

Applications Due FRIDAY, April 2nd, 2021

# **Expo On The Riverwalk 2021**

## **Saturday, June 12th 10am to 3pm**



### **Rules/Policies:**

- \* **Exhibitors must set up between the hours of 7:30am and 9:30am on Saturday, June 12th**
- \* **No early tear-down is allowed. A fee of \$50 will be charged if you tear down prior to 3pm**
- \* **Exhibitors are required to clean up their booth space when vacating the Expo area**
- \* **We remind all participants to please abide by current Covid regulations**
- \* **Vendors MUST park in designated vendor area**
- \* **All booths MUST remain up and staffed during Expo hours**
- \* **The Expo Committee reserves the right to regulate all exhibits and displays which may be considered objectionable / inconsistent with the goals of this event**
- \* **All marketing will take place within the confines of your reserved area. Absolutely no marketing outside of your area**
- \* **No soliciting by non-participating vendors**
- \* **Exhibitors MUST provide their own heavy duty electrical extension cords, tables, chairs and a tent no larger than 10x10**
- \* **Pre-approval of popcorn, cotton candy, snow cone or any large electrical needs**
- \* **NO Generators**

**The Lowell Area Chamber of Commerce shall not be held responsible for any items left, lost, or stolen at any time in connection with the Expo.**

Acknowledgment: I have read and understand the Expo Rules/Policies. If I cancel on or after May 4, 2021, I will forfeit all monies paid. Exhibitor understands The Lowell Area Chamber of Commerce, as coordinators for the Expo, is solely responsible for assigning booth space and may modify assignments, rules, and regulations necessary for the successful operation of Expo.

The Lowell Area Chamber of Commerce will not refund money for cancellations as a result of bad weather.

In the case of an executive order due to COVID canceling the event, you will receive a \$50 credit towards the cost of a booth at next year's Expo. Thank you for your understanding in this matter.

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Applications **MUST** be completed in **FULL** to reserve your spot at the Expo including Ad Copy

# Expo On The Riverwalk

Saturday June, 12th 10am to 3pm

The Lowell Area Chamber of Commerce, along with Betten Baker of Lowell,  
proudly present Expo On The Riverwalk.

Please pick the package that works best for you:

- Expo Package—\$230** includes booth space along the Riverwalk and 1/4 page ad in the Expo booklet
- Riverwalk Package—\$150** includes booth space along the Riverwalk and 1/8 page ad in the Expo booklet
- Showboat Package—\$355** includes booth space along the Riverwalk and 1/2 page ad in the Expo booklet
- The Next Place To Be Package—\$580** includes booth along the Riverwalk and full page ad in the Expo booklet

**Do you require electric service (\$20 Fee applies)**       **yes**       **no**

**If you are unable to attend the Expo On The Riverwalk, don't worry - we have a deal for you too!!**

**Advertise your business with us in our Expo booklet.**

**AD ONLY OPTIONS:**

- 1/8 page color ad (2.875w x 2.25h)  **\$100**
- 1/4 page color ad (6w x 2.1875h)  **\$180**
- 1/2 page color ad (6w x 4.5h)  **\$305**
- Full Page color ad (6w x 9.25h)  **\$580**

<input type="checkbox"/>	Chamber to produce Ad
<input type="checkbox"/>	Company Providing Ad Copy

**Expo On The Riverwalk Total:** \_\_\_\_\_

The three elements of a great ad, color, photo/logo and text

- ◆ Make your ad new and exciting!
- ◆ Create your ad for the booklet by providing the text info and choosing one picture of your best products or your showplace logo to represent your business
- ◆ Coupon ads should be good until the end of 2021.

Ad Copy
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**10am to 3pm**



Company \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Phone # \_\_\_\_\_ Address \_\_\_\_\_

Name as it appears on CC \_\_\_\_\_

CC Mailing Address \_\_\_\_\_

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

CC Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CC Security # \_\_\_\_\_

**\*Only Visa, Mastercard and Discover are accepted**

Signature \_\_\_\_\_ Date \_\_\_\_\_

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**5 reasons You Should Be At The Expo:**

- \* Spotlight your business, organization, church or municipality**
- \* Increase exposure to the community and prospective customers**
  - \* Showcase your products and services**
  - \* Thank current customers and strengthen relationships**
- \* Do it all in one day at the Expo On The Riverwalk**

**Please Return To: Lowell Area Chamber of Commerce, 113 Riverwalk Plaza, PO Box 224, Lowell MI 49331**

**Fax or email application with credit card information to: (616) 897-9101 or [info@lowellchamber.org](mailto:info@lowellchamber.org)**

**Make Checks Payable To: LACC**