

Their Day Foundation, Inc.



Resource Guide

Reservation Form

Their Day Foundation

P.O. Box 270171 Corpus Christi, Texas 788427

ADVERTISING Rate Sheet

Reserve the following advertisement space in the 2026 Health Fair Resource Guide at the indicated cost and subject to conditions and terms as stated.

<input type="checkbox"/>	Back Cover	8-1/2 wide x 11" high	\$2500.00
<input type="checkbox"/>	Inside Front Cover	8-1/2 wide x 11" high	\$2000.00
<input type="checkbox"/>	Inside Back Cover	8-1/2 wide x 11" high	\$2000.00
<input type="checkbox"/>	Full Page Vertical	8-1/2 wide x 11" high	\$1,500.00
<input type="checkbox"/>	½ Page Horizontal	7-5/8" wide x 4-3/4" high	\$ 750.00
<input type="checkbox"/>	½ Page Vertical	3-11/16" wide x 9-3/16" high	\$ 750.00

Offset printing is used. All advertisements must be camera-ready

PDF files should be submitted as a high resolution at 300 DPI. And files should be 4 Color process (C, M, Y, K), not RGB.

Please reserve the above space for _____

Authorized By. _____

In the 2025 Health Fair resource guide at the cost of \$_____

Please provide a camera-ready electronic file by May 25, 2026.

Payment is due with registration forms or upon receipt of the invoice.

For more information Contact: Terry Mills (361) 548-9489

theirdayfoundation@gmail.org

Their Day Foundation 2026

Health Fair Advertising Guidelines

Welcome to the Their Day Foundation 2026 Health Fair! As a cornerstone of our mission to unite communities through fun, healthy, and creative events, we are excited to partner with advertisers who share our commitment to enhancing community well-being. The following guidelines have been developed to ensure that all advertising content for our health fair aligns with our core values and mission.

Our Mission:

The Their Day Foundation is dedicated to helping individuals access community programs, resources, and services in an enjoyable and meaningful way. We aim to foster thriving communities across the USA by promoting unity, charitable giving, and community service through inspiring events tailored to the needs of underserved communities.

Advertising Principles:

1. **Relevance:** Advertisements must directly relate to health, wellness, community betterment, or charitable initiatives.
2. **Integrity:** Advertisements should uphold the highest standards of honesty, providing clear and accurate information.
3. **Diversity and Inclusivity:** Advertisements must respect the diversity of our community and feature content that is inclusive and representative of all community members.
4. **Positive Impact:** Advertisements should embody positivity and inspire action towards health, wellness, and community service.
5. **Safety and Well-being:** Advertisements should not promote products or services known to harm individuals' physical or mental health.

Content Standards:

No promotion of alcohol, tobacco, firearms, or illegal substances.

1. Advertisements should be free from discriminatory, violent, or explicit content.
2. Content must not counteract or conflict with the Foundation's cause-based initiatives.

Review and Approval Process:

1. All advertisements must be submitted by May 25, 2025
2. The Foundation's review committee will evaluate submissions for compliance with these guidelines.
3. Advertisers will be notified of approval or requested to make necessary adjustments to align with guidelines.

Submission Instructions:

Please send your advertising content to Terry Mills - theirdayfoundation@gmail.org by the specified deadline. Include any necessary disclaimers, licenses, or permissions related to your advertisement.

SPONSOR LEVELS

Presenting Sponsor

Title Sponsor – \$15,000

Title Sponsor

As a Title Sponsor, Their Day Foundation will provide.

