



Health Fair

Pearlridge Mauka • Center Court

AUGUST 10-11, 2024

Saturday, 10am to 5pm • Sunday, 10am to 5pm

- Pearlridge Center is located in the core of 84,780 residences.
(2010 US Census for Pearl City, Waimalu, Aiea & Halawa)
- Pearlridge Center has weekend walking traffic of approximately 50,000 people.

Thousands of new parents shopping with needs for:

Baby clothes, baby toys, nursery renovations, baby furniture, nursing supplies, baby monitors, baby strollers, baby decorations, baby gear, sleeping products, bathing products, baby soothers, breastfeeding and bottle-feeding products, solid feeding products, entertainment products, safety.

Expo Benefits:

- An intimate presentation with only 38 total spaces available.
- Industry specific to baby needs and general categories of businesses.
- Pearlridge Center is promoting the event through: In-Center signage, www.pearlridgeonline.com and social media posts.
- Significant amount of people will walk by.
- Potential customers are in the right frame of mind to shop.
- Convenient for you and the customer to talk.
- Marketing and a sales call all in one, saving you time and money.

How to Participate:

Call or text account executive Curtis Pruder at 294-3473 or email curtis@fusion-mkt.com to get more information and see what spaces are still available.

Pearlridge Center • Mauka

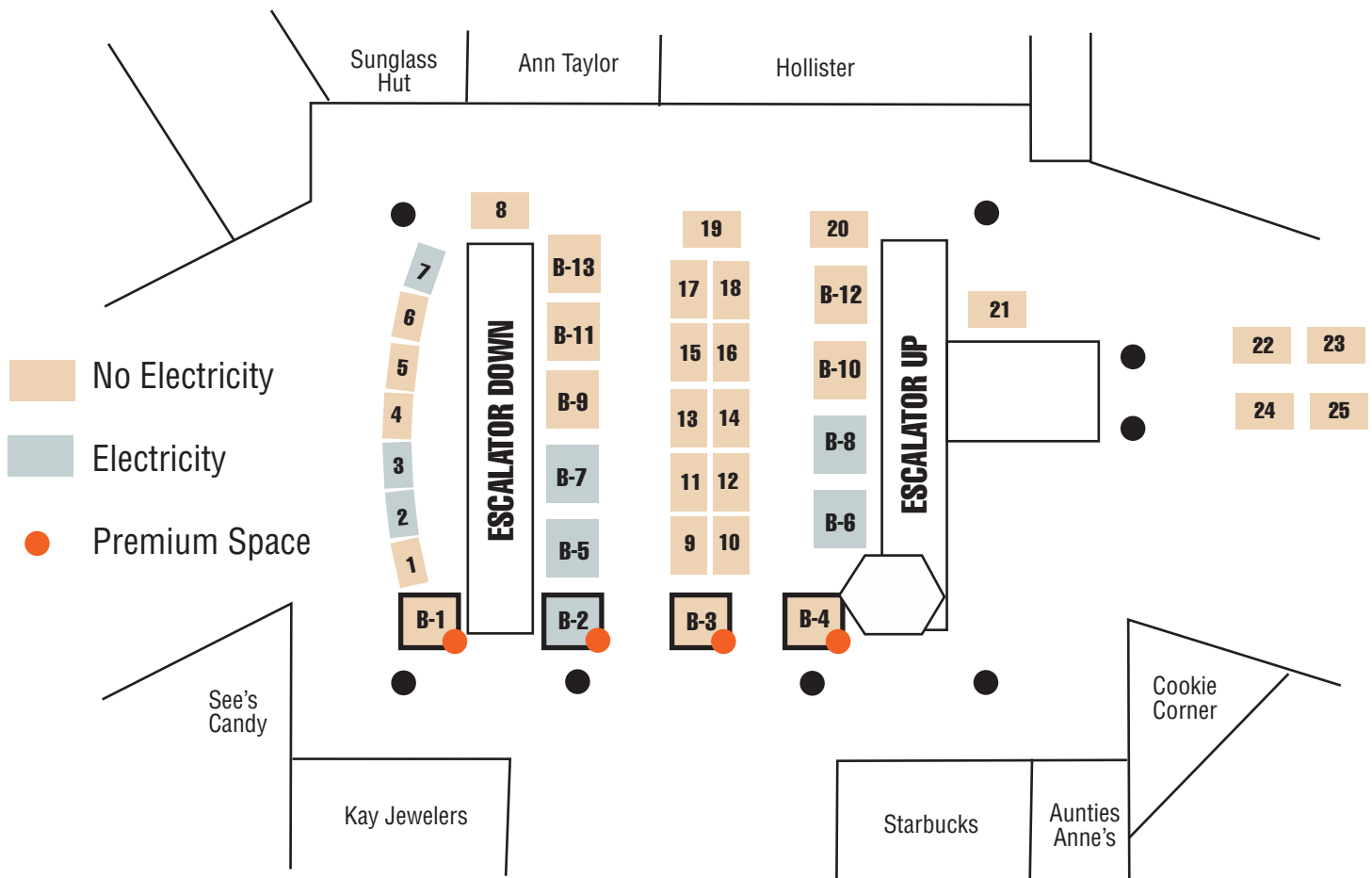
Saturday, 10am to 5pm and Sunday, 10am to 5pm

