



Panama City Mall  
 June 26, 2010  
 10am -5pm

# 4th Annual Panhandle Women's Expo

There's a party at the mall, be part of the fun! Grab your friends and spend some time just for you.

**Great Ideas, Hot Deals, Free Stuff!**



**Exciting Demonstrations and Seminars**



**A Fashion Show for Everyone**



**Entertainment for the Whole Family**



**Be part of the fastest growing event in the area.**

<b>Position Your Company</b>	As one of a select group of sponsors in support of women entrepreneurs
<b>Attach Your Corporate Name</b>	To the EXPO that is designed to attract professional and business women and the community at-large
<b>Help Local Business Women</b>	Showcase their unique products and reach their full potential as small business professionals
<b>Provide a local marketplace for local goods</b>	That has achieved extraordinary success and has potential for future growth and expansion
<b>Support the local American Red Cross</b>	Money raised is returned to our community while helping local families when faced with disasters, such as house fires and floods

# Business Opportunities

This one-day event celebrates women of all ages and backgrounds giving them the opportunity to laugh, rejuvenate and learn tips on leading a better lifestyle with displays, demonstrations, activities, prizes and entertainment. It also gives small businesses an opportunity to showcase their services and products to a large number of potential customers.

A professionally produced media campaign includes: television and radio commercials, double full page ad in the News Herald, which will reach 57,000 homes in Bay and the surrounding counties, live television appearances on the local news and talk shows, and during the Expo. Also, your business will receive excellent exposure to over 15,000 people that visit the mall on this day.

**The first 1000 women receive a gift bag with “goodies” from local and national companies, and fabulous surprises! Last year, one lucky lady won a \$1200 diamond ring!**

## **Presenting Sponsor: \$2500 limit one per industry**

- Logo prominently displayed as Presenting Sponsor in a full page Expo ad, pre-event advertising, promotions, business card size ad, and sponsor signs throughout the mall. Sponsor recognition on stages
- Your banner displayed at stages, distinctive “**Presenting Sponsor**” signs at booth and throughout the mall
- Continuous live announcements featuring “**Presenting Sponsor**” recognition
- First Choice Booth Location (10X7)

## **Gift Bag Sponsor: \$2000**

- Logo displayed on one side of Expo Gift bag distributed to the first 1000 women
- Logo displayed as “**Gift Bag Sponsor**” in the full page Expo ad, pre-event advertising, promotions, and business card size ad
- Vender Booth (10X7)

## **Show Sponsor: \$1500**

- Logo displayed in the “**Show Sponsor**” section of a full page Expo ad, pre-event advertising, promotions, business card size ad, and sponsor signs throughout the mall. Sponsor recognition on stages
- Continuous live announcements featuring “**Show Sponsor**” recognition
- Choice Booth Location (10X7)

## **Stage Sponsor: \$1000**

- Logo displayed as “**Stage Sponsor**” in the full page Expo ad, pre-event advertising, promotions, business card size ad and sponsor signs throughout the mall
- Your Banner displayed at stages
- Vender Booth (10X7)

## **Supporting Sponsor: \$500**

- Logo displayed in the full page Expo ad and business card size ad
- Vender Booth (10X7)

## **Vendor: \$250**

- Business Card ad in the full page News Herald ad
- Vender Booth (10X7)

## **Business Card Ad \$100**

- Include your Business card in the full page Expo Ad

For more information contact the Central Panhandle Chapter, American Red Cross. Phone: (850) 763-6587 Email: [kjbailey@redcrosscpc.org](mailto:kjbailey@redcrosscpc.org)

**These fine businesses are already sponsors. Don't miss your chance!**





## 2010 Panhandle Women's Expo Exhibitor Reservation

June 26, 2010 10 AM - 5 PM

\_\_\_\_\_ Presenting Sponsor \$2,500  
\_\_\_\_\_ Gift Bag Sponsor \$2,000  
\_\_\_\_\_ Show Sponsor \$1,500  
\_\_\_\_\_ Stage Sponsor \$1,000  
\_\_\_\_\_ Supporting Sponsor \$500

\_\_\_\_\_ Other Sponsorship \_\_\_\_\_  
\_\_\_\_\_ **Vendor \$250** (10x7 booth, table, 2 chairs and booth sign)  
\_\_\_\_\_ Business Card Ad in Expo Paper Only \$100  
\_\_\_\_\_ Unable to participate but will donate the following  
to be used as a door prize \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

Street: \_\_\_\_\_

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

Business/Daytime Phone: \_\_\_\_\_ **Email:** \_\_\_\_\_

Circle Method of payment: Check\* Cash MasterCard Discover Visa AMEX

\*(make checks payable to American Red Cross, Central Panhandle Chapter)

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of card holder: \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

Billing address on card: \_\_\_\_\_

Street: \_\_\_\_\_

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

Electricity \$20 \_\_\_\_\_ Total Amount \_\_\_\_\_ Amount Paid \_\_\_\_\_

(Limited number)

Items to be exhibited or sold: \_\_\_\_\_

I will donate the following item(s) to be given as a door prize: \_\_\_\_\_

**\*\*\*Please email or mail your business card NLT June 4, 2010\*\*\***

Return to American Red Cross, Central Panhandle Chapter

430 East 15<sup>th</sup> Street, Panama City, FL 32405

Phone: 850-763-6587

Fax: 850-785-3995

E-mail: [kjbailey@redcrosscpc.org](mailto:kjbailey@redcrosscpc.org)