- Full-page color Ad in Healthcare Resource Guide
- 2 pages with color photos for educational content. (Testimonial, system profile, etc.)
The magazine files would require 1/8" Bleed if printing goes to the edges of the sheet. And only Background art may bleed, not copy. All Copies should stay within ¼" away, if not more, from all edges. PDF files should be submitted at 300 DPI. And files should be 4 Color process (C, M, Y, K), not RGB.
- Area as needed in a key location (with electricity if needed)
- Logo displayed in all paid advertising (radio, tv, print, bus benches, etc.)
- Logo displayed as a title sponsor in all print, web, and arena signage
- Acknowledgment in public announcements (day of the event)
- Organizational interviews on the main stage (TBA)
- Vehicle display in the arena if desired
- Display of company banners/slogans in the arena (sponsor must provide banners)

As we further develop this program, presenting and title sponsors will share additional promotional opportunities to promote your brand, such as media interviews, ribbon cuttings, electronic signage, bus benches, and more.

Platinum Sponsor – \$5,000

These sponsors will work with Their Day Foundation staff to create service and educational areas located in strategic locations throughout the exhibit hall. Sponsors at this level will receive the following:

- Ad in the **Health Fair 2026** Resource Guide
- Logo advertised in print, web, social media, and signage (Tier 2)
- Acknowledgment in public announcements on the day of the event (invitations to visit the sponsor's booth)
- (2) 10' x 30' booths (with electricity)
- (6) 8' tables, (12) chairs, draperies, and backdrop,
- Large sign with sponsor logo
- Participation in the Passport Prize Giveaway program
- (1) 10-minute organization interview on the main stage

Gold Sponsor – \$2,500

The gold sponsor will receive the following:

- Ad in the **Health Fair 2026** Resource Guide
- Logo advertised in print, web, social media, and signage (Tier 3)
- Acknowledgment in public announcements on the day of the event (invitations to visit the sponsor's booth)
- (2) 10' x 20' booths (with electricity)
- (4) 8' tables, (8) chairs, draperies, and backdrop
- Medium sign with logo
- Participation in the Passport Prize Giveaway program

(1) 5-minute organization interview on the main stage

Silver Sponsor – \$1,500

Silver sponsors will receive the following:

- Medium ad in the **Health Fair 2026** Resource Guide
- Logo advertised in print, web, social media, and signage (Tier 4)
- Acknowledgment in public announcements on the day of the event
- (1) 10' x 20' booth (with electricity)
- (2) 8' tables, (4) chairs, draperies, and backdrop
- Small sign with logo

Bronze Sponsor – \$1,000

Bronze sponsor will receive the following:

- Small ad in the **Health Fair 2026** Resource Guide
- Logo advertised in print and signage (Tier 4)
- (1) 10' x 10' booth (with electricity)
- (1) 8' table, (2) chairs, draperies, and backdrop
- Nameplate

Vendor – \$250

Vendors will receive the following:

- (1) 10' x 10' booth
- Pipe and drape and backdrop
- (1) 8' skirted table, (2) chairs
- Nameplate

Vehicle Display - \$500

Vehicles may be displayed inside or outside of the exhibit hall.

The Greatest Medicine of
all is to teach people how
NOT TO NEED IT!
SAVE THE DATE

Saturday, June 20, 2026, 10:00 AM- 2PM
Hiliard Center 1901 N. Shoreline Blvd.



Their Day Foundation, Inc.

HealthFair2026

Do you have any other special needs/requests?

(Black-out drapes, waiting/seating space/stanchions, activity space beyond your booth, extra tables or chairs, etc.

***Some special requests may incur a fee for additional equipment. Please call our office at (361) 548-9489

Booth Fees

- Determine your exhibitor classification; refer to "Exhibitor Guidelines" for classification fees per booth. Multiply the number of booths you wish to reserve by your exhibitor classification fee.
- Don't forget your add-on fees! (Ceiling banners or extra/special booth equipment)
- Add in the **\$50.00 LATE FEE** if submitting **after May 25, 2026**.
- Tally your booth fee.

\$

Payment Method:

Check Cash

TOTAL

- Please make checks payable to Their Dy Foundation, Inc., P. O. Box 270171, Corpus Christi, TX 78427
- Booths not paid by May 25, 2026, may be canceled and awarded to another party. Booth reservations are not final until **FULL payment** is received and a **completed contract** and **signed indemnity agreement** are on file at Their Day Foundation.

