

The Pennsylvania Women's Expo (PAWE) Guidelines

REFUND POLICY (Please Read) – *PAWE maintains a strict policy of no refunds.* Exhibitors receive benefits year round. These benefits include: advertising, website listing, media publicity, program listing, one day exhibit and year-round support. A portion of the Expo proceeds are designated for the featured charity and other Expo-related activities.

EXHIBIT BOOTHS

Set-up Set-up is Saturday, March 13, 2010 from 3 -6 p.m. Any changes will be posted on the Expo website.

The tables will be covered and skirted for a professional look. Remember that your table is a reflection of your business. All materials in your exhibit should maintain a professional appearance.

Staffing Booths must be staffed at all times. Failure to comply can result in expulsion for the show. There will be a short opening ceremony before the show opens. Exhibitors are expected to attend.

If you need a **quick** break for a few minutes, and you are unable to have someone to cover your booth, please let us now in advance so we can arrange for a volunteer so your booth is not left unattended. PAWE, its staff, and volunteers can not be responsible for sales or merchandise during your absence.

Breakdowns **No early breakdowns.** Failure to comply will result from exclusion from future shows.

At the conclusion of the Expo, exhibitors are expected to dismantle their booths and remove all materials. Materials left behind will be removed and placed in trash receptacles.

Specifics **Only the organization responsible for the exhibitor contract may occupy the space. Your booth must represent *only* the business that is contracted with the PAWE.**

- ☞ **Size** – Exhibit space is approximately 8 ft. x 8 ft. and includes one 6 ft. table and 2 chairs; or 8 ft. x 10 ft.
- ☞ **Presentation** – All tables will be draped. Any merchandise and personal items should be placed under the tables, out of view.
 - Burning of incense and/or candles must be approved prior to the start of the show.
 - Any displays must be within the exhibit space. **Table top displays are limited to no taller than 36" and unfolded no longer than the 6' table they are on.**
- ☞ **Electric** – A facility staff member will be available during Saturday afternoon set-up.
 - All electrical cords and wiring are to be supplied by the exhibitor and must be taped to the floor.
 - **Two 50 ft. extension cords, a triple tap, and an outlet strip with six outlets will be required.**
 - All exhibit materials must conform to fire and electrical codes of the facility.

Audio Please keep audio devices at a "tolerable" level. Devices that are disturbing to neighboring exhibits may be asked to lower sound levels or turn off the device.

Disclaimer: The PAWE and the hosting facility shall not be responsible for any loss, damage, or injury that may occur to the exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit application. The exhibitor, in signing the exhibit contract, expressly releases the PAWE and/or hosting facility from, and agrees to indemnify same, against any and all claims for such loss, damages or injury.

If you have difficulty accomplishing any of the above, please contact the Executive Director, Harriet Layton, at 484.333.3191, or via e-mail at Harriet@PAWomensExpo.com or contact The Pennsylvania Women's Expo office @ 610.916.3652.

Please initial and date in the space provided to indicate that you have read these guidelines. Keep a copy for your records and send original with contract and monies.

Initials: _____ Date: _____



The Pennsylvania Women's Expo

The Riveredge, Reading, PA

Sunday, March 14, 2010 - Noon to 5 p.m.

Date: _____

I would like to be included as a sponsor of **the Pennsylvania Women's Expo** at the level indicated.

_____ **\$2500 Corporate Gold Sponsor*** which includes:

- | | | |
|-----------------------------|-------------------------------|--|
| 10' x 8' with pipe & drape, | 2 – 6 ft. tables, 4 chairs; | Website listing with logo |
| Company sign | 1 extra 6 ft. table, optional | Logo in all media advertising |
| 4 Booth passes | Wireless Internet Access | Full page ad/Program listing with logo |
| Beverage Buffet | | |

Electric Access with the Exhibitor providing: two (2) 50 ft. extension cords, Triple Tap, and Outlet Strip with six (6) outlets.

Website address(s) listings on the PAWE website; must reciprocate with PAWE website address on my site.

