

# BUSINESS & TRADE SHOW

## SMITH CENTER

1100 MARC DRIVE, MERRILL, WI 54452

[www.merrillparkandrec.com](http://www.merrillparkandrec.com)

### APRIL 17, 2010

January 7, 2010

To Whom It May Concern:

You are invited to participate in the Business & Trade Show at the Smith Center. The Business & Trade Show invites all businesses to come out and showcase your product to the public. The Business and Trade Show will be April 17, 2010 and will attract people from the Merrill area and surrounding communities.

#### **DETAILS ABOUT THE SHOW:**

Date: April 17, 2010  
Place: Smith Center, Merrill, WI  
Time: **Friday, April 16, 2010**  
7:30 a.m. – 4:00 p.m. – Vendor set-up  
4:00 p.m. – 7:00 p.m. – Vendor set-up  
**Saturday, April 17, 2010**  
7:00 a.m. – 9:30 a.m. – Vendor set-up  
10:00 a.m. – 4:00 p.m. – Show hours  
4:00 p.m. – 7:00 p.m. – Vendor tear down

#### **VENDOR BOOTH COST IS:**

\$50.00 for a full size booth  
\$55.00 for a full size booth with electricity

#### **WHAT DO I RECEIVE FOR MY BOOTH FEE?**

- Exposure to numerous customers throughout the Merrill community and surrounding communities.
- Color flyers (8 ½ X 11) will be provided to you to display at your business.
- Bag flyers to be distributed at your business or at your shows.
- Convenient location and ample parking
- Great time of the year for a Business & Trade Show

### **ADVERTISING:**

- The Business & Trade Show will be advertised through:
  - Merrill Courier
  - Foto News
  - Merrill Park and Recreation Website – link from our website
  - Z104
  - The Patriot 730 AM
  - Flyers and Posters
  - Wausau Daily Herald
  - Tomahawk Paper
  - ESPN Radio Station
  - Chamber Website & related publications

### **CATEGORIES FOR BOOTHS:**

1. HOME
2. GARDEN
3. HEATING & COOLING
4. PET
5. SPORT
6. CONSTRUCTION
7. CRAFTS
8. LAWN FURNITURE
9. HEALTH & HUMAN SERVICES
10. LEISURE & RECREATION

### **ACTION REQUIRED:**

Act now! Booth space is limited and is reserved on a first come first served bases. We reserve the right to limit the number of vendors per service category.

To participate, complete the enclose Vendor Contract application and return it by April 9<sup>th</sup> along with your booth fee to the address listed above.

Enclosed is a map of the lay out of the Business and Trade Show select your booth space, this will done on a first come first serve basis so mark down 3 options for your booth.

Sincerely,

Dan Wendorf,

**BUSINESS & TRADE SHOW  
SMITH CENTER**

1100 Marc Drive  
Merrill, WI 54452

**BUSINESS & TRADE SHOW VENDOR CONTRACT**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Business phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

I wish to participate in the 2010 Business & Trade Show on April 17, 2010 as follows:

Exhibitor fee for booth \$50.00 Amount: \_\_\_\_\_

Exhibitor fee for booth with electricity \$55.00 \_\_\_\_\_

I understand that my vendor fee covers the cost of building rental and color flyers for me to post at my business.

**I agree to all the following:**

I will be present at the fair, and I will be responsible for damage to the Smith Center facilities resulting from my activity. Set up time is Friday from 7:30 a.m. – 7:00 p.m. and Saturday from 7:00 a.m. – 9:30 a.m. Show hours are Saturday from 10:00 a.m. – 4:00 p.m. and Vendor teardown is from 4:00 – 7:00 p.m. on Saturday, April 17, 2010.

I release the Smith Center from liability for injuries or personal property damage resulting from the Business & Trade Show.

*Booth space may not be shared with any other person or business.*

*Booth space may not be re-sold or given away to another person or business.*

No alcohol or smoking is allowed at the event or in the venue.

The Smith Center reserves the right to cancel the event for any reason, refund vendors the vendor fee paid.

I have enclosed the appropriate fee with this contract. No refunds will be made for vendors unable to participate for any reason.

All terms of this contract are accepted by:

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Business & Trade Show**

Exhibitor Name: \_\_\_\_\_

Category: Home \_\_\_\_\_ Garden \_\_\_\_\_ Heating/Cooling \_\_\_\_\_ Pet \_\_\_\_\_ Sport \_\_\_\_\_ Construction \_\_\_\_\_  
Crafts \_\_\_\_\_ Lawn Furniture \_\_\_\_\_ Health/Human Services \_\_\_\_\_ Leisure/Recreation \_\_\_\_\_

Booth Choices: Option #1 \_\_\_\_\_ Option #2 \_\_\_\_\_ Option #3 \_\_\_\_\_

1. Do you need a 8 foot table for your booth provided by the Smith Center?  
Yes \_\_\_\_\_ No \_\_\_\_\_
  
2. Do you need chairs for your booth provided by the Smith Center?  
Yes \_\_\_\_\_ No \_\_\_\_\_ How many \_\_\_\_\_
  
3. Are there any other special accommodations?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Accommodations required \_\_\_\_\_
  
4. Do you want to donate a door prize?  
Yes \_\_\_\_\_ (proceed to question #4) No \_\_\_\_\_
  
5. Door Prize
  - Description: \_\_\_\_\_
  - Retail Value: \_\_\_\_\_

This information was provided by:

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Name & Title \_\_\_\_\_ Date \_\_\_\_\_