

2012 River Hills “SPRING” Women’s Weekend Show Just For Women...Just For You!

It’s An Opportunity Too Good To Miss!

**Saturday, April 14, and Sunday, April 15
River Hills Mall-Mankato, Minnesota**

The River Hills Women’s Weekend Shows are events catering to every aspect of a woman’s life. A variety of businesses will be demonstrating and selling an array of products and services not only for a woman’s home and family, but for her personal life as well.

River Hills Mall is the “Dominant Regional Shopping Destination” for individuals and families in South Central Minnesota and North Central Iowa. Estimated attendance of this event should exceed 40,000 individuals. This estimate is based on previous weekend traffic history supplied by River Hills Mall Management.

Attractive Market Demographics

The following information is from a demographic survey conducted for River Hills Mall as well as Census information about the River Hills Malls retail trade area.

- * 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

Proven events such as the River Hills Women’s Weekend Shows, should be aggressively utilized to directly communicate with potential customers in this region. Don’t miss this opportunity to exhibit your products or service to thousands of ready-to-buy consumers all gathered at this exciting event for women.

“SHARING OF THIS EXHIBIT INFORMATION IS ENCOURAGED”

If you know of other businesses or individuals who could benefit from participating in this event, or local calendar of events or event web sites where this information should be published, our exhibit information web site will be:

www.mankatomnshows.com

Reserve your space today for what is sure to be a successful addition to your promotional calendar. If you have any questions regarding this event, or the information on the following pages, please contact our office by Telephone at, **(507) 387-7469** by Fax at, **(320) 438-2305** or by Email at, **mankatomnshows@gmail.com**

Upcoming Shows:

River Hills “FALL” Women’s Weekend Show
Rochester Senior Lifestyles Show
Rochester Holiday Craft & Gift Show

October 14 & 15, 2012
April 26, 2012
Pending Date, December 2012

River Hills Mall, Mankato, Minnesota
Mayo Civic Center, Rochester, Minnesota
Mayo Civic Center, Rochester, Minnesota

Your interest and consideration is appreciated.