Credit Cards:

A secure payment method will be available online shortly.

Online Registration

I understand this contract is non-transferable and that booth space may not be sub-leased or given to another organization. All contracts are subject to approval by the Health Fair Committee of Their Day Foundation.

I understand that if I use electricity without a surge protector, I cannot hold Their Day Foundation or the Hilliard Center liable for any damage to my equipment resulting from the electrical power supply at the 2026 Health Fair.

I understand and agree to abide by the guidelines set forth by the Health Fair Committee, and I have completed/attached the indemnity contract.

Additionally, I agree not to close my booth before 3:00 pm on Saturday, June 20, 2026

SIGNATURE OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE

DATE

PRINTED NAME OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE



2026 HEALTH FAIR INDEMNITY AGREEMENT

Notwithstanding any other agreements, _____

(COMPANY/ORGANIZATION/ASSOCIATION/INDIVIDUAL)

Hereinafter "Exhibitor," agrees to defend and hold harmless to the extent permitted by the laws and constitution of the State of Texas, Their Day Foundation/ Major Sponsors, hereinafter "Sponsors," against any legal liability, losses, damages, and causes of action (including defense costs, settlement costs, and attorney's fees), regardless of whether such are based upon tort, violation of the statute, breach of contract (including breach of warranty, whether express or implied), negligence, gross negligence, or strict liability, arising from any action, omission, and/or activity on the part of the Exhibitor, its employees, and/or its volunteers in connection in any manner whatsoever with Health Fair 2026.

The Exhibitor expressly represents and agrees that the indemnity obligation created by this indemnity agreement shall indemnify the Sponsors against the consequences of the acts and/or omissions of the Exhibitor, its employees, and/or its volunteers, regardless of whether the legal actions or liability arising from such acts and/or omissions is based upon tort, violation of the statute, breach of contract (including breach of warranty, whether express or implied), negligence, gross negligence, or strict liability. This indemnity agreement applies regardless of whether the acts and/or omissions of the Exhibitor, its employees, and/or its volunteers are the sole, joint, contributing, or concurring cause of any injuries, death, or property damage for which this indemnity agreement provides indemnity.

SIGNATURE OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE

DATE

PRINTED NAME OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE

TITLE OF EXHIBITOR'S AUTHORIZED REPRESENTATIVE

HEALTH FAIR EXHIBITOR GUIDELINES

Contract Guidelines & Booth Policies

- Signed contracts **MUST BE RETURNED** to TDF to secure booth space. Please retain a copy of this contract for your records.
- **The registration deadline is May 25, 2026. A \$50 late fee applies after the deadline.**
- Booths should be informational, engaging, and educational. No commercial enterprises (selling) may be undertaken on the exhibit hall floor. Promotional drawings are allowed but will not be announced on the PA system.
- Booth reservations are not final until full payment is **received** and a **completed contract** and **signed indemnity agreement** are on file with TDF.
- Specific requests for booth locations will be considered on a first-come/first-served basis, based on the date of the booth reservation and payment receipt. We try our best to honor your location preference; however, booth assignment is subject to availability.
- Booths must be staffed at all times. Booths **May Not Close** before the end of the Fair at 2:00 pm on Saturday.
- Exhibitors are **STRONGLY** encouraged to set up on Friday, June 1, 2026, from 10:00 – 5:00 pm. Security will be provided from 7:00 pm that evening through the Health Fair's end at 3:00 pm on Saturday. TDF and the American Bank Center assume no responsibility for any personal property left in the booth.
- The more festive and decorated your booth, the better the response. Trade-show tents are allowed inside booths.
- Do not use pins or glue on booth drapery/table skirts.
- Modifications for electrical needs must be submitted to the Hilliard Center by August 25th, 2023.
- Advance approval is required for the distribution of food samples or products.
- Exhibitors offering food samples or performing health testing/demonstrations must provide proof of General Liability insurance to Their Day Foundation with their completed contract.
- Exhibitors may not distribute food samples or products to children unless an adult accompanies the child.
- Food samples are 4 ounces or less; ideally, all samples/giveaways should be healthy.
- Helium-filled balloons are not allowed. Air-filled balloons are permitted but must be deflated/removed at the end of the event.
- The rigging staff will hang all ceiling banners on Friday, June 26th. Please deliver banners to TDF by 5 pm on Monday, June 16, 2025. There is a \$150 charge per ceiling banner for hanging and removal.
- Blackout/privacy drapes are available but at an additional charge; please contact B&T Rentals at (361) 884-6238 for pricing.
- Television, radio, and social media advertising for the Health Fair will be provided. Exhibitors are encouraged to augment their publicity efforts in any way possible.
- All exhibitors are requested to be mindful of their promotional noise to avoid interfering with others.

