



To: Potential Strong Kids Safe Kids Participating Agencies and Organizations

From: Susan Collins, Misty Purdy - 2017 Kids Safe Kids co-chairs

We are looking forward to having you join the hundreds of families and over 125 community organizations at the 33rd Annual Strong Kids / Safe Kids event to be held from 11:00 am to 3:00 pm on Saturday, August 19, 2017 at the Chemung County Fairgrounds. Strong Kids exhibitors represent a broad segment of the community and we encourage you to think about being part of this exciting event if you haven't been in the past. Strong Kids offers your organization a unique opportunity to promote your organization's mission and educate and inform thousands of children and parents in a fun- filled and exciting environment.

All exhibitors are asked to provide a simple hands-on activity for children as part of their organization's display. The purpose of the event remains the awareness of children's health and safety issues and the prevention of child abuse and neglect. However, past experience has shown providing a fun interactive activity at your booth for pre and elementary school age children will increase traffic at your display. You are strongly encouraged to provide educational materials, but be aware that the effectiveness of your message will be enhanced if your booth is an attractive and exciting destination for kids.

As the event will be held rain or shine and covered space is limited, we strongly recommend you consider bringing a pop up tent or canopy to protect your display from sun or showers. As access to power is limited, and we recommend you **choose an activity that does not require electricity**. Please remember there should be **no charge to the public** for activities or sales of promotional items at Strong Kids/Safe Kids.

If you would like to participate but don't have the manpower to staff your own booth; perhaps you would like to sponsor an entertainment performance or an activity which requires financial support. We know of a number of individuals or groups who would be glad to promote your organization as their sponsor at the event. Contact Susan Collins at 607-734-3437, sec1945@gmail.com if you are interested in this option.

If you wish to participate you can register online at elmirasksk.com/registration/reg_onlineregform.htm or complete the attached registration form and mail it to Susan Collins, Strong Kids Safe Kids, 465 West Church St, Elmira NY 14901.

A SK/SK committee member may have already contacted some of you. If so, that's great, but we still need your form indicating any special needs you may have. You will receive a registration confirmation and information about check in procedures prior to the event.

We look forward to your organization's participation in celebrating 33 years of a unique, fun, and exciting Chemung County event. Please let us know how we can help you become part of Strong Kids / Safe Kids.

Strong Kids Safe Kids 2017
Saturday, August 20, 2017 • 11:00 am – 3:00 PM
Exhibitor Registration Form

All SKSK exhibitors are responsible for bringing their own tables, chairs, canopies, electrical cords, or other equipment needed for displays! A confirmation email letter will be sent prior to the event. We will try our best to provide you with your choice of location, but specific requests cannot be guaranteed at this time. See Tips for Exhibitors for additional registration information.

Along with your registration please provide a **Certificate of Liability Insurance** listing “Chemung County, the Chemung County Agricultural Society, and the Task Force on Children and Families of Chemung County as additionally insured with respect to the Strong Kids Safe Kids event to be held 8/19/17 at the Chemung County Fairgrounds.” All organizations conducting an activity are required to provide the certificate prior to 8/4/17. See address and fax # below.

Organization Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Our display theme and hands on activity will be:

We will be bringing a canopy or tent: Yes _____ No _____ Canopy Size: _____ft by _____ft

Booth frontage width in 15 foot sections: _____ # of sections needed Depth of sections in feet _____

Send registration form by July 21, 2017 to

Susan Collins, Strong Kids Safe Kids

465 West Church Street, Elmira, New York 14901

sec1945@gmail.com, elmirasksk.com/registration/reg_onlineregform.htm

Send or fax insurance certificates by August 4, 2017 to:

The Chemung County Attorney's Office of Risk Management,

203 Lake Street, PO Box 588, Elmira, NY 14902,

psandore@co.chemung.ny.us, FAX# : 607-737-0351.

Questions: Contact Susie Collins, sec1945@gmail.com, 607-734-3437

Strong Kids Safe Kids

Exhibitor Tips

Saturday, August 19, 2017

We will be holding the event rain or shine so come prepared for any kind of weather. As both shade and covered areas are limited at the fairgrounds, bringing a canopy or tent is strongly recommended. A canopy not only provides shelter, it gives you a place to hang your organization banner and display information. The more visible you make your display, the more likely you are to draw people to your booth.

Please understand that **we are unable to provide participating organizations with any equipment or supplies** to set up their display. All exhibitors are responsible for bringing their own tables, chairs, canopies, electrical cords, or other equipment needed for displays! We strongly suggest you label your equipment with your organization's name to ensure your property's safety. Access to electricity is extremely limited in the event area and we suggest you plan an activity that **does not require electricity**.

Providing fun, interactive activities for kids will draw families to your booth and give you an opportunity to promote your message or organization. The longer kids stay at your booth, the longer you have to talk with their parents. Feel free to contact a member of the SKSK committee if you need ideas about activities or giveaways. You will find a list of committee members and contact information on our website.

Last year's attendance was estimated between 10 to 12,000 people. Plan on bringing a minimum of 1,000 give away items, brochures etc. We suggest you don't put all your freebies out at once and stagger your supply throughout the day - or even better, require kids to complete an activity to earn your freebies

We recommend you arrange to have at least 2 people staffing your booth at all times. Very reasonably priced food (50 cent hotdogs) and bottled water will be available for sale at SKSK food tents, but we simply don't have the resources to offer free food or drinks to participating organization volunteers manning exhibitor booths. We suggest you plan to bring along a cooler with water and high-energy snacks to make your volunteers more comfortable throughout the day.

Exhibitor Registration will begin Saturday morning at 8:30 AM. All participants **MUST CHECK-IN** at the 4-H Building on the south end of the fairgrounds. Vehicles may be driven into the event area for set up (via Gate 3 only) and **MUST BE** out of the event area by 10:00 AM. SKSK Volunteers will be escort you to your location, help you unload equipment at your exhibit site, and direct you to the exhibitor parking area. Please unload your equipment as soon as possible after arrival and move your vehicle to the exhibitor parking area **prior to setting up** your display.

For safety's sake, exhibitor vehicles **will not be allowed to enter, or remain in, the event area after 10:00 A.M.** Please time your arrival to allow sufficient time for registration, unloading equipment, and moving your vehicle. You may set up tents or drop equipment at your exhibit site on Friday between the hours of 1:00 and 2:30 PM. SKSK staff will be laying out the event on Friday morning **and cannot guarantee** staff will be able to identify your assigned space until after 1:00 PM. If you are renting a tent, **please make sure your vendor is aware of Friday set up times**.