Sincerely,

Bradford Hansen

Julie Hansen

B & J Promotions

P.O. Box 1926 North Mankato, Minnesota 56002-1926

Telephone (507) 387-7469

mankatomnshows@gmail.com

Fax (320) 438-2305

2012 River Hills “SPRING” Women’s Weekend Show

Exhibitor Rules and Information

- Location:** River Hills Mall, 1850 Adams Street, Mankato, Minnesota.
- Dates:** Saturday, April 14, and Sunday, April 15.
- Hours:** Saturday, 10:00 A.M. to 9:00 P.M. Sunday, 11:00 A.M. to 6:00 P.M.
- Exhibit Rates:** Exhibit Space, “With Back and Side Curtains” 10 Feet Wide 8 Feet Deep-----\$185.00 each.
Exhibit Space, “With Back and Side Curtains” Skirted Table, and Chair-----\$225.00 each.
(1) table, 8 feet long with skirting and (2) chairs will be included at this rate.
Exhibit Space, “No Curtains” 10 Feet Wide 16 Feet Deep North and South Aisle Exposure----- \$250.00 each.
- Electrical:** Shared 110 electrical outlets are available at \$25.00 per exhibit. Grounded extension cords in a length of at least 20' should be brought for your exhibit.
- Reserving Space:** To reserve an exhibit space in the River Hills Women’s Weekend Show, a deposit of 1/2 of the total amount including electricity, must be returned with contract.
- 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.
- Final Payment:** Final payment is due and payable by Friday, April 1, 2012.
- Booth Details:** Exhibit spaces are 10 Feet Wide x 8 Feet Deep with 8 Foot Back and 3 Foot Side Curtains or 10 Feet Wide x 16 Feet Deep with no curtains and exposure on both North and South Aisles.
- Move In:** Friday, April 13, 9:15 P.M. to 12:30 A.M. Saturday, April 14, 7:30 A.M. to 9:30 A.M. Service entrance doors will be used for items that can be carried in. Doors and entrances to be used will be marked. Personnel from B & J Promotions will be available to assist in locating your exhibit space(s). Any exhibit or equipment that can not be brought through service doors, must be able to enter through a 11' 6" Wide x 11' 6" High overhead door and freely maneuver down an 8' aisle. Equipment wider than 8' is acceptable, but prior knowledge of equipment size is important for Set Up. Any exhibit not occupied by 8:30 A.M. on Saturday, April 14, will be reassigned to another exhibitor.
- Move Out:** Exhibit Move Out will begin after the conclusion of the show at 6:00 P.M. on Sunday, April 15.
- Form St-19:** Minnesota Law requires that all participants provide information on their status of possessing a valid sales tax permit number, having applied for, or if you are not required to have a sales tax permit number. This form will accompany the final statement and must be returned prior to the show.
- 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 facilities will be provided with your final statement.
- Exhibitor Restrictions:** All exhibits must have at least 1 sign identifying the exhibit. No hand lettered or stencil lettered signs will be permitted as exhibit identification.
- Tables must be skirted and covered. Skirting must be clean, and reach from table top to the floor.
- Food or beverage samples are acceptable by exhibitors selling related products from their display area.
- Exhibit materials higher than 4 feet, should not extend further than 4 feet, from the back of the Exhibit Space. Contact SPONSOR for further details.
- Exhibits with Helium Balloons will be assessed a \$50.00 clean up charge by the River Hills Mall.
- Exhibitors must occupy their exhibit through the end of each Show day.
- Additional information relating to participation in the Women’s Weekend Show is included in the Contract for Exhibit space, or will accompany the final statement.

B & J Promotions

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2012 River Hills "SPRING" Women's Weekend 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 "SPRING" Women's Weekend 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.

PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION

Exhibiting Company _____
Address _____ P.O. Box _____ Apt _____ Suite _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Date _____
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 () Exhibit Space(s) 10' x 8' with Curtains at \$185.00 per space. ----- \$ _____
My company will need () Exhibit Space(s) 10' x 8' with Curtains, Skirted Table and Chairs, at \$225.00 per space.----- \$ _____
My company will need () Exhibit Space(s) 10' x 16' with no curtains at \$250.00 per space. ----- \$ _____
Electricity; 110 electrical outlet, \$25.00 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 April 1, 2012. ----- \$ _____

Please Complete The Following Only If Paying By Credit Card

PLEASE TYPE OR PRINT ALL INFORMATION OTHER THAN REQUIRED SIGNATURE.

Application Signature

Printed Name _____ Signature _____ Title _____

Payment Options

___ Visa ___ MasterCard ___ Discover Authorized Amount Of Payment \$ _____ - ___ Authorization Date ___/___/___

Credit Card Number _____ Exp. Date. ___/___ Three Digit Code On Reverse Of Card _____

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. _____

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 "SPRING" Women's Weekend Show

Exhibit Rules & 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 "SPRING" Women's Weekend 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: Saturday and Sunday, April 14 & April 15, 2012.

Show Hours: 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 1/2 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 April 1, 2012.

Move In: Exhibits can be assembled on Friday, April 13, from 9:15 P.M. to 12:30 A.M. and on Saturday, April 14, from 7:30 A.M. to 9:30 A.M. All exhibits must be assembled by the opening of the show at 10:00 A.M. on Saturday, April 15. **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, April 15. All exhibits must be removed from the interior of the facility on April 15, 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 with curtains or 10 Feet wide x 16 Feet deep with no curtains. 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.

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. Personal items should remain out of view. 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 or officials who regulate exhibits.

Sales Tax: **EXHIBITORS** making sales subject to sales tax, shall be responsible for the proper collection and reporting thereof.

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 April 1, 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 Saturday, April 14, 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 April 1, 2012. Cancellation by the **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.

River Hills Mall Exhibit Acceptance: All exhibitors participation is subject to review and acceptance or rejection by River Hills Mall Management.

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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