



Panama City Mall
June 25, 2011
10am -5pm

5th Annual Panhandle Women's Expo

www.PanhandleWomensExpo.com

Great Ideas, Hot Deals, Free Stuff



Exciting Demonstrations and Seminars



Entertainment for the Whole Family



Be part of the fastest growing event in the area.

This one-day event celebrates women of all ages and backgrounds giving them the opportunity to laugh, rejuvenate and learn tips on leading a healthy, happy lifestyle with displays, demonstrations, activities, prizes and entertainment. It gives small businesses an opportunity to showcase their services and products to over 15,000 people that visit the mall on this day.

The Goulding Agency will produce a media campaign including: professional television and radio commercials on local and cable stations. A year-round web-site will feature sponsors and exhibitors. Your business card will be included in the double, full page ad in the News Herald, reaching 57,000 homes in northwest Florida.

Money raised from this year's Expo will support scholarships for the Red Cross Nurse Assistant Training program.

For more information call 763-6587.



_____ 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, Business Card Ad)
_____ 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: _____ Daytime Phone: _____

Email: _____ **Business Website:** _____

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: _____

Number of booths _____ Electricity \$20 _____ Total Amount _____ Amount Paid _____

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 3, 2011*****

Return to American Red Cross, Central Panhandle Chapter

430 East 15th Street, Panama City, FL 32405

Phone: 850-763-6587 Fax: 850-785-3995 E-mail: kjbailey@redcrosscpc.org Website: www.PanhandleWomensExpo.com

Questions or Information: Kelly Jo Bailey

Booths must be staffed at all times

Set up June 25, beginning at 8:00 AM

- We have read both sides of this contract and are familiar with the conditions and rules of exhibiting and agree to abide by them.
- Reservations and Payment Terms -Vendor space is limited and will be reserved on a first come, first serve basis.
- Booth fee is due when space is reserved.
- **Cancellations prior to Friday, June 3, 2011 will be refunded less a 20% cancellation fee.**
After June 3, 2011 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 3, 2011. 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 25 2011



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.

I _____ understand and agree to the above terms.
Print Name

Signature Date

Insurance Information _____

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