

# Vermont Women's Expo

inform enhance inspire

**SATURDAY**  
**March 25, 2017**

**The Vermont Women's Expo is a proven event with great consumer response.** With women being a top buying and decision making demographic, putting your services and products in front of them will supply your business with the hands-on opportunity to develop new customers, generate sales, introduce new products, and gain customers for life. We are committed to heavily promoting the event to bring customers to you.

**Exhibitor space will sell out!** I had a waiting list last year with many eager businesses wanting to participate. I do give my past exhibitors the first opportunity for space. Send your contract as soon as possible to capture space and so I can begin promoting you as part of the event.

Thank you, I look forward to working for you at the 2017 Vermont Women's Expo – Kate Alberghini, Event Creator/Producer

## Sponsor Benefits

### Presenting Sponsor .....\$2,500.00

- Premier recognition on all advertising - TV, Print, Radio and Social
- A 10x8 booth at the Expo with prime placement
- 20 complimentary passes to the Expo
- 1 key banner placement location at the Expo
- Verbal mentions over PA system during the Expo
- Full page ad in event program - 5" w x 8" h
- Logo on "goody bags" - 1st 1,000 guests get one!**
- Visual inclusion and live links on five unique pages of our website
- Visual inclusion on our Facebook page

### Platinum Level Sponsor .....\$1,500.00

- Logo on all printed collateral
- A 10x8 booth at the Expo with prime placement
- 10 complimentary passes to the Expo
- Verbal mentions over PA system during the Expo
- Half page ad in event program - 5" w x 4" h
- Visual inclusion and live links on five unique pages of our website
- Text promotion on our Facebook page

### Silver Level Sponsor .....\$500.00

- Smaller logo on 10,000 discount post cards
- An 8x8 booth at the Expo with prime placement
- 5 complimentary passes to the Expo
- Verbal mentions over PA system during the Expo
- Quarter page ad in event program - 2.25" w x 4" h
- Visual inclusion and live links on five unique pages of our website

## Become An Exhibitor

### Exhibitor Package - all booth sizes include the following

- 6' table and two chairs - **table coverings are not included.**
- Listing in event program
- Two badges for booth attendants
- Visual inclusion and live link to your website on for the entire year
- Discount admission postcards to distribute before the show
- FREE wireless internet

EARLY BIRD PRICING	BOOTH SIZE	AFTER JAN. 1
\$270.00	6' wide x 8' deep	\$280.00
\$305.00	8' wide x 8' deep	\$315.00
\$340.00	10' wide x 8' deep	\$350.00

- Need electricity (additional form enclosed) .....\$10
- Request discount admission post cards .....FREE
- Add an item to the goody bag (1000 pieces needed by March 1) .....FREE
- Donate a door prize for added exposure .....FREE

### Additional Exposure - Place a display ad in the show program

1/4 page - 2.25" w x 4" h	\$45.00
1/2 page - 5" w x 4" h	\$75.00
Full page - 5" w x 8" h	\$125.00

**1000 programs will be printed.**

**SET UP is Friday March 24 from 4 to 7 p.m. and beginning at 7 a.m. on Saturday. Be ready for the public by 9:45 a.m.**

**Send in your contract before January 1 to receive the discounted Early Bird Rate.**

**WE PROVIDE** you with the opportunity to exhibit and sell your products and services to ready-to-buy consumers on a face-to-face basis. It gives you a chance to be passionate about what you offer customers and make an impression that lasts much longer than conventional advertising.

**SPACE FOR EXHIBITORS IS LIMITED** and we retain the right to limit the number of participants per category to respect the benefits of the sponsors and exhibitors. We are happy to answer any questions and to work with you to fulfill individual needs. Capture your space today by sending in your contract.

**Join us for this very special event! Saturday, March 25, 2017 • 10 a.m. - 4 p.m. Champlain Valley Expo, Essex Junction, VT**

# Vermont Women's Expo

inform enhance inspire

Saturday, March 25, 2017

## Participation Contract

We are committed to providing a well balanced show and will limit the number of participants per category, giving the best benefits to exhibitors. **Positions will be filled on a first-come, first-serve basis.** Don't delay, send your contact as soon as possible to reserve your spot.

