



# SUMMER OPPORTUNITIES FAIR

26TH ANNUAL FAIR • SATURDAY, FEBRUARY 4, 2017

*Thousands of campers are planning their summers -  
plan now to meet them at*

## **Westridge School's 26th annual Summer Opportunities Fair!**

Westridge School invites you to celebrate our 26th annual Summer Opportunities Fair (SOF) on Saturday, February 4, 2017 from 10 a.m. to 3 p.m. in Pasadena, Calif. The fair is an excellent opportunity for you to showcase your program to visitors of grade school through high school age students, their families, and representatives from local schools. Each year, approximately 3,000 potential campers and parents in search of summer programs attend the Summer Opportunities Fair held on the Westridge School campus. The event has a festive atmosphere with fun activities for guests and popular local vendors who serve food and refreshments throughout the day.

You may participate in the Summer Opportunities Fair either by purchasing an exhibitor booth or choosing to have your program material displayed in our Resource Center and distributed by our volunteers. Participation options and registration form can be found in the Exhibitor Materials section of our website. **Please take special note of our popular sponsorship opportunity for exhibitors.**

Please return the completed form along with payment by mail or email no later than Thursday, December 15, 2016. Exhibitor space is limited and fills very quickly; please remember that booth availability and location assignments are based on the date of receipt of your completed registration. If you have any questions, please contact us at: [SOF@westridge.org](mailto:SOF@westridge.org) or call us at (626) 799-1053, ext. 264. We look forward to your participation in the 26th annual Summer Opportunities Fair.

### **Publicity & Advertising**

Event marketing and advertising is aimed at the community within a 50-mile radius of the Westridge School campus and beyond through social media, including:

- Electronic and hard-copy mailings to the entire Westridge community, as well as to public and private schools and PTAs in the greater Los Angeles area and advertisements in local community and high school newspapers.
- Community online calendar listings on parenting and children's activity sites such as LA Parent and Pasadena Weekly.
- Promotional flyers displayed throughout Pasadena and surrounding communities, distributed to frequently visited locations such as medical and dental offices, local afterschool programs, and displayed at local cafes and stores.
- Internet link from SOF web page ([www.westridge.org/SOF](http://www.westridge.org/SOF)) to exhibitor website.
- Social media outreach through Facebook ([facebook.com/WestridgeSchoolSOF](https://facebook.com/WestridgeSchoolSOF)), Twitter (@WestridgeSOF), and Instagram (WestridgeSOF). Help us reach more people and have more traffic at your booth by liking or following our social media pages!

### **Special Needs**

Each year a section of the Summer Opportunities Fair catalog is dedicated to providing information for families with children with special needs. Additionally, professionals in the field are on site during the day to talk with the parents of special needs children. If you have a relevant program, please be sure to let us know; we will include your program in both sections of our catalog.