*limited to one exhibitor per business or industry category

_____ **\$795 Corporate Show Sponsor** which includes:

- | | | |
|-----------------------------|-----------------------------|----------------------------------|
| 10' x 8' with pipe & drape, | 2 – 6 ft. tables, 4 chairs; | Website listing with logo |
| Company sign | 4 Booth passes | Logo in all media advertising |
| Beverage Buffet | Wireless Internet Access | 1/2 ad/Program listing with logo |

Electric Access with the Exhibitor providing: two (2) 50 ft. extension cords, Triple Tap, and Outlet Strip with six (6) outlets

Website address(s) listings on the PAWE website; must reciprocate with PAWE website address on my site.

_____ **Media & In-Kind Sponsorship** (contribution must be valued at \$1500.00 or more). My contribution/service will be (attach a separate description). Estimated value _____

_____ **\$500 Banner Sponsor**

_____ **\$500 Program Booklet Sponsor**

_____ **\$250 Beverage Buffet**

Make checks payable to: Pennsylvania Women's Expo and mail to. POB 4544, Reading, PA 19606

How would you like to be listed in the program?

Company Name: _____

Contact Person: _____

Phone/E-mail: _____

Please email your logo and business card information in electronic format (.tif, .jpeg, .gif). Also provide your mailing address and/or physical address so we can send you additional information as needed.

Harriet Layton, Executive Director
 Email to: Harriet@PAWomensExpo.com
 Voice: 484.333.3191

Web: www.PAWomensExpo.com
 Web services provided by Vigilant Corporation
 PA Women's Expo offices @ 610.916.3652

To confirm receipt of your full payment and contract, visit www.PAWomensExpo.com. Your information will be listed once processed. Please allow three weeks. If you provided an email address, the webmaster will send you an email when you are listed.



The Pennsylvania Women's Expo

The Riveredge, Reading, PA

Sunday, March 14, 2010 - Noon to 5 p.m.

The Pennsylvania Women's Expo
Empowerment thru Opportunity, Education, and Economic Awareness.

Executive Director: Harriet Layton
Mobile – 484.333.3191
Harriet@pawomensexpo.com
www.PAWomensExpo.com

2010 Exhibitor Contract

Company Name: _____

All Fees: Non-refundable

Item	Service Provided	Unit Price	Amount due
Space 1	<ul style="list-style-type: none"> • 8' x 8' with pipe & drape • Company sign • 2 Booth passes • 1 – 6 ft. table, 2 chairs • Wireless Internet Access • Website listing & Program listing • Beverage Buffet • Electric* 	\$275.00	
Space 2	<ul style="list-style-type: none"> • 8' x 10' with pipe & drape • Company sign • 4 Booth passes • 2 – 6 ft. tables, 4 chairs • Wireless Internet Access • Website listing & Program listing • Beverage Buffet • Electric* 	\$375.00	
Extra Tables	<ul style="list-style-type: none"> • 6 ft. table • Limited availability 	\$10.00	
Electric Access	*Exhibitor must provide: two (2) 50 ft. extension cords, Triple Tap, and Outlet Strip with six (6) outlets to access the electric.		
Website	<ul style="list-style-type: none"> • Link my website address(s) on the PAWE website for a year; must reciprocate with PAWE website address on my site. 	\$10.00 per website listed	
Program Ad	All program ads must be in electronic format (.tif, .jpeg, .jig).		
	<ul style="list-style-type: none"> • Full page (8.5" x 5.5") 	\$100.00 per page	
	<ul style="list-style-type: none"> • Half page (4.5" x 5.5") 	\$50.00 per ad	
	<ul style="list-style-type: none"> • Quarter page (2.75" wide x 4.25" high) 	\$30.00 per ad	
Lunch	Will be available for purchase in the E Zoe Lounge at your pleasure. Beverage bar will be available to Sponsors & Vendors only		
		Total	

Signature: _____

Date _____ *Please keep a copy for your records*

Make checks payable to: Pennsylvania Women's Expo.

Please send this registration form along with full payment (Check, MasterCard or VISA) to:

**Pennsylvania Women's Expo
POB 4544
Reading, PA 19606**

To confirm receipt of your full payment and contract, visit www.PAWomensExpo.com. Your information will be listed once processed. Please allow three weeks. If you provided an email address, the webmaster will send you an email when you are listed.