



Tune In To Kids Fair  
 Saturday, April 14, 2007, 10:00 a.m. - 4:00 p.m.  
 Idlewild Park - 1900 Idlewild Drive, Reno (Free Admission)

Exhibitor/Participant Information

Dear Exhibitor/Participant,

We are delighted that you will be joining us for the Tune In To Kids Fair, and we wish you a day filled with fun and exciting activities for the families in our community.

If you have a booth, we want to again remind you that you **MUST HAVE A CHILDREN'S ACTIVITY**, as the Fair is designed to raise awareness about our children's screen time (TV, video and computer games, movies, etc.) and to promote alternative, positive activities that families can participate in together. Remember, it's about balance!! So, be creative and have fun!!

**Wall space** California Building: **ONLY** "blue painter's tape" can be used.  
 Tents: Duct tape is OK to use.

**Electricity** California Building: Please bring your own extension cords, power strips, surge protectors, etc.

**Set-up Times** Friday, 4/13/07 from 3:00 p.m. - 6:00 p.m.  
 Saturday, 4/14/07 from 7:30 a.m. - 9:45 a.m.  
 The park will be **CLOSED** to all traffic at 9:45 a.m.!!!!  
**See comments regarding Parking and Set-up**

**Tear Down** Must be completed by Saturday, 4/14/07 at 6:00 p.m.

**THE PARK WILL BE CLOSED TO TRAFFIC DURING FAIR HOURS.  
 SEE INFORMATION REGARDING EXHIBITOR/PARTICIPANT PARKING.  
 VEHICLES PARKED IN UNAUTHORIZED AREAS OR RED ZONES WILL BE TOWED!!  
 MAP ENCLOSED**

**Parking and Set-up:** There will be **LIMITED PARKING** on a first come, first serve basis for Exhibitors/Participants who will remain at the Fair **ALL DAY**. To park **ALL DAY**, you will be required to have an "All Day Parking Pass" (one per Exhibitor/Participant), which is enclosed. There will be **NO** traffic flow allowed through the Park during Fair hours; therefore you will **NOT** be able to remove your vehicle until 4:00 p.m. Please refer to the enclosed map for available parking areas (again, requires an All Day Parking Pass).  
**Drop Off:** During set-up you may unload inside the Park. Only vehicles with an "**ALL DAY** Parking Pass" will be allowed to remain in the Park (see map for designated parking areas). These vehicles must remain in the Park until 4:00 p.m. If you do not have an "All Day Parking Pass", you must remove your vehicle from the Park by 9:45 a.m.; see information regarding Shuttle Service.

**Shuttle Service:** Shuttle service will make round trips from Reno High School located at 395 Booth Street, to the main entrance of Idlewild Park every 10-15 minutes. Service will begin at 6:45 a.m. and the last shuttle will leave the Park at 6:00 p.m. Shuttle service will **NOT** be available on Friday, 4/13/07.

**Handicap Parking:** See map

**Traffic:** The Park will be closed to traffic during Fair hours. See information regarding parking and/or shuttle service.

**All Day Parking Pass:** See information on Parking and Set-up.

**Exhibitor/Participant Check-in:** Main entrance off of Idlewild Drive

**Security:** If you elect to set up Friday, 4/13/07 (Early set-up time is 3:00 p.m. - 6:00 p.m.), there will be security provided from 6:00 p.m. on 4/13/07 until 7:00 a.m. on 4/14/07. **PLEASE NOTE:** The Tune In To Kids Fair, City of Reno, Washoe County School District, nor anyone involved with the Fair will be responsible for any lost, stolen, or damaged equipment, materials, personal items, etc. Items left overnight will be at your **OWN RISK!**

**Promote your upcoming events and activities:** You are welcome to promote upcoming events, activities, classes, etc., in your area. Please remember that your booth **MUST HAVE A CHILDREN'S ACTIVITY.**

**Non-retail Event:** The Tune In To Kids Fair is a non-retail event. The exceptions are food and drink, books signed by participating authors and CD's/tapes produced by participating performers.

**Food Vendors:** Food and beverage that comply with the Washoe County School District Nutrition Policy will be available for purchase (see map).

**Smoking:** Thank you for not smoking.

**Refunds:** No refunds will be provided after March 30, 2007 or for inclement weather.

**Pop-up tent, EZ Up Canopy, etc.:** You will be required to provide your own weights (sand bags, concrete blocks, etc.) to hold them down due to inclement weather.

**Information Tents:** Four tents will be located throughout the park. Locations are identified by a "?" on the map.

**Prize Drawing:** Thank you for your prize donation (was required to participate), as this will generate more excitement throughout the day. The deadline to drop off your prize at the City of Reno Parks and Recreation Center (1301 Valley Rd.) has been extended to Thursday, April 12<sup>th</sup>. Prize drawing tickets will be issued at each Information Tent. Upon receipt of the ticket, the child's hand will be stamped, and they are responsible for dropping them off at the Prize Drawing Tent (for location see map). Children must be under 18 years of age to be eligible. Drawings will be held every 5-10 minutes starting at 10:30 a.m. - 3:00 p.m. Tickets will be redrawn for any unclaimed prizes after 3:00 p.m.

**Grand Prize:** A grand prize valued at \$500 will be given away as an incentive to visit media related booths (the National Institute on Media and the Family's SWITCH booth located in the Health & Fitness Tent, and the Cruisin' Through the Media Maze booth in the Reading Tent - see map for additional details).

**Announcements at the Fair:** Upon check-in, announcement forms will be available. Any special activities, demonstrations, etc. that are being held in your area may be announced at the discretion of the announcer or Fair staff.

**Advertising:** PSA's have been provided to Reno Radio Representatives' seven radio stations, Radio Lazer 107.7 FM, KREN Channel 27, KNPB Channel 5, (all of which are sponsors - thank you!) and all local television stations. Also look for RTC bus tail signs, a billboard at the corner of Kietzke and Virginia, an ad in Washoe Family Magazine, an ad on Sierra Nevada Kids' Directory's website, and various other community publications. Thank you for linking to our website, [www.TuneInToKids.org](http://www.TuneInToKids.org)!

**Refunds:** No refunds will be provided after March 30, 2007 or for inclement weather.

**Next Year's Fair:** The tentative date for next year's Fair is Saturday, April 12, 2008 at Idlewild Park.

Jody Ruggiero, Chairman  
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