# THE PARENTS FAIR

**Exhibitor Information & Booth Reservation**

Connect your business with thousands of Triangle-area families at the Kids Exchange Consignment Sale.

## Why exhibit with us?

Kids Exchange is a twice-yearly community consignment event that brings together tens-of-thousands of sellers and shoppers. Our Parents Fair places family-focused businesses where shoppers can discover products and services, meet local business owners, and build lasting connections.

Our established event has welcomed 20,000+ shoppers at its sales. (Attendance and results are not guaranteed.)

## Your booth at a glance

- Location: NC State Fairgrounds, Jim Graham Building, 1025 Blue Ridge Road, Raleigh, NC 27607.
- 10 × 10 booth: $595
- Included: Two tables and two chairs per booth space
- Optional additions: Electricity $45; website link $450/year; title sponsorship $10,000 (subject to availability and confirmation).
- Booths are positioned along shopper traffic near checkout and are two-sided, open to both the checkout line and the sales floor. Booths do not have traditional 8-foot backdrops.

## Setup, staffing & breakdown

- Setup: Tuesday, 10 a.m.–7 p.m., or Wednesday, 9–11 a.m. Setup must be complete by 11 a.m. Wednesday.
- Staffing: You may choose when to staff your booth, but we strongly recommend coverage during peak shopping periods. If unattended, leave brochures or other approved information.
- Breakdown: Sunday beginning at 5 p.m. Exhibits must remain in place through the end of the event; building access continues until 8 p.m.

## Shopping schedule

- Wednesday: Work Exchange private shopping, 1–8 p.m. (exhibitor staffing optional as we have only 400 volunteer shoppers).
- Thursday: Seller shopping, 9 a.m.–8 p.m.; public early-entry shopping, 5–8 p.m.
- Friday: Public shopping, 9 a.m.–6 p.m.
- Saturday: Public shopping, 9 a.m.–4 p.m.; private half-price shopping follows for Volunteers and Sellers
- Sunday: Half-price public shopping, 9 a.m.–5 p.m.

## Make the most of your booth

- Create a simple, inviting display with one clear message about how your business helps families.
- Offer a quick demonstration, small activity, or special promotion that is easy for busy parents to enjoy.
- Provide a giveaway valued at $50 or more and a simple entry method. Collect contact information w/ plans to follow up.
- Invite your existing customers to visit and tell them where to find you.
- Engage shoppers warmly, respect traffic flow, and follow up promptly with people who request more information.

## Important exhibitor details

- Parking: Exhibitor parking is generally behind/between the Expo and Graham buildings. If parking on the 'Youth Center Dr' side of the building, please do not block the sold-items-pick-up area. This door will be open for you 15 min prior to the sale each day.
- Admission: Exhibitors do not need a separate badge. Most public shopping is free.
- Food and beverages: No food or drink giveaways or sales without advance approval from the NC State Fairgrounds. Product-related samples of up to 2 ounces may be considered, subject to NC State Fairgrounds approval at least one month before the event.
- Booth displays: Keep all signage, demonstrations, products, and promotional activity within your assigned space.

## Reservation & payment

Booths are limited and reservations are accepted on a first-come, first-served basis, subject to confirmation. A $100 nonrefundable deposit is required to reserve a booth. The remaining balance is due one month before the event.

Checks: Payable to Kids Exchange. Mail your completed agreement and deposit to

**Kids Exchange**

**PO Box 438**

**Wake Forest, NC 27588**

For electronic payment, please request a PayPal invoice (3.5% credit-card processing fee applies)

Exhibitor questions: Amy.kxi@gmail.com | KXConsignment.com

We would love to introduce your business to the Kids Exchange community!

# EXHIBITOR BOOTH RESERVATION

The Parents Fair at the Kids Exchange Consignment Sale | NC State Fairgrounds, Jim Graham Building

**Event dates requested:** _____

Business / organization: _____

Contact name: _____

Mailing address: _____

City / state / ZIP: _____

Phone: _____ Email: _____

Products or services to be promoted: _____

## Select your booth & options

☐ 10 × 10 booth — $595 ☐ 10 × 20 double booth — $1,190

☐ Electricity — $45 ☐ Additional table — $30

☐ Website link — $450/year ☐ Title sponsor — $10,000

Total selected: $_____ Deposit enclosed/paid: $_____ Balance: $_____

Payment method: ☐ Check ☐ Electronic invoice requested

## Agreement & exhibitor terms

1. Reservation is subject to availability and Kids Exchange approval. A $100 nonrefundable deposit confirms the booth; the balance is due one month before the selected event.

2. Exhibitor may display, demonstrate, promote, or sell only approved products/services within the assigned booth. Booth sharing or promotion of another business requires advance approval.

3. Setup must be complete by Wednesday at 11 a.m. Exhibits must remain in place until Sunday at 5 p.m. Exhibitor is responsible for staffing and securing its display.

4. Displays must be freestanding. No attaching materials to facility surfaces. Demonstrations, sound, and materials must not obstruct aisles or disrupt other exhibitors. Professional conduct is required.

5. Food/beverage distribution is not allowed. Samples of items sold require special requests in advance and written approval from the NC State Fairgrounds.

6. Kids Exchange makes no guarantee of attendance, weather, or sales. If circumstances prevent the event from taking place as planned, Kids Exchange may reschedule the event or change its location.

7. Exhibitor is responsible for its property and personnel and releases Kids Exchange, the venue, and their representatives from claims for loss, damage, or injury, except where prohibited by law.

8. Exhibitor confirms they have business liability insurance that will cover this event.

By signing, I acknowledge that I have read and agree to the exhibitor terms above.

Authorized signature: _____ Date signed: _____

Printed name / title: _____

Return to: Amy.KXconsign@gmail.com | Mail deposit: Kids Exchange, PO Box 438, Wake Forest, NC 27588