- Walking traffic approximately 50,000 people per weekend.
- Minimal booth and tables spaces available.
- Each space includes a 6 foot table and 2 chairs.
- First come first served!

Pearlridge Center Event Advertising:

Pearlridge signage in high walking traffic areas,
www.pearlridgeonline.com event mention and Pearlridge Social Media posts. Facebook (11,337 followers) Instagram (12,300 followers) and Twitter (13,100 followers)

Pearlridge Fair Table/Space Options



Exhibitor Rules & Regulations:

There can be NO cash exchanged in the Mall for a sale. Exhibit is for presentation only. Booth & table spaces will be available on a first-come first-served basis. All setup must occur before mall hours and broken down after mall hours.

Space:

The arrangement of exhibit spaces is shown by the diagram on page 2. Availability & locations of Exhibit Booth Space will be confirmed by phone or email upon receipt of this application. Assignments are based on a first-come first-served basis. There are booths, includes: 10'x 10' area, 6' high, 6 foot table and 2 chairs. Only a few spaces will have electrical outlets. All extension cords and devices to be provided by exhibitor. All signage will need to be free standing and 6 foot signage can be used as a table skirt. No banners may be hung on any walls, escalator, elevator or any other permanent or temporary fixture on Mall. Malls do NOT have any space for storage for any items. Open tables cannot be occupied.

Safety:

The Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, covid social distancing and masks. All the Exhibitor's equipment and materials must be located within the space and protected by their own means when necessary. Only those materials which are fireproofed may be used in displays, and all necessary precautions should be taken by the Exhibitor to prevent fire hazards in the space. The Exhibitor must wear a mask and be responsible for keeping customers 6 feet away.

Application Acceptance:

The applicant understands there is no binding agreement until the application is approved by Fusion Marketing, LLC and Windward Mall, Ka Makana Allii'i or Pearlridge Center. The agreement is binding when notification of approval is mailed or emailed to the exhibitor.

Cost, Payment & Refunds:

You will receive confirmation of your exhibit booth assignment(s) after application approval. A 50% non-refundable deposit is due to finalize reservation. Full payment of the remaining balance is due 1 month before show or your space and deposit could be forfeited. You acknowledge that you have read and will follow the rules set forth in the application.

General Restrictions:

No combustible decorations such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. All packing containers, excelsior and wrapping paper are to be removed from the space and may not be stored under tables or behind the displays. Volatile explosives or other inflammable matter or any substances prohibited by law or insurance carriers, are not permitted on the premises. Distribution of material and samples other than professional literature and products is strictly prohibited. All exhibits must conform strictly to the Exhibitor Rules and Regulations as indicated herein. Management reserves the right to restrict an exhibit which might

be considered undesirable. This restriction includes articles, conduct, dress of models, printed matter, intrusive sound and lighting, or anything objectionable to Management as a whole. All points not specifically covered are subject to the review, evaluation and decision of Management.

Limitation of Liability:

Management and any of its staff or the owners, employees or representatives of the event site and Fusion Marketing, LLC, will not be responsible for any loss, injury, illness, fines & damage, including theft, fire, accident, covid infection, fines related to social distancing or vandalism which may occur to an Exhibitor or to his or her agents or employees or to their property or wares arising out of or from any cause whatsoever prior to, during and / or subsequent to the period of the event. Each Exhibitor, by signing an Exhibitor Application expressly understands that he or she releases Management and the event facility from, and agrees to indemnify it against, any and all claims for any loss, injury or damages.

