



SENSATIONAL SUMMERS

"30+ years experience organizing camp fairs in NJ"

NJ Camp Fairs
Sensational Summers, LLC
452 Elwood Street
Piscataway, NJ 08854

www.njcampfairs.com

www.sensationalsummers.com

Dear Camp Director:

2018 NJ Camp Fairs: Freehold Raceway Mall! Outlets at Bergen Town Center! Quaker Bridge Mall! The Grand Summit Hotel! Menlo Park Mall! Livingston Mall!

We will debut our camp fair at Freehold Raceway Mall this season. I was contacted by the mall manager this spring and asked if I could do a camp fair there. (Same marketing manager is there who turned me down years ago...go figure!) Freehold Raceway Mall is located on Route 9 in Freehold Township and is very close to Marlboro and Manalapan, well-known for having families interested in all aspects of summer camp.

One of the great things we do: **Within two weeks after each fair you will receive a spreadsheet with the contact information of all families who attended the fairs in which you participated.** Please note we will do our best to garner registrations at the malls and did pretty well last year.

Beginning early January Sensational Summers will be offering **6** NJ camp fairs in **6** locations. On three Saturdays and three Sundays we will hold camp fairs. The camp fair held in the hotel will be held on Sunday. For those of you who travel a significant distance to attend the camp fairs this will allow you to attend 2 fairs on three weekends. Our fairs will be held in Bergen, Essex, Mercer, Middlesex, Monmouth, and Union counties. We are offering camp fairs in some of NJ's biggest shopping malls. **Please note that due to Blue Laws in Bergen County, malls are not open on Sundays so locals are out shopping on Saturdays! Each mall will require a certificate of insurance from your insurance company and electricity is on a first-come first serve on a very limited basis in the malls. Details will follow once you have registered.**

We will be giving you some extras for participating in our fairs. Camps attending at least *two* camp fairs will receive our **Silver Website Advertising Package FREE or \$50 credit towards the Platinum or Gold Package.** This includes a 200 word summary, 6 posted photos, your camp logo, a web link to your website and a link directly to your email all from our website. (Every camp will be featured on a vertical half page in our camp fair booklet with their contact information plus a 100-word summary). In addition, any camp that registers and pays for *three or more* fairs by November 1, 2017 will be given a FREE quarter-page ad (a \$250 value), or it may be applied to a larger advertisement in our camp fair program booklet.

Our registration forms will be e-mailed by request or posted on our website, www.njcampfairs.com. You have to register online.

Starting our camp fair season on **Saturday, January 13, 2018** our first fair will be held at **The Outlets at Bergen Town Center, RT 4 in Paramus.** This mall features specialty stores and eateries featuring such as Saks Off Fifth, Nordstrom Rack, Bloomingdale's Outlet, Nike Factory Store, Target, Whole Foods, REI and about 100 additional stores. We will be set up in the huge exhibit space near Whole Foods, Century 21 and Saks Off Fifth. There is limited electricity.

Our second camp fair will be held on **Sunday, January 14, 2018, at the Freehold Raceway Mall on RT 9 in Freehold Township.** The mall has a wide variety of stores including Nordstrom's, Lord & Taylor, Macy's, Apple, and over 200 specialty stores. It draws clients from Marlboro, Manalapan, Colts Neck, Middletown, Holmdel, to name a few. There is limited electricity.

[Saturday, January 20, 2018](#), will be our third camp fair of the season at [Quaker Bridge Mall, RT 1 North, Lawrenceville in Mercer County](#). This mall is located near the communities of Princeton, Lawrenceville, East and West Windsor, Hamilton, etc. This mall has a wide variety of stores including Macy's, Lord and Taylor, Apple, Cheesecake Factory and over 100 specialty stores. *The mall has limited us to 34 exhibitors.*

Our fourth camp fair will be held on [Sunday, January 21, 2018, at The Grand Summit, in Summit](#). This is the ninth year in a row in this hotel and the turnout of interested families has been great. Summit is located near Springfield, Short Hills, Millburn, Berkeley Heights, and Westfield to name a few communities.

[Saturday, January 27, 2018](#), will be our fifth camp fair and our second year at [Menlo Park Mall in Edison](#) in Middlesex County. Although the mall is near East Brunswick, Metuchen, Scotch Plains, Westfield, to name a few communities, according to the Simon Company, it draws customers from 35 miles away, and has annual traffic of over 15 million, double any of their other malls. It has limited electricity.

[Sunday, January 28, 2018](#), will be our sixth fair at the Livingston Mall, Livingston, NJ. This mall is a fabulous location from which to gain access to potential camp families in Morristown, Parsippany, Madison, Chatham, Florham Park, West Orange, Short Hills, Millburn and the communities surrounding Livingston. *The mall has limited us to 34 exhibitors.*

All camp fairs will be held from Noon to 3 p.m. and are free to the public. You will be provided with a six-foot covered and skirted table (**at most locations**), two chairs, and an electrical facility if you desire one at the hotels. *At a couple malls you must provide your own cloth table covering that reaches the floor on all sides.* The malls will have a slightly different set-up depending on which mall you choose. At the hotel free coffee and tea will be provided to all camp personnel beginning around 10 a.m. when set-up time begins. Breakfast/lunch details will be worked out with the hotel as the time gets closer and if we get small business or corporate sponsors. The malls have restaurants and take out food and DO NOT allow you to eat or drink at your table. *Unfortunately, we will not be able to have business sponsors at the malls. Please note that the malls have lots of rules and I will be happy to email you those separately. You will have to sign off on them.*

Fees are listed on the enclosed registration form. Please note that there is a sliding discount available to camps attending three or more fairs. Please fill out the form completely, which includes the 100-word summary (which should be e-mailed) and send it together, with a check for the full amount made payable to [Sensational Summers, LLC](#), to me at the above address You will receive a confirmation letter and directions by e-mail. *Please note the three-tiered pricing on the registration form. I'm sure you will want to take advantage of the Early Pricing program.* Mail checks to [Sensational Summers, C/O Barbara Rubin, 452 Elwood St, Piscataway, NJ 08854](#).

Please do not bring more than three representatives of your camp to each fair. Please do not bring three staff members and then ask your area campers to come and help the day of the fair. Three means three...total!

Located on the registration form is a spot for your personal e-mail address. I have found, in the past, that when I send e-mail to camp directors-inquiries, directions, confirmation information, that if I send it to the general camp e-mail address, which is given, it somehow does not reach the director. I will not include it in the booklet distributed the day of each fair.

I will be happy to answer any questions you may have, but phone reservations will not be accepted. The assignment of preferred floor space will be done by the order in which reservation forms and payments are received. *If you have a particularly large or tall display please note that on your registration form and I will try to assign you a space accordingly or send me an e-mail ASAP.* *The malls will not allow displays over 6' tall.* *If you have a preference*

of location within the ballroom, please describe it as specifically as possible. I will do my best to accommodate you, but that will only be done once your camp has paid in full. Camps that send partial payments, regardless of how early they are received, will not be processed until the full amount is received and will not be assigned floor space. I look forward to greeting you.

Lastly, please be advised that no refunds will be issued for any reason after December 1, 2017. All fairs will be held regardless of the weather unless the Governor declares a state of emergency.

Sincerely,

Barbara K. Rubin

Barbara K. Rubin,
NJ Camp Fair Director
The New Jersey Camp Fairs

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