

20th ANNUAL River Hills Home & Lifestyles Show

February 24, 25 & 26, 2012

River Hills Mall - Mankato Minnesota

“One Of The Largest Attended 3 Day Consumer Shows In Minnesota“.

We are pleased to provide your company with information on the 20th annual River Hills Home & Lifestyles Show. With a yearly attendance of 65,000 to 80,000 individuals, the River Hills Home & Lifestyles Show continues as one of Minnesota's Largest Attended 3 Day Consumer Shows.

River Hills Mall, Southern Minnesota and North Iowa's "Dominant Regional Shopping Destination"

- * Median Customer Age 36.2 Years.
- * Over 79,000 Employees Within 5 Mile Facility Radius.
- * Median Household Income \$49,866.00.
- * 24% Of Primary Market Have Household Incomes In Excess of \$75,000.00.
- * Retail Trade Area Includes Over 22 Counties.
- * 40% Of Primary Trade Area Are Between The Ages Of 25 and 54.

In general customers visit the River Hills Mall an average of 45 times per year. The typical customer spends 84 minutes in the mall, visiting 2.3 stores and making purchase at 1.1 stores. Average expenditure per customer is \$51.00. Average annual expenditures are \$1,751.00 with females spending on average in excess of \$1,890.00. * Clarita Prime Location Survey December 2009/River Hills Mall Customer Survey. **Learn More About The River Hills Mall by Visiting: www.riverhillsmall.com**

Why your company should participate in the River Hills Home & Lifestyles Show

- * Build relationships, sell, and generate leads from qualified buyers.
- * Demonstrate the latest products and services in person, where consumers can see, touch and buy.
- * Maximize your marketing efforts, working with others to generate new leads and increase sales.

Extensive Marketing Program

Charter Media, The Home Magazine, and other news and entertainment mediums, are utilized to attract individuals and families to this timely event. The event website utilized for this and other events produced by our company at River Hills Mall will be: www.mankatomnshows.com

A Critical Time To Participate In Consumer Trade Shows

Trade Shows should be aggressively utilized to directly communicate with potential customers. The opportunity to establish trust with consumers by discussing your products or service, face to face with potential customers can bring immediate sales and increase future sales in the coming year.

“Sharing Of This Exhibit Information Is Encouraged”

If you know of other businesses or individuals who could benefit from participating in this timely event, your assistance in sharing this information would be greatly appreciated. They can be referred to our event website at: www.mankatomnshows.com

We Want To Work With Your Company To Increase Your Sales In 2012

Reserve your space today, for what is sure to be a successful addition to your promotional calendar for 2012. If you have any questions regarding this event, or the information on the following pages, please contact our office at (507) 387-7469 or by email at: mankatomnshows@gmail.com

Your Interest and consideration is appreciated.

Sincerely,

B & J Promotions

Bradford Hansen

Julie Hansen

Jordan Hansen

Other Recommended Shows

River Hills Boat & Recreation Show March 2, 3 & 4 River Hills Mall, Mankato, Minnesota
River Hills Women's Weekend Show April 14 & 15 River Hills Mall, Mankato, Minnesota
Rochester Seniors Expo April 26 Mayo Civic Center, Rochester, Minnesota
River Hills Women's Weekend Show October 13 & 14 River Hills Mall, Mankato, Minnesota

B & J PROMOTIONS

Exhibition Management & Exhibition Consultants
P. O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469

