



The Lowell Area Chamber of Commerce along with Lowell Area Schools, Betten Baker Automotive Group proudly present the 24th Annual Lowell Community Expo. The Lowell Expo is one of the longest running and largest community expos in all of West Michigan and provides local businesses, vendors and organizations an opportunity to put themselves front and center of the community.

**Exhibitors set-up hours, Friday, March 25,  
3:30 PM to 6:00 PM.**

**Exhibitors tear-down hours, Saturday, March 26,  
2:00 PM to 5:00 PM.**

**Application Deadline: THURSDAY, FEBRUARY 10, 2022.  
\$25 LATE FEE after February 10**

### 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 & strengthen relationships
- ◆ Do it all in one day at the Lowell Community Expo!

You will find it a worthwhile investment of your time to make it your business to register for the Lowell Community Expo this year.

### Credit Card Form

Credit Card type: ☐ Visa  
☐ MasterCard  
☐ Discover

Amount to be charged \$

Company Name

Name as it Appears on the Credit Card

CC Mailing Address

City State Zip

Credit Card Number

Expiration Date

CC Security # ( 3 or 4 digit number on back)



Lowell Area Schools



# LOWELL COMMUNITY EXPO

**March 26, 2022  
9 AM - 2 PM  
Lowell High School  
11700 Vergennes**

**24th  
Annual  
LOWELL COMMUNITY  
EXPO**  
 CONNECT. DISCOVER. THRIVE.

For more **Lowell Area Chamber of Commerce**  
 information call **897-9161** or **www.lowellexpo.org**

**LOWELL THE NEXT PLACE TO BE!**

## RULES/POLICIES

- Exhibitors **MUST** set-up Friday night by 6 PM, or **MUST** have prior clearance from the EXPO committee to set-up Saturday AM otherwise you will forfeit booth space and booth fee. **Set-up hours are 3:30 PM to 6 PM Friday, March 25.** (3:30 PM is the earliest you can set-up due to school in session).
- No early tear-downs allowed. **A fee of \$50 will be assessed, tear-down begins at 2 PM to 5 PM on Saturday, March 26 .**
- Exhibitors are required to clean their display area when vacating the Expo. This includes tearing down cardboard boxes and taking all trash to the designated areas.
- Vendors **MUST** park in designated vendor area away from building. Vendor Parking in football parking lot (lower level), north and west parking lot (will be able to unload and set-up as usual).
- All booths **MUST** remain up and staffed during show hours, until the close of EXPO at 2 PM.
- All tables must be covered with a table cloth or table covering. (May purchase from Expo Committee if marked on application).
- NO** sharing of booth spaces – One business per booth space.
- 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 (will be posted on doors)
- Absolutely **NO** giveaway balloons or flammable materials of any kind.
- Exhibitors **MUST** provide their own heavy-duty electrical extension cords.
- Pre-approval of Popcorn, Cotton Candy, Snow Cone or any large electrical needs. (Health License may be required, check with the local health department).

## Vendor Application

**Due by THURSDAY, FEBRUARY 10, 2022**  
**\$25 LATE FEE after February 10**

### Chamber Members

Includes a 10 ft. wide space & 2 chairs

Booths \_\_\_\_\_ @ \$135

One Free table: Y or N Extra table \_\_\_\_\_ @ \$15 each

White vinyl table cloth & skirt \_\_\_\_\_ @ \$20 per set

**Late Fee \$25**

Total Amount Paid \$ \_\_\_\_\_

### Non-Chamber Members

Includes a 10 ft. wide space & 2 chairs

Booths \_\_\_\_\_ @ \$235

One Free table: Y or N Extra table \_\_\_\_\_ @ \$15 each

White vinyl table cloth & skirt \_\_\_\_\_ @ \$20 per set

**Late Fee \$25**

Total Amount Paid \$ \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Will you be donating a door Prize? ☐ Yes ☐ No

Do you require electric service? ☐ Yes ☐ No

Do you require outdoor space? ☐ Yes ☐ No  
 (Available for Car Dealerships, Builders, Lawn & Garden Services, etc.)

Will you be holding interactive/demos at your booth? (i.e. Haircuts, blood draws, samples, demos etc.) ☐ Yes ☐ No

Explain \_\_\_\_\_

## Expo Promotional Offer

**Example: All Things Medical - 15% off lift chair and scooter purchases**

**(This offer will included in the Expo Insert/Handout)**

Standard security measures for Lowell Area Schools will be taken Friday evening to Saturday, however neither the Lowell Area Chamber of Commerce, nor Lowell Area Schools shall be held responsible for any items left, lost or stolen at any time in connection with EXPO.

Acknowledgment: I have read and understand the Expo Rules/Policies. If I cancel contract on or after February 25, 2022 I will forfeit all moneys paid. Exhibitor understands that the Lowell Area Chamber of Commerce, as coordinators of EXPO, is solely responsible for assigning booth space and may modify assignments, rules or regulations necessary for the successful operation of EXPO.

Signature \_\_\_\_\_

Mail or drop check with application 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)

**Credit Card Form on back.**