Questions or Information: Kelly Jo Bailey

- Booth fee is due when space is reserved.
- **Cancellations prior to Friday, June 4, 2010 will be refunded less a 20% cancellation fee. After June 4, 2010 there will be no refunds.** Any legal fees and/or cost of fulfilling the terms of this contract are liable to and will be paid by the Exhibitor. \_\_\_\_\_ Initials
- We understand that the show director reserves the right to demand release of space or booths at any time during the show for failure to conform to the rules and regulations.
- American Red Cross, Panama City Mall, their officers, agents and sponsors will not, under any circumstances, be responsible for any loss sustained by any exhibitor or any other person by reason of fire, theft, water, accidents, or for any other cause or reason but will use reasonable care to protect the exhibitor from such loss. Exhibitor should affect their own insurance. It is agreed that each exhibitor shall assume responsibility for damage to the property and shall indemnify and hold blameless the American Red Cross and the Panama City Mall for all liability which might ensue from any cause whatsoever, including accidents or injuries to exhibitors or employees.

# ***Panhandle Women's Expo***

## **Advertising**

Each booth will receive a business card sized ad in the News Herald. Business cards must be received no later than June 4, 2010. The American Red Cross will also promote and advertise the show on local radio, television, publications, etc. Your booth fee helps to pay for this general show advertising.

## **Booth Location**

American Red Cross reserves the right to make all space assignments in the best interest of the total show. Every effort will be made to give each exhibitor their preferred location. If, for unforeseen circumstances, date or location of the event must be changed, this contract will still remain in effect.

## **Booth Staffing**

All booths must be staffed for the entire duration of the event

## **Booth Construction**

You will be provided a 10'X7' booth with 8' high back drape and 3' side divider drape, 6-foot table and a sign with your business name. You are encouraged to decorate your booth as you see fit. You may bring your own banner to hang on the back of the booth. Each exhibitor is entitled to a reasonable sight-line from the aisle. Therefore, the front three feet of exhibit space must not have display material over 42 inches high. All water fountains, plantings, etc. should have waterproof plastic beneath to protect the floor.

## **Seminars**

A variety of fun, educational and informational how-to and seminars will be scheduled. Whenever possible, exhibitors are invited to present a seminar. Speakers agree to represent the topic and NOT promote product and/or service. Exhibitors who wish to present a seminar should contact the American Red Cross which has sole discretion in the approval of seminars.

## **Door Prizes**

Each Exhibitor is asked to provide at least one door prize for the show at a value of \$25 or more. Door prizes and drawings at your booth are also encouraged.

## **Show Cancellation**

In the event of show cancellation due to fire, natural or man-made disasters, strikes, governmental regulations or other causes beyond our control, the Director shall determine an equitable basis for refunds after consideration of expenditures and commitments already made. Fees are not refunded for any other reason.

## **No Other Representations**

No oral representations, conditions, or promises will be honored unless in writing. All agreements have been incorporated into this document and supersede any other representations made by either party.

## **Refusal Rights**

Any exhibits that, in the opinion of the American Red Cross, have been misrepresented or deemed objectionable may be rejected. Understand that the American Red Cross reserves the right to demand release of booths at any time during the show for failure to conform to the rules and regulations by your representatives. Booth space may not be subleased or sold or shared with another vendor.

## **Sales**

No soliciting or setting literature outside your designated booth area unless approved by American Red Cross.

## **Other Promotions**

Exhibitors may distribute printed matter or other articles only within the limits of their space. Exhibitors may promote the event at their local place of business, websites, email or social networks.

## **Food and Beverages**

Any exhibitor wishing to serve food or beverages from their booth must be approved in advance. No merchandising of food or beverages is permitted.

## **Sound Control**

Sound equipment will be permitted, but the Exhibitor must keep sound to a level that will not disturb neighboring exhibits. In addition, computers, televisions, etc., shall not distract other exhibitors and mall guests.

## **Violations**

The Exhibitor shall be bound by the rules and regulations set forth herein. All matters and questions not covered by the above will be subject to the final judgment and decision by the American Red Cross. Any violations by the Exhibitor of any of the terms and conditions herein shall be subject to the cancellation of the contract to occupy exhibit space, and the forfeiture of any monies paid on account thereof upon due notice of cancellation. The American Red Cross shall have the right to take possession of the Exhibitor's space, remove all property of the Exhibitor and hold the exhibit responsible for all risks and expenses incurred in such an event.

**All Booths Must Be Dismantled and Removed By 7 pm, Saturday, June 26 2010**



## HOLD HARMLESS

The exhibitor agrees to hold harmless the American Red Cross and the Panama City Mall from any and all liability arising out of any injury or damages caused to such person and property at Panama City Mall including the term that the damages caused to such person and property and Panama City Mall including the term that the Exhibitor comes upon the property until such times the Exhibitor leaves the property of Panama City Mall. The preceding clause extends to and includes the following parties: American Red Cross, CBL and Associates, its partners and employees, Panama City Mall Associates, the Panama City Mall Marketing Fund and any and all of the merchants located in Panama City Mall.

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Insurance Information \_\_\_\_\_

I \_\_\_\_\_ **understand and agree to the above terms.**  
Print Name

\_\_\_\_\_  
Signature Date

Return to American Red Cross, Central Panhandle Chapter  
430 East 15<sup>th</sup> Street, Panama City, FL 32405  
Phone: 850-763-6587 Fax: 850-785-3995 E-mail: [kjbailey@redcrosscpc.org](mailto:kjbailey@redcrosscpc.org)  
Questions or Information: Kelly Jo Bailey