mankatomnshows@gmail.com

Fax (320) 438-2305

2012 RIVER HILLS HOME & LIFESTYLES SHOW

Exhibitor Rules and Information

- Location:** River Hills Mall 1850 Adams Street Mankato, Minnesota 56001
- Dates & Hours:** Friday, February 24 and Saturday, February 25 10:00 A.M. to 9:00 P.M.
Sunday, February 26 11:00 A.M. to 6:00 P.M.
- Exhibit Details:** Exhibit spaces are 10 Feet Wide x 8 Feet Deep. 8 Foot Back and 3 Foot Side Curtains are provided.
- Exhibit Rates:** 1 or 2 Exhibit Spaces \$495.00 each. 3 or 4 Exhibit Spaces \$465.00 each.
- Electrical Details:** Electrical \$35.00. 110 electrical outlets are available per exhibit. Grounded extension cords in a length of at least 20 feet should be brought for your exhibit.
- Reserving Space:** To reserve exhibit space in this event, a deposit of 1/2 of the total amount including electricity, must be returned with a completed contract.
- Final Payment:** Final payment is due by Friday, February 3, 2012.
- Payment Methods:** Business, Certified, Personal, Credit Card Convenience Checks, Money Orders as well as Discover, Master Card or Visa Credit Cards are accepted forms of payments.
- Move In:** Thursday, February 23, 9:15 P.M. to 12:30 A.M. Friday, February 24, 7:00 A.M. to 9:30 A.M. All exhibits must be assembled by 10:00 A.M. on Friday, February 24. Service entrance doors will be used for items that can be carried in. Doors and entrances to be used will be marked. Any exhibit materials that can not be brought through service doors must be able to enter through an overhead door measuring 11' 6" Wide x 11' 6" High door and freely maneuver down an 8 foot aisle. Displays wider than 8 foot are acceptable. However, a scheduled Move In time must occur on Thursday, February 23, for larger displays.
- Move Out:** Exhibit Move Out will begin at the conclusion of the show at 6:00 P.M. on Sunday, February 26. Exhibits must be removed from the interior of the Mall by 8:30 A.M. on Monday, February 27.
- Insurance:** Each exhibitor must provide a Certificate of Insurance to B & J Promotions with a total of no less than (\$100,000 General Liability Insurance) by February 3, 2012.
- Form St-19:** Minnesota Law requires that participants must provide information on their status of possessing a valid sales tax permit number, having applied for, or a declaration that you are not required to have a sales tax permit number. This form will accompany the final statement.
- Security:** Your company's personnel will be responsible for the security of your exhibit and personal items contained within. River Hills Mall and its property are patrolled by Security.
- Draping:** Tables, chairs, carpet, and any other items needed for your exhibit may be rented from the designated Decorator prior to the show. This information will be provided with your final statement. Use of your own tables, chairs and carpet is permitted.
- Lodging:** Information on overnight lodging will be provided with your final statement.
- 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.
- Restrictions:** Tables must be skirted and covered. Skirting must be clean and reach from table top to just at the floor.
Distribution of any food or beverage is not allowed without knowledge of the Sponsor.
Exhibit materials higher than 4 feet may not extend further than 4 feet from the back of the Exhibit.
Exhibits with Helium Balloons will be assessed a \$50.00 clean up charge by River Hills Mall.
- Final Packet:** The Final Exhibit Packet will include detailed information on the following: Entering the Facility, Exhibit Restrictions, Draping, Lodging, Insurance, Minnesota St-19 form and other information related to your participation in this event.

B & J PROMOTIONS

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2012 RIVER HILLS HOME & LIFESTYLES SHOW

Contract Application For Exhibit Space

B & J Promotions, hereafter referred to as SPONSOR, grants to the company listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012, River Hills Home & Lifestyles Show, subject to the terms and conditions on the reverse of this contract. We the undersigned, have read and agree to abide by all rules and regulations governing this show as outlined on the reverse of this contract. A DEPOSIT MUST ACCOMPANY A COMPLETED CONTRACT TO RESERVE EXHIBIT SPACE

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION

Exhibiting Company _____
Address _____ P.O. Box _____ Apt _____ Suite _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Date _____ Year _____
Email Address _____ Web Address _____
By _____ Signature _____ Title _____
My Company Will Be Exhibiting _____

Exhibit Location(s) Requested

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION REGARDING THE NUMBER OF EXHIBIT SPACE(S) REQUESTED

My company will need 1 or 2 () Exhibit Space(s) at \$495.00 per space. ----- \$ _____
My company will need 3 or 4 () Exhibit Space(s) at \$465.00 per space. ----- \$ _____
Electricity; 110 electrical outlet, \$35.00 per exhibit.----- \$ _____
Total Exhibit Investment.----- \$ _____
Deposit: (1/2 of the Total Investment of the Exhibit Space Leased) to be returned with contract.----- <\$ _____
Final Payment: Final Balance due and payable by February 3, 2012. ----- \$ _____

Please Complete The Following Only If Paying By Credit Card PLEASE TYPE OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

____ Visa ____ MasterCard ____ Discover Authorized Amount Of Payment \$ _____ - ____ Authorization Date ____/____/____
Credit Card Number _____ Credit Card Expiration Date ____/____
Signature Of Card Holder _____ Please Print Same Name _____
Name On Credit Card _____ Card Holder Telephone () _____
Card Holder Address _____ City _____ State _____ Zip _____

OFFICE USE ONLY

Received and Adopted, Month _____ Date _____ Year _____ By: _____
Spaces Assigned: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____ VER # _____
First Deposit # _____ Deposit Date _____ Year _____ Amount \$ _____
Final Deposit # _____ Deposit Date _____ Year _____ Amount \$ _____

All Payments Are To Be Made Payable To:

B & J Promotions

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A copy of the contract application will be returned with final statement.

