

Fun in the Sun!

2010 Michiana Summer Camp Fair



January, 2010

Dear Fellow Summer Camp Sites:

Sponsored By:



We know that summer might feel a long way off, but the 9th Annual Michiana Summer Camp Fair 2010 is quickly approaching. Mark your calendars for Saturday, February 27, 2010 from 10am-1pm. We are looking forward to another successful year. We were able to relocate the fair to a larger venue. This year, the South Bend Parks and Recreation Department will be hosting the Michiana Summer Camp Fair at the Century Center in downtown South Bend. We believe this will be an exciting change that will allow us to accommodate a larger crowd.

As you know, the Michiana Summer Camp Fair is sponsored by the South Bend Parks & Recreation Department, in partnership with the American Camp Association. It gives parents and their children the opportunity to seek out information, ask questions and make informed decisions on what they will be doing during the summer months ahead. This is your chance to showcase what your camp has to offer. With a new location and renewed excitement, we believe this will be our biggest year yet!

In Partnership with:



This year, the location has been changed to the Century Center in downtown South Bend. Our goal in this move is to attract more people with a convenient location, a greater number of parking spaces and a larger space to accommodate a growing number of camp booths and allow for greater crowds. We look forward to seeing the Michiana Summer Camp Fair grow and expand each year.

The cost for a booth this year has not been changed. It will be \$50.00 (additional fee for electric) which will include advertisement through flyers, posters, local print, radio and television media and the newly redesigned South Bend Parks & Recreation website. We plan to reach out to local school corporations such as South Bend Community, School City Mishawaka, Penn-Harris-Madison, Bremen Public, Plymouth and LaPorte. We plan to partner with WSBT and their local stations to advertise the event. We will also distribute an electronic copy of the flyer for your records and so that you have the opportunity to distribute them as well.

Camp Fair Guides will be given to each visitor as they come in to guarantee they get all the camp information. At the back of each guide is a **"Fan of Fun"** card. As they visit each booth, their card is marked. After completing a short survey on the back, each completed card will be entered into a drawing for a free week of camp. If you would like to contribute to this drawing with a donation of a free week at your camp,

please indicate that on your registration form. One lucky winner will get to choose their free week of camp from the camps who participate by donation.

We have included the registration form with this letter. Please return the completed form and check made payable to the South Bend Parks & Recreation Department. Registration forms will be accepted through Thursday, February 4, 2010, or until full. Remember, space is limited.

The Michiana Summer Camp Fair has proven to be a useful tool for both camps and families. We hope that you will be able to join us on Saturday, February 27, 2010. If you have any questions, please feel free to contact Karen Myers at 574-299-4768 ext. 236, or Katelyn Keeton at 574-299-4768 ext. 233.

Sincerely,

Karen Myers
Youth Programs Supervisor
South Bend Parks & Recreation Department

Michiana Summer Camp Fair – FAQ

Information regarding the Michiana Summer Camp Fair Booth is listed below. Please read completely to answer any questions you might have.

Dates: Saturday, February 27, 2010

Times: Setup begins at 8 am and the event runs from 10 am – 1 pm.

Cost: Cost is \$50.00 per booth and comes with one 8 foot table, two chairs, and advertising (See Advertisement below). There will be an additional cost of \$50.00 (plus tax, \$53.50) for electricity. This fee must be paid directly through the Century Center. An Electric Services form must be filled out and faxed to the Century Center before the event (this form is included in the packet sent). The cost for electric at your booth will be raised to \$75.00 plus tax on the day of the event. Table coverings will not be provided; please feel free to bring your own (See Booth Regulations and Info below).

Advertising: We plan on reaching over 200,000 people through flyers and media outlets. Flyers will be sent out to local schools: The South Bend Community School Corporation, School City of Mishawaka, Penn-Harris-Madison School Corporation, LaPorte Schools, Plymouth Schools, Niles Public Schools, and Bremen Public Schools. Posters and flyers will also be displayed and distributed in the South Bend Parks & Recreation facilities and libraries. Our event will be included in the Community Calendar for WNDU, WSBT, FOX28 and the CW25. Print ads will be placed in the local newspaper: The South Bend Tribune. Information about the Michiana Summer Camp Fair will also be available on the newly redesigned South Bend Parks & Recreation website: www.sbpark.org. We plan to partner with the WSBT stations both before and during the event.

Setup: Setup cannot begin until Saturday, February 27, 2009 at 8am. Loading and unloading of supplies and equipment can be done through the loading docks located on the south side of the building, facing the parking

lot. Please make sure that your booth is completely setup and you are ready to go at 10am, when the guests begin to arrive.

Breakdown: Please note that all booths must stay up until 1pm on Saturday to assure that all visitors have the chance to visit all booths and fill out their “Fan of Fun” cards. Reloading your vehicle can be done through the loading docks.

Location: The camp fair will be held at the Century Center at 120 S St. Joseph Street, South Bend, IN 46601. This is in downtown South Bend. For directions, please visit <http://maps.google.com/maps>.

Parking: Due to the change in venue, there should be ample parking available for both exhibitors and visitors. However, there will be an additional fee for parking at the Century Center. The cost is \$5.00 per vehicle. Please note, you are not required to park in the Century Center parking lot. There is a parking garage available just a few blocks away, as well as additional parking along the streets downtown.

Booth Regulations and Info: Each booth that is reserved by a \$50.00 fee will include the following: one 8 foot table, two chairs, two Camp Fair Guides, and access to electricity upon request and submission of Electrical Service Form through Century Center. Please remember that these booths are by first come, first served basis. Those manning the booth will be responsible for the skirting of the table, and ensuring that the camp has enough copies of flyers and other literature, as the Century Center will not allow for copies to be made for the general public. However, a fee based photocopier is available in the building. If electricity is required, you will be responsible for supplying your own 25-50 ft extension cord and power strip with your camp name on it, to avoid confusion. You will also be responsible for paying the additional \$50.00 plus tax (\$53.50) directly through Century Center. Trash bags will be provided, if necessary. Also, please be aware that any taping to the walls is not allowed. At the end of the day, please make sure that your area is cleaned up thoroughly and place any trash bags in front of your table.

Camp Fair Guide: This year we will be creating a guide that will be given to each patron who comes to visit this year’s camp fair. The goal of this guide is to provide critical information about each camp to all patrons who enter, and allow them to take that information with them when they go. When registering, please include a short paragraph of no more than 150 words that tells of some of the highlights of your camp so that we can include that in our Camp Fair Guide.

Traffic Flow: Because we want to make sure that each exhibitor is given adequate opportunity to speak to parents, we ask that booth workers remain within their assigned spaces. Although spaces may be larger than last year, we ask that all items and/or activities be contained within your table space to allow for adequate traffic flow. If you believe that one 8 foot table will not be enough, a second table should be purchased to accommodate that need.

Space Availability: Space reservations are FIRST COME, FIRST SERVED. This means that those who sign up first will receive first access to limited electric outlets, as well as positions in prime locations in the room. Remember, space is limited and booths do fill up quickly. Please make your reservations as soon as possible.

Map of Downtown South Bend: <http://www.downtownsouthbend.com/map.php>

Hotels: Please visit: <http://www.downtownsouthbend.com/accommodations.php> if you are in need of hotel reservations for this weekend event. There are several great hotels in the downtown area.