

# 8th Annual Women's Expo

Saturday, November 6, 2010  
at The Dome Center & Minnett Hall  
Monroe County Fairgrounds, Henrietta NY



Women's shows are hot and sweeping the nation in every major city. Imagine reaching thousands of your best consumers in just one day. The 2010 Greater Rochester Women's Expo™ will be an exceptional day full of exhibits, shopping, information sharing, and entertainment for women in the Rochester area — catering to every aspect of a woman's lifestyle. We invite you to join us in providing stimulating opportunities for women.



Exhibits • Entertainment • Shopping • Samples • Presentations  
Information Sharing • Networking • Door Prizes • Discount  
Coupons and much more...

## why exhibit?

- Expos are now being viewed as one of the best direct marketing opportunities for businesses.
- A local event by local women for local women!
- By showcasing your business, you will be letting area women know that you care about their lifestyles.
- Increase sales, attract new customers and meet your regular customers.
- Provide information about your services in a fun one-on-one environment to thousands of women
- Gain new exposure for your business and products.

## what we will provide

- Extensive media advertising and promotion. More than \$20,000 worth of advertising is planned through radio, TV and print advertising
- Extensive direct mail advertising to business and professional women
- Reusable tote bags filled with samples and flyers for the first 1,800 attendees
- The perfect venue to market your business!

Brought to you by:

Genesee Valley Parent Magazine  
& Greater Rochester Women's Expo  
266 Alexander Street, Rochester, NY 14607  
Phone: 585.287-5330 • FAX: 585.287-5344  
www.RochesterWomensExpo.com  
E-Mail: Info@RochesterWomensExpo.com

# 2010 Greater Rochester Women's Expo

Date Received: \_\_\_\_\_

## Exhibitor Contract

Saturday, November 6, 2010 • 10 a.m. - 4 p.m. • The Dome Center & Minnett Hall

To reserve your space, **Return this form** along with credit card information or check payable to Genesee Valley Parent Magazine, 266 Alexander Street, Rochester, NY 14607 • Phone: 585-287-5330 or FAX: 585-287-5344

Business Name: (as will appear on all promotional materials) \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Phone #: \_\_\_\_\_ Fax#: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Will you be selling at the event?  Yes -- NYS Sales CoA Tax ID# \_\_\_\_\_

**Auth. Signature:** \_\_\_\_\_

*I have read, fully understand and agree to comply with the Terms and Conditions of The Greater Rochester Women's Expo TM.*

**Exhibit Description:** \_\_\_\_\_

Would you be donating a door prize (min. \$60 value) ?  Yes Describe item: \_\_\_\_\_

*For sponsorship opportunities, extended area or additional needs, please contact us directly. We are here to help!*

### EXPO PRICING - Please indicate which package(s) you want at the Expo.

Premium Booth	Standard Booth	Program Ad	Bag Inserts	Website Ads
<p>10' x 10' area Includes 8' high (backdrop) pipe and draped area, draped table, <b>electricity</b>, business banner hung on backdrop and 2 chairs</p> <p>By 8/1: <b>\$455</b> After 8/1: <b>\$475</b></p>	<p>10' x 10' area Includes 3' high (backdrop) pipe and draped area, draped table and 1 chair.</p> <p>By 8/1: <b>\$375</b> After 8/1: <b>\$395</b></p> <p><input type="checkbox"/> Add \$30 for Electric</p>	<p>Place your ad in the Expo Program. <b>\$300</b> 4.5"w x 4.5"h <b>Limited to first FOUR (4) Advertisers</b></p>	<p>During the Expo, 1,500 reusable bags will be distributed. Insert your promotional item</p> <p><input type="checkbox"/> 500 items ---&gt; \$100 <input type="checkbox"/> 1,000 items ---&gt; \$125 <input type="checkbox"/> 1,500 items ---&gt; \$160</p>	<p>Promote your business through our Expo website with logo and hyperlinks direct to your site. 85px X 85 px gif and 20 word description</p> <p><b>\$100</b> posted Aug '10 - Mar '11</p>

### Payment Information

TOTAL \$ \_\_\_\_\_

NOTE: Booth assignments will be awarded according to the date the contract is received. 50% non-refundable deposit required with Contract Form to reserve space. Full payment due October 1, 2010. No refunds after October 1, 2010.

**50% DEPOSIT PAYMENT: (due with Contract) AMOUNT: \$** \_\_\_\_\_

**Credit Card Information:**  Visa  Master Charge  Discover  American Express

Card # \_\_\_\_\_ Exp: \_\_\_\_\_

**BALANCE PAYMENT: (charge after October 1, 2010)**

**Credit Card Information:**  Visa  Master Charge  Discover  American Express

Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

# 8th Annual Greater Rochester Women's Expo

## Expo Info & Setup Information

November 6, 2010 10 a.m. - 4 p.m.

