at your booth.

Registration: A registration / information booth will be located near the entrance to the Washington Avenue Armory. Please check in at the registration table to receive your exhibitor package.

Food Vendors: ACCA is required by NYS Dept. of Health to file an Application for a Permit to Operate a Temporary Food Service Establishment in order to have food vendors at our event. **Copies of Worker's Compensation and Disability Insurance certificates OR a CE-200 Worker's Compensation form** are required to be submitted by each food vendor by **March 4, 2011**. Please see page 6 for more information.

Forms may be submitted by fax to (518) 449-4876 or mail to the Addictions Care Foundation c/o Francine Sinkoff at 90 McCarty Ave., Albany, NY 12202.

Questions? Call Francine Sinkoff At 518.465-5829 ext. 15

Exhibitor Packages

Standard Exhibitor Package: \$125.00

This package includes:

- One 6' table with linen and skirting
- Backdrop
- 2 chairs
- Garbage can
- One parking pass
- 2 adult and 2 child passes to the festival for friends, family or customers



Layout Option

Premium Exhibitor Package: \$195

This package includes:

- Two 6' tables with linen and skirting
- Backdrop
- 2 chairs
- Garbage can
- One parking pass
- 4 adult and 4 child passes to the festival for friends, family or customers



Layout Option

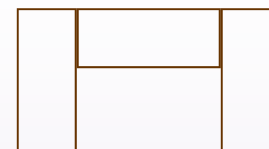
Gold Exhibitor Package: \$275

This package includes:

- Three 6' tables with linen and skirting
- Backdrop
- 4 chairs
- Garbage can
- Two parking passes
- 6 adult and 6 child passes to the festival for friends, family or customers



Layout Option A



Layout Option B

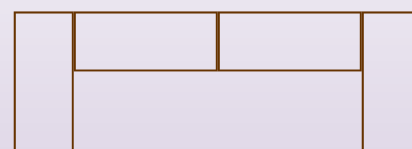
Platinum Exhibitor Package: \$375

This package includes:

- Four 6' tables with linen and skirting
- Backdrop
- 4 chairs
- Garbage can
- Four parking passes
- 8 adult and 8 child passes to the festival for friends, family or customers



Layout Option A



Layout Option B

Questions?

Call Francine Sinkoff at 518.465.5829 ext. 15

Or email: fsinkoff@theacca.net



Presented by:



The Addictions Care Foundation

CONTRACT FOR VENDOR SPACE

PLEASE FILL OUT AND MAIL THIS FORM WITH A DEPOSIT TO:

The Addictions Care Foundation, Inc.
90 McCarty Avenue
Albany, New York 12202

- Reservation Deadline is February 25, 2011.
- Booth assignments are made on a first come, first served basis.
- DEPOSIT AMOUNT FOR EACH BOOTH IS \$75 TO BE SENT IN WITH CONTRACT.
- BALANCE MUST BE PAID IN FULL BY MARCH 11, 2011.

*ALL CHECKS MUST BE MADE PAYABLE TO The Addictions Care Foundation

Please indicate which package you would like below. If selecting Gold or Platinum packages please indicate desired layout. Please refer to page 7 for detailed description of packages.

<input type="checkbox"/> Standard Exhibitor Package	Rate	<input type="checkbox"/> Electrical Outlet Needed
<input type="checkbox"/> Premium Exhibitor Package	\$125.00	
<input type="checkbox"/> Gold Exhibitor Package	\$195.00	<input type="checkbox"/> Option A or <input type="checkbox"/> Option B
<input type="checkbox"/> Platinum Exhibitor Package	\$275.00	<input type="checkbox"/> Option A or <input type="checkbox"/> Option B
	\$375.00	
Total Cost of Package		\$ _____
Deposit		\$ _____
Balance Due		\$ _____

Payment method: Check MasterCard Visa AmEx Discover

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ Sec. Code _____ (3 digits)

Signature: _____ Amt. to Charge: \$ _____

PLEASE PRINT CLEARLY (as you would like your name to appear in program and Times Union Supplement)

COMPANY NAME: _____

CONTACT NAME: _____

EMAIL: _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

SIGNATURE _____

TELEPHONE: _____ FAX: _____

BUSINESS DESCRIPTION FOR TIMES UNION SUPPLEMENT: _____

Please check if you will be providing free tasting samples!

THIS FORM MUST BE SUBMITTED BY February 25, 2011 TO:
Addictions Care Foundation, Inc. – 90 McCarty Avenue, Albany, New York 12202

VENDOR LISTING FORM

VENDOR PASSES:

COMPANY / VENDOR NAME: _____

(as it is to appear on sign & badge)

1. _____

5. _____

2. _____

6. _____

3. _____

7. _____

4. _____

8. _____

Please mail this form back by March 25, 2011 to:

ATTN: Francine Sinkoff
Addictions Care Foundation, Inc.
90 McCarty Avenue
Albany, New York 12202

- Or fax to Francine Sinkoff @ 518.449-4876
- Or email your list to fsinkoff@theacca.net

Questions?

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Or email: fsinkoff@theacca.net