Booth Contents

B&T Rents will set up each standard booth space, which will consist of the following:

- A 10x10 foot area with eight-foot-high back dividers and three-foot-high side dividers.
- Standard drapes are red, white, and blue.
- One 8-foot skirted table and two standard folding chairs.
- Signage: one 8" x 44" printed sign

Additional booth equipment, including extra tables 8' Skirted \$35.00, 6' Skirted \$32.50, chairs \$5.00, and an easel \$5.00, may be contracted from B&T Rents, (361) 884-6238. The number of electrical outlets (110V or 220V) requested in the contract and paid for in advance will be provided by Hilliard Center. All orders must be placed and paid for at www.hilliardcenter.com/utility-order-form/

Important Additional information

Purpose of Fair

- The purpose of the Health Fair is to provide free testing and/or educational information concerning the health and well-being of the fair attendees. The fair is not to be used for employee recruitment.

Setup

- Setup will be on Friday, June 19th, 1 AM - 5 PM. In addition, the Exhibit Hall will be open one hour before the fair opens on Saturday. Please have your booth ready to go by 8 am.

Promotional items/Giveaways

- The Health Fair provides free healthcare & wellness education, testing, and opportunities for personal interaction with the broader healthcare community — all as an essential annual service to the region's people. Unfortunately, this role can be overshadowed by an atmosphere in which attendees merely snatch promotional items rather than engage with the event's purpose. The Health Fair Committee, therefore, asks that promotional items be used interactively. If possible, ask booth visitors to answer a health question, fill out a form, or take a mini-test, for example, before receiving the promotional item. In keeping with the Healthy Eating/Health Living theme of the fair, the Committee requests that, if you provide snacks, you consider options other than candy, such as sugar-free treats.

Balloons

- Helium-filled balloons and filling tanks (air or helium) are not allowed. Any air-filled balloons must be removed/disposed of at the end of the fair. Balloons **MAY NOT** be given out to the public. ABC charges \$50 per balloon to retrieve them from the ceiling. Any fees incurred will be charged to the exhibitor.

Lost Child Procedure

- The First Aid booth has been designated for lost children. If you have a lost child at your booth, take them to the TDF's info center so they can have their name announced. If the parents do not pick them up immediately, they will be taken to the First Aid booth to wait. If a volunteer is near your booth, ask them to take the child for you.

Food

- ABC has requested that no food or beverages be brought into the Exhibit Hall. The concession has been asked to provide more healthy food choices this year and increase its staff to reduce wait times.

Parking

- Exhibitors may use the rear loading docks to bring in their booth setups and equipment on Friday, September 1st, and on Saturday morning upon arrival for the fair.

B&T Rents

- There will be a \$45 delivery charge for items ordered on Friday during setup. Call B&T (884-6238) to avoid this charge with your order by Saturday, June 1, 2026.

Drawings

- We will **not** be able to announce door prize winners this year. If you have drawings, please request the winners' contact information.