The Dome Center & Minnett Hall, Monroe County Fairgrounds  
2695 East Henrietta Road, Henrietta, NY 14467

### Location

The Dome Center is located at The Dome Center & Minnett Hall, on the Monroe County Fairgrounds, 2695 East Henrietta Road, Henrietta, NY 14467 (585-334-4000). This is the corner of Calkins & East Henrietta with the entrance on Calkins Road. For more information on the Dome, visit [www.FairandExpoCenter.org](http://www.FairandExpoCenter.org).

### Move In/Check In

- **Friday, November 5th:** Early setup will be available from 4:30 - 8:30 pm. **DUE TO YOUR REQUEST, THE EVENING SET-UP TIME HAS BEEN EXTENDED** The Dome doors will close promptly at 8:30 pm so be ready to leave at the time.
- **Saturday, November 6th:** Doors will open for exhibitor setup at 8 am. You **MUST** be completely setup by 9:30 since the doors will open exactly at 10 am.

### Take Down

All displays must be maintained until 4 pm. Early break down is not permitted. Several programs scheduled for later in the day will attract attendance. Exhibitors are responsible for all clean up in their area. Garbage that is accumulated should be bagged and placed in front of their booth. Exhibitor is responsible for leaving leased tables and chairs in the same condition they were prior to occupancy. Exhibitor will be charged for any damage to leased equipment (i.e. tables and chairs) or space.

### Security

Exhibitor is fully responsible for the security and/or loss of their product and exhibit area. Do not leave equipment (ie laptops, TV's., etc.) or personal items unattended. Exhibitors setting up on Friday night should not leave such equipment overnight. Insurance on equipment and/or goods is the sole responsibility of the exhibitor.

### Exhibitor Space

Each exhibit space is 10' x 10' and includes one 8' draped table and two chairs. All exhibitor equipment and displays must fit within the designated area. If you are bringing a floor covering, be sure to bring duct tape to securely tape the carpet to the floor on ALL four sides.

### Electrical Requirements

For those who have purchased Premium Booths, electricity is included. For standard Booth Exhibitors, if you have requested electricity, service will be provided. NOTE: plugs may not be located directly behind your booth, so it is recommended that you bring a minimum 25' high power extension cord. IF YOU HAVE NOT PREVIOUSLY requested electric, please contact our office immediately since we will not be able to accommodate you on the day of the event.

### Table Assignments

We will have final floor plans one week before the event. Upon arrival, please check-in at the Registration desk for your table assignments.

## Door Prizes

**Women love winning a prize and our door prizes have been one of the big hits.... but your help is needed!**

Door prizes will be given away during the event.

**Businesses that provide prizes will be given an Excel file or printout of entry names upon request.** Lists of entry names will not be sold or given to businesses that do not provide door prizes.

Your donations of gift certificates or merchandise will be much appreciated. Minimum value for door prize is \$75. Gift certificates can not be bound to greater purchases (i.e. \$10 off a \$50 purchase, or 10% off a \$20 purchase).

Please inform us of door prizes one week prior to the event.

Door prize must be brought on event day and dropped off prior to the start of the event.

**CONTINUED ON OTHER SIDE.....**

## Contact Information

- **BEFORE THE EVENT:** Call the Genesee Valley Parent Magazine Office at 2287-5330 or email [Info@RochesterWomensExpo.com](mailto:Info@RochesterWomensExpo.com).
- **DAY OF THE EVENT:** Contact Barbara Melnyk's cell phone at 585-329-5212

# 8th Annual Greater Rochester Women's Expo

## Wireless Internet

For your convenience WiFi available in both the Dome and Minnett Hall.

## Promotion

Your support in promoting this event and getting the word out are greatly appreciated. Prior to the event we will be sending you several postcards, flyers and a poster to hang and distribute at your business location.

## Photography

Throughout the event, we will be taking photographs and videos for promotional use. Your attendance at the event, provides GVP with permission to use such videotapes/photographs. Press will also be contacted and will be photographing and taping throughout the event., as well.

## Foodlink Food Drive -- Returning for 2010!!!

Again this year, we have teamed up with Foodlink for a huge pre-Holiday food drive. We appreciate any help you can provide by bringing non-perishable items to the Foodlink table. Last year we collected more than 2,400 pounds of food and this year our goal is to exceed A TON!!!

