

A DAY FOR WOMEN

Just For Women...Just For You!

Its An Opportunity Too Good To Miss!

We are pleased to provide your company with the following information on a new event that can be of great benefit to your company in the coming year, *A DAY FOR WOMEN*.

A DAY FOR WOMEN will be held on Saturday, April 10 from 10:00 a.m. to 4 p.m. in the North Lobby and Exhibit Hall of the Mayo Civic Center in Rochester, Minnesota.

The goal of developing this event, is to provide an opportunity for companies to make face-to-face sales, strengthen their position in the market, develop an extensive client database, and sample and test new products!

Seminars, demonstration areas, and other marketing opportunity will also be available where companies can showcase their products or services.

If your company provides products or services similar to those listed below, this is a timely event your company should participate in!

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|-------------------------------------|---------------------------------|------------------------------------|
| * Apparel and Fashion Accessories | * Estate and Financial Planning | * Interior and Exterior Remodeling |
| * Appliances | * Family Foods | * Lawn & Garden Equipment |
| * Bathroom Fixtures and Accessories | * Flooring | * Kitchen Fixtures & Accessories |
| * Cabinetry and Countertops | * Garden Products | * New Home Construction |
| * Closet & Garage Organization | * Health and Fitness | * Real Estate |
| * Cosmetics | * Handicap Mobility Accessories | * Vacation Destinations |
| * Cosmetic Dentistry | * Interior Design | * and More..... |

To make this event more accessible for the public to attend, this event, its seminars and demonstration areas, will be free and open to the public.

The areas leading News and Entertainment Mediums along with other advertisements will be utilized to promote this event to women throughout Southern Minnesota.

Don't miss your best opportunity for increasing your Spring and Summer sales. Reserve your space today, for what is sure to be a successful addition to your promotional calendar for 2010.

If you have any questions regarding this event or information on the following pages, or suggestions of timely seminar topics, please contact our office at (507) 387-7469 or by fax at (507) 387-3425 or by email at rochestermnshows@gmail.com

"SHARING OF THIS EXHIBIT INFORMATION IS ENCOURAGED"

If you know of other businesses who could benefit from participating in this timely event, our exhibit information web site beginning in February will be: www.rochestermnshows.com.

Your Interest and consideration is appreciated.

Sincerely,
ROCHESTERMNSHOWS

Brad Hansen

Julie Hansen

ROCHESTERMNSHOWS

Exhibition Management & Consultants

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A DAY FOR WOMEN

EXHIBIT DETAILS

Location

Mayo Civic Center,
30 Civic Center Drive Rochester, Minnesota 55904

Date & Hours

Saturday, April 10 10:00 A.M. to 4:00 P.M.

Exhibit Details

Exhibit spaces are 10 Feet wide x 8 Feet deep.
8 Foot Back and 3 Foot Side Teal and Ivory
Curtains will be provided for each exhibit space.

Exhibit Space Rates

Corner Exhibit Space \$185.00 per space.
1 or 2 In Line Exhibit Spaces \$165.00 per space.
3 or 4 In Line Exhibit Spaces \$150.00 per space.

Exhibit Space Rates With Accessories

Corner Exhibit Space \$215.00 per space.
1 or 2 In Line Exhibit Spaces \$195.00 per space.
3 or 4 In Line Exhibit Spaces \$180.00 per space.
Accessories include 8 foot skirted table and 2 chairs.

Deposit & Reserving Exhibit Space

The investment to participate in this event is based on the number and type of exhibit spaces requested. To reserve exhibit space, a deposit of 1/2 of the Exhibit Rental Amount must be returned with a completed contract.

Final Payment

Final payment is payable by Friday, March 26, 2010.

Payment Methods

Business, Certified, Personal, or Credit Card Convenience Checks as well as Money Orders are accepted forms of payment. Credit Cards are not accepted as a form of payment.

Exhibit Move In

Friday, April 9 11:00 A.M. to 9:00 P.M.
Saturday, April 7:00 A.M. to 9:00 A.M.
All exhibits must be assembled by 9:30 A.M.

Exhibit Move Out

Move Out will begin at 4:15 P.M. and continue until 10:00 P.M. on Saturday, April 10.

Electrical & Other Utility Services

Arrangements for Electrical, Internet, and other utility services are contracted directly with the Mayo Civic Center. (Detailed information and an order form will be provided with final exhibit packet.)

Exhibit Accessories

Tables, chairs, carpet, and any other items needed for your exhibit may be rented from the Designated Decorator prior to the show. Use of your own tables, chairs, and carpet is permitted. (Detailed information and an order form will be provided with final exhibit packet.)

Security

Your company's personnel will be responsible for the security of your exhibit and personal items.

Food Sales, Food Samples and Candy

Mayo Civic Center has specific restrictions on food sales and food samples. Please contact our office for further information. The gratuitous distribution of "Wrapped Candy" is encouraged.

Retail Sales & Deposits

This is a selling event. The acceptance of payment for goods, services, or the receipt of a deposit for future service or products is encouraged.

Forklift

Limited access to a forklift will be provided for Move In and Move Out. Use of the Forklift will be assigned based on size and location of Exhibit.

General Restrictions

Signage

All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.

Table Skirting & Covering

Tables must be skirted and covered. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Use of your own skirting is permissible.

Exhibit Line Of Sight

Exhibitors may not install any exhibit materials higher than eight (8) feet at the back wall of the display and eight (8) feet on the side walls projecting further than 4 feet from the rear of the exhibit space. Display Tents or are not allowed as In Line display materials.

Batteries, Fuel, & Propane Tanks

Display units containing flammable fuel must enter the facility with 1/4 tank of fuel or less. Fuel caps must be taped or locked. Batteries must be disconnected. Propane tanks containing any fuel must be removed from display units.

Drawings, Registrations or Raffles

Drawings or Registration by the public for door prizes from exhibitors is permissible. Paid Drawings or Raffles conducted by exhibitors must meet all state Guidelines.

Distribution of Restricted Materials

The distribution of Helium Balloons or Stickers is prohibited by the Mayo Civic Center.

Final Exhibit Packet

The Final Exhibit Packet will include detailed information on the following: Signage, Utilities, Draping, Receiving, Shipping, Lodging, Food Samples, ST-19 and other information about participating in this event.

For additional information on the
A DAY FOR WOMEN
please contact our office at,

Telephone-----507) 387-7469

Fax-----507) 387-3425

Email-----rochesterMNShows@gmail.com