2012 RIVER HILLS HOME & LIFESTYLES SHOW

EXHIBIT RULES AND REGULATIONS

B & J PROMOTIONS, hereafter referred to as SPONSOR, grants to the company listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2012 River Hills Home & Lifestyles Show, subject to the terms and conditions of this contract as outlined below. This application and contract shall not be binding until accepted and signed by show SPONSOR.

Show Location: River Hills Mall 1820 Adams St. Mankato, Minnesota 56001

Show Dates: Friday, Saturday and Sunday, February 24, 25 & 26, 2012.

Show Hours: Friday and Saturday 10:00 A.M. to 9:00 P.M. Sunday 11:00 A.M to 6:00 P.M.

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the Total Investment for the exhibit area leased must accompany the signed contract to reserve exhibit space.

Final Payment: Final payment is due by February 3, 2012.

Move In: Exhibits can be assembled on Thursday, February 23, from 9:15P.M. to 12:30 A.M. and on Friday, February 24, from 7:00 A.M. to 9:30 A.M. All exhibits must be assembled by the opening of the show at 10:00 A.M. on Friday, February 24. SPONSOR reserves the right to substitute and or reassign exhibit location in the event of uncontrollable circumstances.

Move Out: NO EXHIBITOR will remove their exhibit in part or whole, prior to 6:00 P.M. on Sunday, February 26. All exhibits must be removed from the interior of the facility by 8:00 A.M. on Monday, February 27, 2012. If EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: An exhibit space is 10 Feet wide by 8 Feet deep. All exhibits must be confined to the limits of the EXHIBIT space. Exhibits shall not project further than 4 feet from back of exhibit so as not to obstruct the general view (sight lines) nor hide the exhibits of others. Aisle space shall not be used for exhibits or demonstrative purposes. SPONSOR has final authority to allocate the amount and location of space in the exhibition facility. SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. Personal items should remain out of view. EXHIBITOR may not assign contract, or sublet the contracted space or any part without prior approval of SPONSOR.

Drapery and Signage: Tables must be skirted and covered. Use of your own display materials such as tables, chairs and carpet are permissible. Skirting must be clean, of a solid color, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit. After show closing, River Hills Mall and its property are patrolled by Security personnel.

Building, City, and State Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation by Building Inspector, Fire Marshal, State Health Inspector and such other departments and officials who regulate exhibits.

Sales Tax: All Exhibitors making sales during the show shall be responsible for the proper collection and reporting of any taxes.

Food and Beverage: EXHIBITORS may not distribute or sell food items without prior approval from SPONSOR.

Liability and Indemnification: The SPONSOR, Co-SPONSORS, River Hills Mall L.L.P., General Growth Properties, Inc., GGP Limited Partnership, GGP Mezzanine One L.L.P., and its direct or indirect parents and subsidiaries and or affiliates, Show Decorator or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area or on River Hills Mall property. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, River Hills Mall L.L.P., General Growth Properties, Inc., GGP Limited Partnership, GGP Mezzanine One., and its direct or indirect parents and subsidiaries and or affiliates, Show Decorator or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the use of exhibit space by EXHIBITOR, employees, sub-contractors, and others.

Final Exhibit Packet: The Final Exhibit Packet will include detailed information on the following: Drapery, Sales Tax, Lodging, Fuel Powered Equipment regulations, as well as other information pertaining to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITOR'S leased space is not fully paid for by February 3, 2012, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If Exhibitor does not claim or occupy the assigned space(s) by 8:30 A.M. on Friday, February 24, 2012, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR.

Should EXHIBITOR find it necessary to cancel his exhibit space, all funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to February 3, 2012. Cancellation by EXHIBITOR after that date will result in the forfeiture of all payments received.

Collection and or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have either contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the River Hills Mall or any part of the exhibit area thereof is unavailable whether for the entire Show, or a portion of a Show as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of terrorism, acts of war, strike, lock-out, labor dispute, riot or any other cause it is necessary to cancel, or postpone the Show, or reduce installation time, event time or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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