Security, Theft, Loss Or Damage:

to equipment or property is the sole risk and responsibility of the exhibitor. Exhibitor shall be liable for all damages to the location and, upon demand, shall reimburse management for the cost of the repair of the location or any other damage elsewhere within the Shopping Center caused by Exhibitor or its employees, agents, contractors or invitees.

Insurance:

Exhibitors who want to insure their display materials and / or wares against theft, damage, fire, accident, loss or liability of any kind must do so at their own expense. Management is, in no case, to be understood to or interpreted by Exhibitors as guaranteeing against loss, theft or damage of any kind.

Cancellation Policy, Acts of Nature/God

Should the premises in which the show is to be held become, in the sole judgment of Management, unfit for occupancy, or should the event be materially interfered with by reason of strike, picketing, boycott, embargo, injunction, war, weather, riot, emergency declared by Government Agency or any other act beyond the control of Management, the show may be terminated. Management will not incur any liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly waives such liability and releases Management from all claims for damages and agrees that Management shall have no obligation except to refund to the Exhibitor a pro-rated share of the aggregate amount received by Management as rental for the space for said event, after deducting all costs and expenses in connection with the event including a reasonable reserve for claims, such deductions being hereby specifically agreed to by the Exhibitor.

Malls have the right to cancel the Fair at any time. If that happens, your money will be refunded in full. Malls have the right to reject any vendor for any reason. If that happens, your money will be refunded as pro-rated after expenses are paid.



2024 EXHIBITOR APPLICATION

Ka Makana Ali'i • Center Court (\$375 space)*

- Saturday, March 23, 2024: Senior/Health Fair
- Saturday, April 6, 2024: Home Improvement, Landscaping and Gardening Fair

*Sales allowed Premium additional \$75.00

Pearlridge Mauka • Center Court (\$550-950 space)*

- Sat & Sun, June 22-23, 2024: Career Fair
- Sat & Sun, August 10-11, 2024: Health Fair
- Sat & Sun, October 12-13, 2024: Senior Fair

*Premium additional \$100.00

1. Rules & Regulations on both sides of this application apply in full. This agreement is made by and between Fusion Marketing, LLC and the undersigned temporary use of exhibit spaces at the Pearlridge Mall or Ka Makana Ali'i Mall. Check off (above) the shows you want to participate in.

2. Availability & Locations of Exhibit Booth Space will be confirmed by phone or email upon receipt of this application and payment. Assignments are based on a first come first served basis. 10'x10' Booths or 6' tables will be available. Each space includes: one 6 foot table and 2 chairs with table skirt. All signage will need to be free standing and 6 foot signage can be used as a table skirt.

3. Cost, Payment & Refunds: You will receive a confirmation of your exhibit space assignment(s) after application approval. A 50% non-refundable deposit is due to finalize reservation. Full payment of the remaining balance is due 1 month before the show or your space and deposit may be forfeited.

4. Additional Fees: We have additional fees for tablecloths, electricity, Facebook ads, rack cards, banners.

5. Exhibit Space(s) Request: Write in total number of spaces you want to reserve in line provided below:

I request 10'x10' Booth (\$950) **OR** 6' Table Space (\$550) Premium (\$100) Electricity (\$25) Tablecloth (\$25)

6. Please PRINT or TYPE: If you need more information, please call Curtis at 808-294-3473 or email: curtis@fusion-mkt.com

First Name _____ Last Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Tel _____ E-mail _____

7. I agree to the terms and conditions on both sides of this application.

Authorized Signature: _____ Date: _____

Print name clearly: _____

NEW! FLEXIBLE FEES

10ft x 10ft Booth Spaces

2 Days: \$950.00*

Table Spaces

2 Days: Table \$550.00

1 Day: Table \$300.00

Based on availability, after 2 day spaces are sold.

Price includes: Each space includes one 6 ft table and 2 chairs. All signage will need to be free standing and 6 foot signage can be used as a table skirt. Subject to approval. Limited electricity subject to approval.

*Premium locations are an additional \$100.00. Available on a first come first served basis see map.

Event Sponsorships Available! Call for details.

PLEASE RETURN BY MAIL OR EMAIL to FUSION Marketing:

P.O. BOX 11302, HONOLULU • HI 96828 • 808-294-3473 • curtis@fusion-mkt.com • www.fusion-mkt.com