

To: Breastfeeding Supporter  
From: Tarrant County Breastfeeding Coalition  
In collaboration with the Mothers' Milk Bank of North Texas  
Date: March 16, 2017  
Re: 6<sup>th</sup> Annual Family Expo & Big Latch On – Saturday, August 5, 2017

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Tarrant County Breastfeeding Coalition is a group of individuals, professionals and businesses that have joined forces to ensure every mother in Tarrant County has the resources available to give her child the best possible start in life by breastfeeding. Exclusive breastfeeding during infancy is shown to reduce childhood and maternal illness, health risk and hospitalization.

Tarrant County Breastfeeding Coalition and Mothers' Milk Bank of North Texas are planning several events this year to protect, promote, and support breastfeeding. **In celebration of World Breastfeeding Week we are planning the 6<sup>th</sup> Annual Family Expo & Big Latch On at the Fort Worth Botanic Garden on Saturday, August 5, 2017 from 9 am – 1 pm.**

Last year's Family Expo was a huge success with 277 children simultaneously breastfeeding and over 1,000 people in attendance! We will have a silent auction, provide children's entertainment and give businesses the opportunity to showcase their products and services at our vendor fair and through marketing.

If you are interested in becoming a vendor or donating to our auction please go to the Family Expo tab on our website at [www.TarrantBFCoalition.com](http://www.TarrantBFCoalition.com) . You can review the full vendor guidelines, complete the online vendor and donation forms and pay vendor fees online. **Please submit forms, payment, donations and marketing material by Friday, June 30.**

Full size vendor tables start at only \$60 with a donation to our silent auction. A limited number of premium tables are available for an additional fee to businesses wanting additional exposure. Tarrant County Breastfeeding Coalition members will receive a discount. Early Bird registration discounts are available.

Vendors can add marketing items to our 350 swag bags for no additional fee (free marketing items include coupons, discounts, samples and other items; fee required for brochures and business cards). Non-vendors can add approved marketing materials for \$25. Please contact us if you would like to advertise your business in our event program that will be distributed to each family that attends the Family Expo.

We would be honored if your business could help us make this a successful event again by sending a representative to the Family Expo to broadcast your support of all breastfeeding mothers. If you cannot attend, please consider donating to our silent auction or advertising with us. If you have any questions, contact Mary Ashley Ray at [info@tarrantbfcoalition.com](mailto:info@tarrantbfcoalition.com)

Thank you for honoring World Breastfeeding Week by supporting healthy mothers and babies in Tarrant County.

Sincerely,

Pat Alridge,  
Chair, Tarrant County Breastfeeding Coalition

Vision: A Community rooted in family friendly principles in support of a breastfeeding culture.  
Mission: To improve the health of Tarrant County by working collaboratively to protect, promote, and support breastfeeding.



# 6<sup>th</sup> Annual Family Expo

Saturday, August 5, 2017  
Fort Worth Botanic Garden  
9:00 am – 1:00 pm



Mothers' Milk Bank  
— OF NORTH TEXAS —

Vendor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: Facebook.com/\_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Brief Description of services or products you will be displaying (and/or marketing material in swag bags)

\_\_\_\_\_  
\_\_\_\_\_

Will you need special accommodations for your booth? If yes, please describe in detail:

\_\_\_\_\_  
\_\_\_\_\_

	<b>8' Vendor Table</b>		<b>½ of a Vendor Table</b>
	\$80 – If registered by May 1		\$50 – If registered by May 1
	\$90 – If registered by June 1		\$55 – If registered by June 1
	\$100 – Registration after June 1		\$60 – Registration after June 1
(- Less)	<b>Discounts</b>	(- Less)	<b>Discounts</b>
	\$10 – Member Discount		\$10 Member Discount
	\$20 – Auction Donation Discount		\$10 – Auction Donation Discount
(+ Plus)	<b>Additional Fees</b>	(+ Plus)	<b>Additional Fees</b>
	\$45 – PREMIUM Table		\$15 – Electrical Outlet
	\$15 – Electrical Outlet		

Total Registration Fee Due: \$ \_\_\_\_\_

To review the vendor guidelines, complete the online vendor form or pay vendor fees, go to the “Family Expo” tab at [www.TarrantBFCoalition.com](http://www.TarrantBFCoalition.com) or e-mail application to [info@TarrantBFCoalition.com](mailto:info@TarrantBFCoalition.com).

To pay by check, make payable to Tarrant County Breastfeeding Coalition and mail to: Mothers’ Milk Bank of North Texas, 600 W. Magnolia Ave, Fort Worth, Texas 76104.

**Deadline: Friday, June 30.** All forms, payments, donation and marketing material must be received at this time. We will e-mail a confirmation within 72 hours of receipt. Space is limited.

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