Name of Business: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

Description of your business for inclusion on www.VermontWomensExpo.com:

**I WOULD LIKE TO SPONSOR the 2017 Vermont Women's Expo** - Includes exhibiting space and great promotional packages.

- Presenting Sponsor — \$2,500.00 \_\_\_\_\_
- Platinum Sponsor — \$1,500.00 \_\_\_\_\_
- Silver Sponsor — \$500.00 \_\_\_\_\_

**I WOULD LIKE TO BE AN EXHIBITOR** - All sizes include one 6' table, two chairs, and free wireless internet.  
Exhibitors are responsible for table coverings and your own display.

- |   |  |
|---|--|
| <b>EARLY BIRD PRICING - SEND IN BEFORE JAN. 1</b> | <b>AFTER JANUARY 1, 2017</b>                       |
| <input type="radio"/> 6' x 8' Booth — \$270       | <input type="radio"/> 6' x 8' Booth — \$280 _____  |
| <input type="radio"/> 8' x 8' Booth — \$305       | <input type="radio"/> 8' x 8' Booth — \$315 _____  |
| <input type="radio"/> 10' x 8' Booth — \$340      | <input type="radio"/> 10' x 8' Booth — \$350 _____ |

**Additional Requests**

- Additional Table - \$10     Chairs \_\_\_\_\_     Other \_\_\_\_\_
- Electricity \$10 - please fill out the additional form for the Champlain Valley Expo. See Electric Form
- Place a display ad in the Expo program - please see various sizes and costs below in the green box. \_\_\_\_\_
- I would like to add an item to the goody bag. (Send us 1,000 pieces by March 1, or call for pick up.)
- Door Prize (description for program) \_\_\_\_\_ \$ Value \_\_\_\_\_
- Send me \_\_\_\_\_ discount admission postcards to distribute to my customers - FREE.*

Signature \_\_\_\_\_ Date \_\_\_\_\_ Total Amount Enclosed \_\_\_\_\_

**Blue Ribbon Pavilion Building at the Champlain Valley Exposition**  
Set up times are Friday, March 24, 4-7 p.m. and Saturday 7:00-9:45 a.m.  
We require your booth be ready for the public by 9:45 as the show opens at 10:00 a.m.  
Tear down will begin at close of the show on Saturday 4 p.m.

**Participation Fees**  
Exhibitors/Sponsors must submit the appropriate fees with the submission of this contract.  
**Checks payable to RIGHT IMAGE DESIGN and mailed to 44 Zdon Road, Middlesex VT 05602** Payments must be made in full prior to event date. Cancellation by exhibitor will result in forfeiture of the total cost of space.

**Contract for Exhibit Space** - The above signed (Exhibitor or Sponsor) hereby contracts with Vermont Women's Expo for participation in the 2017 Vermont Women's Expo in Essex Junction, Vermont produced by Right Image Marketing. All parties have read and agree to be bound by the provisions of this contract and the rules and regulations which are part of this contract.

**Additional Exposure**

Place a display ad in 1,000 show programs.

- 1/4 page - 2.25"W x 4"H      **\$45.00**
- 1/2 page - 5"W x 4"H      **\$75.00**
- Full page - 5"W x 8" H      **\$125.00**

Includes design of your ad! Email logo & text for compilation to info@VermontWomensExpo.com  
**Please send electronic ad files by March 10, 2017**

Right Image Marketing Office Use Only: Received Date: \_\_\_\_\_ Deposit Date: \_\_\_\_\_ Materials: \_\_\_\_\_  
Check #: \_\_\_\_\_ Amount: \_\_\_\_\_ Confirmation Sent: \_\_\_\_\_ Booth #: \_\_\_\_\_

802-522-7245  
VermontWomensExpo.com  
info@VermontWomensExpo.com  
44 Zdon Road, Middlesex, VT 05602

# Please Sign and Submit Contract with Full Payment

## Contract Rules & Regulations

Any organization, entity or individual paying a participation fee and/or occupying booth space as an exhibitor shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by show management, Right Image Marketing and the Champlain Valley Exposition. Situations not explicitly covered by these rules are subject to determination by Right Image Marketing, in its sole discretion.

