

Features of the expo:

- A well designed layout to give exhibitors more space and welcome brides into their booth instead of just walking by it.
- Events & Expos surveys the brides and exhibitors from the expo to make sure this expo is providing all the features brides want
- A programmed style show featuring dresses and tuxes.
- A grand prize giveaway of Wedding Expo Cash that can be used at any business that exhibits at the expo!

Promotion of the Expo:

The Wedding Expo will be promoted and advertised through the following with your exhibitor investment:

- Local radio targeting southern Minnesota/northern Iowa
- Local newspapers and shoppers targeting southern Minnesota
- Local college newspapers
- Through e-mail databases
- Websites including:
 - Wedalert.com
 - Facebook.com
 - Eventsandexpos.com
 - Greatermankatoevents.com
 - Verizonwirelesscenter.com
 - And hopefully YOUR website!

Questions?

For questions regarding the Wedding Expo, please contact Kaaren Keohane at
507.345.3683 or
info@eventsandexpos.com

Southern Minnesota Wedding Expo is
owned and managed by
Events & Expos
PO Box 5235
Mankato, MN 56002-5235
507.345.3683

Southern Minnesota's *Wedding Expo*

Sunday, February 26, 2012

Sunday, October 21, 2012

Verizon Wireless Center-Mankato

Exhibits: 10 a.m. – 3 p.m.



Take part in the best wedding expo southern Minnesota has to offer to brides with great show features, a spectacular style show, exhibitors and more!

Packages

Basic \$375

This package is affordable for anyone in the wedding industry. It includes the following:

- 6' x 8' pipe & draped booth
- Draped 6' table w/ 2 chairs
- 6" x 18" black & white sign with your company name
- Bride lead list after the event in an Excel Spreadsheet format
- Listed on back of Wedding Expo Cash certificates as a participant
- Business name listed on website eventsandexpos.com as an exhibitor
- Business listing in Free Press the week of the show
- Business listing in brochure day of expo
- Logo of the Wedding Expo to add to your website
- PDF of the flyer to e-mail to your clientele or post on your website
- All advertising is done for you to promote the event and is part of your package

Ala Carte:

- Additional booth \$175
- Electricity \$50
- Extra Tables (each) \$15

All-Inclusive

\$575

You can really make an impact at the Wedding Expo with this package. The All-Inclusive features the following at the expo:

- **A double booth (6' x 20') pipe & draped booth**
- **TWO** Draped 6' table w/ 2 chairs
- **Electricity included**
- **Live announcements (1) at the event promoting your business**
- **Business contact information with link to your website on eventsandexpos.com**
- 6" x 18" black & white sign with your company name
- Bride Lead List after the event in an Excel Spreadsheet format
- Listed on back of Wedding Expo Cash certificates as a participant
- Business listing in Free Press and Home Magazine week of show
- Business listing in brochure day of show
- Electronic logo of the Wedding Expo to add to your website
- PDF of the flyer to e-mail to your clientele

Wedding Expo Cash

Instead of giving away prizes from certain businesses as a grand prize package, we are planning to give one lucky bride Wedding Expo Cash!

The winning bride will receive (at a minimum) \$1,000 in \$100 gift certificate increments towards any service of any exhibitor at the show.

All YOU need to do is accept the certificate for service when she brings it to you, contact me and send me the certificate for reimbursement and I will give you a check for the amount used.

This gives the bride the opportunity to use the amount however she chooses. She could put \$1,000 towards a dress, \$100 each for deposit towards flowers, decorating, tuxes, cake, etc.

This does not cost you anything since it is included in your booth package and you will be reimbursed when the certificates are redeemed.

CONTRACT FOR EXHIBIT SPACE

Please print clearly:

Company Name _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Your Business Email Address _____

Your Website Address _____

Sign us up for: Basic for February \$375 All Inclusive for February \$575

Package Price: \$ _____

Will you be giving away a prize at your booth?

Extras Additional Booth (\$175) \$ _____

yes value \$ _____ no

of Tables _____ @ (\$15) \$ _____

(one table is included)

Electricity (\$50) \$ _____

To take advantage of the discount, you must pay in full by 1/1/2012. All other balances are due by 2/1/2012

Early bird discount -\$50 \$ _____

(good through 1/1/12 if paid in full)

TOTAL COST \$ _____

Checks payable to: EVENTS & EXPOS Enclosed Check Amount \$ _____ Check # _____
or pay online at <http://www.eventsandexpos.com/exhibit.php>

Questions? Contact Kaaren at 507.345.3683 or info@eventsandexpos.com

Return contract to:
EVENTS & EXPOS – P.O. Box 5235 –Mankato, MN 56002-5235

Submitting this agreement obligates you for the amount in full unless EVENTS & EXPOS receives a written cancellation notice 30 days prior to the show, in which case \$100.00 of your fee is non-refundable.

Please **photo copy** this contract for your records. Confirmation of your exhibit space will be provided via e-mail.

Authorized Signature

Date