



DEC 11 2008

FAMILY FEST 2008



There's no better time for a taste of summer's approaching fun than when cabin fever is at its peak: the end of February! Coulee Parenting Connection once again proudly hosts Family Fest with the La Crosse Radio Group. It's an event guaranteed to entertain and inform families of the Coulee Region. Be part of this year's fun!

RESERVE YOUR SPACE! MARK YOUR CALENDAR!

Family Fest 2008

La Crosse Center

Sun., Feb. 24 • 10am - 3pm

Here's what past Family Fest exhibitors have said:



"We had a GREAT time and received 100 qualified leads. The event seemed very well publicized and the crowd was very receptive to our product. We're looking forward to next year's event!"

"We were pleased with the event! Well attended, the 'right' audience. Well organized. Well promoted. It all went very smoothly from our viewpoint."

"Thanks for another great fest! It was well organized and had some great publicity! Last year we got several new campers/participants from the event. We look forward to participating again next year."

"I would like to thank you for the wonderful event that you ran. I was very happy with the turnout and I feel this event really helped us reach out to many new families. It was nice to have a day to explain just what we are accomplishing here with our programming and our continued interest in the children of the La Crosse area."

"Your staff was excellent. Everyone was very warm and welcoming. We really enjoyed being here!"

P.O. Box 2576
La Crosse, WI 54602
(608) 317-8748

cpclax@charter.net
www.cpclax.com



FAMILY FEST 2008

Sunday, February 24
10am - 3pm
La Crosse Center

FAMILY FEST 2008 EXHIBITOR REGISTRATION

Company name:

Contact / title:

Billing address:

Phone:

FAX:

E-mail:

RETURN THIS REGISTRATION FORM & PAYMENT BY FEB.1:
Coulee Parenting Connection • P.O. Box 2576 • La Crosse, WI 54602

PLEASE CHECK THE WHITE BOX(ES) OF YOUR CHOICES BELOW.

ASK ABOUT NONPROFIT COSTS FOR PACKAGES! ALL FEES ARE NONREFUNDABLE. QUESTIONS? CALL 608.317.8748

PACKAGE A

- Two 1/3 page display ads in Coulee Parenting Conn.
- Family Fest Booth (10'x10')
- 1/3 page display ad in Fest dir.
- Goodie bag insert

TOTAL COST: \$1,200
(billed in 2 installments; actual value = \$1,682. Save \$482!)

PACKAGE B

- Two 1/6 page display ads in Coulee Parenting Conn.
- Family Fest Booth (10'x10')
- 1/6 page display ad in Fest dir.
- Goodie bag insert

TOTAL COST: \$875
(billed in 2 installments; actual value = \$1,295. Save \$420!)

PACKAGE C

- Family Fest Booth (10'x10')
- 1/2 page display ad in Fest dir.
- Goodie bag insert

TOTAL COST: \$600
(billed in 2 installments; actual value = \$775. Save \$175!)

Cafeteria Options:

Booth & 50-word listing in Fest directory

\$350 Nonprofit \$175 - ID

Add goodie bag insert \$25

Goodie bag insert & 50-word listing in Fest directory

\$100 Nonprofit \$85 - ID

Display advertising in Family Fest directory

NEW IN 2008! We're expanding the directory! We will distribute 6,500 copies to promote the Fest before, during, and after the event at CPC's high-traffic distribution locations. Ask your rep for details!

Full page \$475 1/2 page \$325

1/3 page \$275 1/6 page \$200

2008 DEADLINES

Fri., Jan. 11
Ad materials for Winter edition (Jan/Feb)

Fri., Feb. 1
Family Fest registration
Ad materials for Fest directory
Listings for Fest directory

Fri., Feb. 15
Goodie bag inserts (Qty. 750)

Fri., March 7
Ad materials for Spring edition (Apr/May 16)

Fri., April 25
Ad materials for Summer edition (May 16-Aug 15)

PLEASE NOTE: A \$25 late registration fee will be applied to accounts not paid in full by FEBRUARY 1, 2008. Package A, B, or C exhibitors will be billed in two installments due Feb. 1 and April 1. All booths include an 8-foot skirted table, 8-foot back draping, 2 padded chairs, and electricity.