## Exhibit Space

1. Exhibitor agrees not to sublet or rent all or a portion of space to anyone, nor to promote the interests of any other in any form within their designated booth area.
2. Rights of an Exhibitor shall not be assignable to any other firm or person.
3. Space will be assigned with due consideration to Exhibitor's preference based upon date of receipt of contract along with payment required. If for any reason the floor plan must be changed, Right Image Marketing reserves the right to relocate Exhibitors affected by these changes. If such change is absolutely necessary, every effort will be made to make the most equitable for said Exhibitor.
4. Exhibit shall not obstruct the view, detract from any adjoining exhibit, or be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. The operation of sound devices operated in an objectionable manner, in the opinion of Right Image Marketing shall be prohibited.
5. Exhibitor's sales activity and literature distribution shall be confined to Exhibitor's own exhibit space.
6. Exhibitor shall not conduct raffles or other promotional measures that require guests to be present at a specified location and time. All unusual promotional plans must be approved in writing by Right Image Marketing prior to the first day of the event.
7. Exhibitor shall have an authorized representative present at the show throughout all exhibit periods and during the installation and dismantling of the exhibit.
8. Right Image Marketing will prohibit the installation or operation of any exhibit not meeting the standard quality and audience involvement as specified herein and may prohibit the conduct of any activity which Right Image Marketing, in its sole discretion, deems detrimental and not in the best interest of the event.

## Exhibit Hall

1. Exhibitor agrees to abide by all pertinent City, State and Federal safety and fire codes, laws and ordinances pertaining to honest and fair advertising, health, fire and public safety.
2. Nothing shall be nailed, screwed, stapled, taped, wired or otherwise adhered to walls, floors or any part of the exhibition area. All required measures for such protection of the building shall be at the exhibitor's expense.
3. Installation of booths shall begin on Friday, March 24 at 4:00 p.m. until 7:00 p.m. and resume Saturday morning at 7:00 a.m. on the opening day of the show unless indicated otherwise in the show exhibition kit (distributed to all exhibitors prior opening).
4. Removal of booths shall begin immediately after event's close. Removal must be completed within four hours following the event's close. All charges for removal after the final move out shall be paid by exhibitor.
5. Exhibits must be open and staffed during all published event hours.
6. Removal of goods from the event area at any time during the event must be done through a specified entrance determined by Right Image Marketing.
7. Exhibitors MAY NOT pack or remove articles of exhibit prior to closing of the event, without the permission and approval of Right Image Marketing.
8. Any exhibit space, whether contracted and paid or not, which is not occupied within two hours of the published opening hour of the day of the event will become property of Right Image Marketing to dispose of as it deems best, with no refunds or rebates paid to the company which originally contracted that space.

## Miscellaneous

1. It is the sole obligation of show management to furnish exhibit space and other services subscribed herein for the duration of the event plus general lighting, heating, aisle cleaning, security, listing in the official Event Guide (according to date requirements) and admission credentials for exhibitors and staff.
2. Exhibitor must not throw refuse on the floor unnecessarily or commit any act which may endanger public safety or inconvenience other exhibitors or the public.
3. In the event that Right Image Marketing is required to take any action to enforce the terms of this contract, including these rules and regulations, Right Image Marketing shall be reimbursed by exhibitor for all costs and expenses incurred, including reasonable attorneys fees.

