

# Saturday, April 17, 2010

## Expo/Festival



### **Why Exhibitions?**

Exhibitions are an influential, flexible and highly cost-effective business tool – as well as being significant wealth generators in their own right. In established economies they are a vital part of the marketing mix, alongside direct selling, advertising, direct mail and the Internet.

In new and emerging markets they are a major stimulus for industrial and commercial development:

- Driving industrial development and technology transfer
- Boosting regional and national industry
- Stimulating foreign investment in industry and infrastructure

Exhibitions also have a major impact on local and national economies:

- Generating direct spending on local hotels, restaurants, transport etc.
- Creating employment – directly, in convention centre's, hotels, restaurants etc, and indirectly, by assisting the development of small and medium enterprises
- Raising city/regional profile

### **Why Exhibit?**

Exhibitions are one of the most effective mediums for establishing and maintaining customer relations. In an increasingly digital age, they are the only media where buyer, seller and product physically come together - a potent force for business.

### **Highly targeted**

With their tightly focused profiles and carefully targeted audiences, trade exhibitions are highly cost-effective sales and marketing platforms.

### **Flexible**

Exhibitions provide a highly flexible environment in which a wide range of sales and marketing objectives can be achieved, from generating sales leads and launching new products, to building brand image, maintaining customer relations and appointing new agents.

### **A two-way communication process**

Unlike magazines and direct mail, exhibitions involve a two-way communication process. Visitors can question, challenge and debate. Exhibitors can give and seek information. Most importantly, business is conducted face to face - the most persuasive form of selling, and of building customer relationships.

### **The buyer comes to you**

Exhibition visitors are pro-active rather than passive recipients of your sales and marketing messages. They make a conscious decision to attend, and set aside valuable time to do so. Many are specifiers and influencers who it might otherwise be impossible to identify.

### **Neutral sales environment**

The buyer feels under no great pressure to buy, while the seller is not apprehensive about visiting the buyer on his home territory.

### **A three-dimensional media**

While an advert, direct mailing or web page may say a product is the fastest, quietest, smallest or most advanced on the market, at an exhibition, buyers can see, taste, touch and try your product for them. Nothing beats the impact of a live demonstration.

### **Fast market penetration**

You can reach a large proportion of the market in a short space of time. Whether you are looking to raise your company profile, change market perceptions or generate sales leads, you can achieve more in four days at an exhibition than you might otherwise achieve in months.

Exhibitions are also one of the quickest and most cost-effective means of exploring and entering new export markets.

Individually, the benefits listed are not unique to exhibitions but what is unusual is their combination in a single, highly flexible promotional tool. Exhibitions combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling, and the networking benefits of the Internet, to create a unique environment in which a wide range of sales and marketing objectives can be pursued, either singly, or side by side.

### **Other common reasons for attending exhibitions include:**

- To consolidate business relationships
- To solve specific problems
- To find new markets
- To appoint agents/seek principals
- To discuss specific terms/conditions/pricing
- To obtain technical knowledge
- To discuss business needs in a neutral environment

### **Why Miami Beach Gay Pride???**



**30,000+ potential customers!!!**



# Saturday, April 17, 2010 Expo/Festival Application

## Festival/Expo Pricing

*Circle Selected Booth Option*

### Single Booth - \$400

Single booths are approximately 10'x10' spaces with one 6' table and 2 chairs

### Double Booth - \$700

Double booths are approximately 20'x10' spaces with two 6' tables and 4 chairs

### Non-Profit Single Booth - \$175

*Additional Tables are \$15 per table /Additional Chairs are \$8 per chair.*

## Early Bird Pricing

*Booths Paid before 12.31.09  
receive 2009 pricing*

**Single Booth - \$350**

**Double Booth - \$600**

Please provide the following contact and billing information:

Organization		
Contact Name	Signature	
Address		
City	State	Zip
Phone	Fax	
E-mail		

Vendor Set-Up

*Saturday, April 17, 2010*

Set-up is from 7am until noon - No cars will be allowed in festival area – You must communicate your need for trucking assistance on the **Vendor Information Sheet** provided upon confirmed booth reservation.

