



# Exhibitor Information

**Vermont's biggest teen event...ever!**

**The Expo Centres @ The Champlain Valley Exposition**

Essex Junction, Vermont

Saturday, May 31 & Sunday, June 1, 2008

Noon - 8:00 p.m.

[www.teenfestvt.com](http://www.teenfestvt.com)

## **OVERVIEW:**

All about "the scene," the 2008 TeenFest Vermont® is one of the most highly anticipated events of the Spring in the Northeast. Keeping true to "what's cool" in the teen market, it's two days of fun featuring a stellar lineup of events highlighted both days by a Battle of the Bands, and an appearance by the 5boro skateboard team from NYC!

The event is centrally located at the Champlain Valley Exposition in Essex Junction, Vermont and in addition to the highlights above, will feature a myriad of exhibits, demonstrations, teen art show, Wii games, DDR, Rock Band, Guitar Hero, fashion shows, E-gaming and jeans fitting seminars, food, dance performances, photo booth, race cars, pro sports celebrities, music, college and job opportunities, and will be THE place for teens to have fun with their friends in a safe, positive and friendly environment. (A Parents' Lounge will be on site)

A portion of Teenfest Vermont® ticket proceeds will be donated to local nonprofit organizations that benefit teens.

MARKET: Teens living in Vermont ages 13-18

TEEN STATS (for Vermont, based on U.S. Census data):

-Total teens in Vermont ages 13-18 = 52,923

-Total ages 14-17 in Chittenden County = 16,173

-Ages 10-14 in Chittenden County = 9,630

-Ages 15-19 in Chittenden County = 12,494

PROMOTION: Our new publication, *TeenVermont® Magazine*, debuted prior to the event. The premiere issue is a guide to TeenFest Vermont®, as well as a resource directory for teens. Print advertising will also include flyers, posters, and ads in local papers. The Burlington Area Newspaper Group is our print sponsor.

Additional advertising for the event will include our Web site ([www.teenfestvt.com](http://www.teenfestvt.com)), email blasts, Web banners, and pages on mySpace.com and Facebook.com.

For broadcast, we will have affiliated partners in radio and television. Comcast is our television sponsor, and the ad campaign will include statewide coverage on its networks, which include such teen favorites as MTV, VH-1, ESPN and Nickelodeon. The Buzz is our radio partner and will air regular spots as well as special promo spots. We will also be advertising on 95XXX.

REACH: Thousands of teens (and parents!) in Vermont through multimedia; key target consumers via the event; presence at one of the largest venues in the Northeast.

VENUE: The Expo Centres - The Champlain Valley Exposition's new climate controlled, state-of-the-art entertainment complex located on Pearl St. in Essex Jct., Vt. The Expo North building is 26,000 sq. ft. The Expo South building is 34,000 sq. ft. (CONTINUED NEXT PAGE)

OMG...SPCIZLTD! (Translation: Act now, space is limited!)

## Booth space still available...call now!

### TeenFest Vermont® Exhibitor Booth

Single Booth (10' x 10') - (price \$375) \_\_\_\_\_

Double Booth (10' x 20') - (price \$595) \_\_\_\_\_

Triple Booth (10' x 30') - (price \$1295) \_\_\_\_\_

Nonprofit organizations get a 10% discount.

Today's date \_\_\_\_\_ Electrical outlet needed \$55 \_\_\_\_\_

Special requests :

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### TeenFest Vermont® Web site: [www.teenfestvt.com](http://www.teenfestvt.com)

COMPANY NAME \_\_\_\_\_

Contact person: \_\_\_\_\_

Mailing address \_\_\_\_\_

Town, State, Zip \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

**Please include a list of people who will be working at your exhibitor booth so we can include them on the exhibitor will call list.**



### Mail or fax this form with payment to:

TeenFest Vermont®, PO Box 1158, Williston, VT 05495

Checks payable to: TeenFest Vermont®

or FAX order with credit card number to 802-872-0151 (MC/VISA/AMEX/DISCOVER accepted)

Check enclosed for \$ \_\_\_\_\_ or bill my credit card for \$ \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Expiration date \_\_\_\_\_ Code# \_\_\_\_\_

Authorized signature \_\_\_\_\_

TeenFest Vermont® is an INDOOR event and will be held regardless of weather

**If you have questions, please call Sue at 802-872-9000 x21 or email [sue@teenfestvt.com](mailto:sue@teenfestvt.com)**