## Liability

Exhibitor agrees to protect, save and keep Right Image Marketing and their representatives and agents forever harmless from any claims or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of Exhibitor, or those holding under or through exhibitor, and exhibitor shall indemnify and hold Right Image Marketing, the host facility, their respective agents, employees or officers harmless against any and all loss, costs, damage, liabilities, causes of action, debts or expenses arising from or by any reason of any injury to exhibitor, its employees, agents or guests or property, from any cause whatsoever prior, during and subsequent to the period covered by the contract. When, but not limited to, casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other acts of God, strikes, war, work stoppages or any other cause not within the control of Right Image Marketing make it impossible for exhibitor to occupy or function in the Event premises, exhibitor shall waive any claim for damages or compensation. In addition, it is the sole responsibility of exhibitor to obtain insurance amounts to fully cover all losses. Right Image Marketing reserves the right to add or amend rules and regulations at any time and to make final interpretation of all rules. Any decision of Right Image Marketing shall be final.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Applicant's Name (please print)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

**For Electrical Service to your booth please fill out this additional form  
and an additional check made to the Champlain Valley Exposition.  
SEND ALL TO THE VERMONT WOMEN'S EXPO ADDRESS.**

**CHAMPLAIN VALLEY EXPOSITION  
ELECTRICAL & RENTAL SERVICE REQUIREMENTS  
ALL EXHIBITORS REQUIRING ELECTRICAL SERVICE  
MUST COMPLETE THIS FORM & RETURN WITH FULL PAYMENT**

EXHIBITOR NAME: \_\_\_\_\_ TELEPHONE: (\_\_\_\_) \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EVENT:  Vermont Women's Expo

EVENT DATES:  March 13-14, 2015

Please check the applicable service for your exhibit/concession (check one):

✓	Type of Service	Standard Fee	Total
	<b>1 DAY FEE</b>		
	Basic 110V/500 watts	\$10	\$
			\$
			\$
	<b>TOTAL DUE CVE</b>	\$	\$

CHECK #: \_\_\_\_\_ CHECK DATE: \_\_\_\_\_ TOTAL PAID \$ \_\_\_\_\_

\* Telephone service for Blue Ribbon Pavilion/Miller Expo Centre only

- You will be required to supply your own UL Rated, commercial grade, 3-wire grounded electrical cord, sub panel and other equipment necessary to reach the nearest electrical panel for any booth or concession requiring more than two 20 amp circuits. Equipment not in compliance will not be connected.
- Any equipment brought to be installed will be installed on a time and material basis, to be paid for by the vendor.
- Wall, column and permanent building utility outlets are not part of booth space and are not to be used by exhibitors unless specified otherwise. See above.

This completed form and full payment must be received by CVE no later than fifteen (15) days prior to show date. Payments received 15 days prior to show qualify for an early sign-up discount. Payments made within 15 days of the show must be in the form of a money order or cash, personal or business checks are not acceptable and will be voided and returned at the show in exchange for one of the above listed forms of payment. Any returned checks for the above services will be subject to a \$25 service fee and will not qualify for the early sign-up discount. Payment for a returned check is required in the form of a money order or cash. Fees for rentals and/or electrical services are non-refundable and are non-transferable. No refunds will be given for rentals and/or electrical services once the order has been placed. Post-dated checks will be voided and returned.

**THIS COMPLETED FORM AND FULL PAYMENT MUST BE RECEIVED BY CVE NO LATER THAN TEN (10) DAYS PRIOR TO SHOW OPENING. REQUESTS/PAYMENT RECEIVED LATE WILL BE SUBJECT TO LATE FEE(S) AS NOTED ABOVE.**

MAKE CHECK PAYABLE TO **CHAMPLAIN VALLEY EXPOSITION** - COMPLETE FORM AND RETURN WITH FULL PAYMENT TO:

Vermont Women's Expo  
44 Zdon Road  
Middlesex, VT 05602

Credit Card: Circle either Visa or Mastercard Card Number: _____ Expiration Date ___/___ CV# _____ Name on Card: _____ Signature: _____
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**For Electrical Service to your booth please fill out this additional form  
and an additional check made to the Champlain Valley Exposition.  
SEND ALL TO THE VERMONT WOMEN'S EXPO ADDRESS.**