**NO APPLICATION IS COMPLETE WITHOUT PAYMENT**

**Fax completed application to 305.944.2268  
For additional information and questions please call 786.210.0613**

**Special Notes:**

- 1) An additional \$50 Late Fee for applications received after March 15, 2010 – (If booth space is available)
- 2) All booth spaces are covered. Vendors may not erect their own tents or coverings in that designated area without prior approval.
- 3) Booth fees are non-refundable.
- 4) No food or beverage may be sold or distributed without approval and associated fees and insurance requirements may apply. **Sample sizes of products may only be distributed with prior approval.**
- 5) All vendors are required to open by 12 noon and remain until the closing of the vendor area at 6 pm.
- 6) By submitting the attached “Expo/Festival Application”, you hereafter are referred to as “vendor”
- 7) The sharing of booths must be approved by Miami Beach Gay Pride, Inc. (“MBGP”) – **Non-profits who share with for profits are not eligible for the non-profit rate.**

Please Make Checks Payable To: **Miami Beach Gay Pride, Inc** and mail to:  
Miami Beach Gay Pride c/o Cenergy, LLC – 1873 NE 154 Street – North Miami Beach, FL 33162

**Or include Credit Card information below.**



**Charges to Credit Card will appear as a charge from Dade Community Foundation**

<b>CIRCLE ONE:</b>	<b>MC</b>	<b>VISA</b>	<b>AMEX</b>
<b>ACCOUNT NUMBER:</b>		<b>SECURITY CODE:</b>	
<b>EXPIRATION DATE:</b>		<b>CARD ACCOUNT HOLDER NAME (AS IT APPEARS ON CARD):</b>	

- 1) All business or other activity for which VENDOR has rented space must be conducted in the designated booth area ONLY. Distribution, layout or hanging of any items outside designated booth area (including Parade route) is NOT PERMITTED.
- 2) All materials deemed offensive by MBGP, in its sole discretion, will not be permitted to be sold or displayed.
- 3) The Vendor and its employees are expected to monitor themselves on all matters of conduct, attire etc.
- 4) No display over 8 feet in height or extending beyond the designated area is permitted without prior permission of MBGP.
- 5) It is the Vendor's responsibility to pay any and all applicable state and local taxes. MBGP will submit a list of all participating vendors to the state of Florida Department of Revenue. MBGP assumes no responsibility whatsoever for collecting or emitting taxes and/or fees of any kind that may be due from any exhibitor.
- 6) Each vendor is required to be properly insured. MBGP may require a certificate of insurance or other evidence of insurance. Subject to the ability of MBGP to obtain appropriate insurance, the vendor can pay the additional fee for event insurance.
- 7) The Vendor shall not display, offer for review or sell any illegal or contraband items. The Vendor shall comply with all applicable laws regulations and ordinances of the state of Florida, county of Miami-Dade and city of Miami Beach.
- 8) The Vendor shall not display, offer for review or sell any items that are unlicensed and/or copies/interpretations of licensed or registered items at or in connection with MBGP.
- 9) The Vendor understands that MBGP has no control over weather, acts of God, acts of terrorism, or Government intervention or any other cause that may impair, prevent, end or interrupt, the festival weekend.
- 10) MBGP will provide security at the festival site Friday night and Saturday; however, MBGP and the city of Miami Beach shall accept no responsibility for any items. The Vendor is solely responsible for the security of all items in their booths at all times.
- 11) Sharing of booths must be approved by MBGP. Non-profits sharing with a for-profit are not eligible for discounted rate
- 12) The Vendor hereby agrees to indemnify and hold MBGP harmless for any and all claims and losses arising out of or relating to a breach of this agreement or a failure of a Vendor that should arise because of such event.

Any modifications of this agreement shall be null and void unless said modification is set forth in writing and signed by the same parties having agreed to this. By submitting my application, I agree that I have read and am bound by the terms of this e-agreement .This agreement has been read, understood and entered into freely, voluntarily and absent of duress by the party submitting this application.

Signed by: \_\_\_\_\_

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