# Rules & Regulations

## Liability Insurance

Exhibitors are responsible for providing their own liability insurance. A copy of the exhibitor's certificate of liability insurance must be provided to Rochester Woman Magazine prior to the event. If you have questions on this, please contact us for more information.

## Retail Sale of Products

Exhibitors are individually responsible for paying state sales taxes on retail sales. New York State Sales Tax Certificate of Authority is required for ALL Retail Booths. Your certificate must be posted in your booth at the show. **A copy of your Certificate of Authority must be given to us prior to the event. Certificate can be faxed to our office at 585-264-0647.**

## Building Regulations

By order of the Fire Marshall, no open flames are allowed (candles, incense burners, etc.) The Women's Expo is a smoke-free event. In addition, no helium balloons can be used. You will be charged by the Dome for any balloons that get caught in their rafters.

## Other Requirements

All products and services must be disclosed at time of registration. The Greater Rochester Women's Expo reserves the right to demand removal of products found inappropriate and/or not listed on the application. All marketing and sales activities must remain inside the booth. Please be courteous to other exhibitors around you, which means producing loud noises or strong odors will not be permitted. Exhibitor assumes sole responsibility and agrees to hold GVP, Inc. and The Greater Rochester Women's Expo harmless from any and all claims, suits, and liabilities, damages that might result in actions taken by guests as well as exhibitor and/or its employees and/or volunteers. Exhibitor is financially liable for any damage caused to booths, decorations, or to any venue damage. Exhibitors will comply with all house rules when and where they apply.

## Cancellations

No refunds will be issued if you are unable to attend the event for any reason.

## Questions?

If you have questions, please contact Barbara Melnyk, Event Coordinator or your Account Rep at 264-9955. On the day of the event, you can contact us via our cell phone at 329-5212.

# Looking forward to a great event!!

# 8th Annual Greater Rochester Women's Expo

## Making the most of your Expo experience!

You have set aside a full day -- at the top of your list is the desire to attract a crowd and result in increased profits and success for your business, not only during this event. Remember the Expo is not just a one day event, but a means to build a long-term rewarding relationship with new clients. Standing all day at an event can get exhausting. But, remember you are there to inform women about your products and programs. How you act during this time reflects on your product. Bored and non-attentive may tell women that you are not confident on what you offer.

Here are a few important tips to help make your participation in our Expo a huge success:

- 1. Give it Away!** -- having brochures is important. But don't forget that little giveaways like samples, pencils, candy, etc. can add something extra. Make it fun: A financial planner at another city's expo once brought in a jar full of pennies and had the attendees guess how many were in it — the winner received a dinner voucher! You may want to have your own door prizes and that is acceptable.
- 2. Have a lively booth** -- Again, it is important to display posters showing your programs. You want your booth to stand out and be remembered. **ABSOLUTELY NO HELIUM BALLOONS ALLOWED.**
- 3. Invite them in** -- You need to be actively pulling people in to talk to them. Perhaps standing instead of always sitting. Stand in front of the booth. Many of our exhibitors configure the booth with tables to the back to pull people in. Be upbeat and enthusiastic while connecting with attendees.
- 3. Shopping Tip** -- It's the pre-kick-off to the holiday season so women will be interested in some early product shopping and one-of-a-kind items. Offer "Expo specials" so women feel as if they're getting a wonderful deal for a wonderful product, simply because they came to the event — and they'll be sure to visit your booth again next year! Also remember that you are building an opportunity to know about your product, so if you have a store or online site, be sure to hand out special EXPO coupons that they can use at a later time.
- 4. Be informed** -- Be sure your booth is managed by people who can answer the questions that women ask. Having people answer, "I don't know, I'm just here to hand out the stuff," (believe us we heard it said) shows lack of knowledge by the program. Clearly the person may not know all the answers, but ask for their name and number/address and get back to them.
- 5. Stay the time** -- We realize that the event 'winds down' toward the last hour, but there are some women who just can't get away early. Staying shows that you are committed for the full event.
- 6. Leave the cell phones, magazines and newspaper behind** -- If you need to take a break, do so. Showing more interest to a newspaper than attendees walking by reflects on your program. If you are manning the booth alone and need a quick 'bathroom break,' let us know and we can have one of our expo aides help for a few minutes to watch your items.
- 7. Get plenty of rest** -- Be prepared for a long day. But remember that your attitude is what reflects your program. An exhibitor who looks uninterested reflects the attitude of the whole program.
- 8. Listen to them** -- ask how you can help. If a person is looking at your product, maybe they don't see what she is looking for, but maybe it is something that you have or offer. Later on after the Expo you can follow-up on their request.
- 9. Follow-up** -- After the event is over, be sure to followup with the women who stopped by your booth.