

THE FIRST AND ONLY MAJOR PUGET SOUND
HOME SHOW TO OFFER
FREE ONLINE ADMISSION FOR 2010 !!!



6TH ANNUAL
EVERETT
FALL

HOME & GIFT SHOW

**OCTOBER
22-23-24
2010**

COMCAST ARENA
at Everett

CONTACT BILL BRADLEY EVENT PRODUCER 206-783-5957

AS A VENDOR:

WE HAVE HEARD VENDOR CONCERNS ABOUT SLUGGISH ATTENDANCE AT MOST ALL THE AREA SHOWS AS WELL AS YOUR FEELING THAT THE SAME FORMAT YEAR AFTER YEAR COULD USE AN UPDATE.

AS AN ATTENDEE:

WE HAVE HEARD FROM ATTENDEES THAT THE COST OF ADMISSION, COMBINED WITH THE HIGH COST OF PARKING, WOULD MAKE THEM LESS LIKELY TO ATTEND FUTURE SHOWS.

IN RESPONSE TO INPUT WE HAVE HAD FROM VENDORS AND ATTENDEES, WE ARE ADDRESSING YOUR CONCERNS, TRYING NEW IDEAS, AND DOING THINGS DIFFERENT THAN THE OTHER SHOWS.

A NEW WAY OF DOING THINGS:

- 1. To increase attendance, we will be the only Major Home Show in the Puget Sound region to finance the cost of offering Free Public Admission. In partnership with Comcast Arena, we will be sending out free online admission tickets to 106,000 Comcast Arena Event Members. This list is a demographic of people that have a disposable income and regularly attend various Sporting and other Events at the Arena. On our own website, we will provide 5000 additional free admission download tickets for each day of The Show.*
- 2. To address the obstacle of High Parking Prices, we have worked out an arrangement with Republic Parking to provide a 50% Parking Discount to all Home Show attendees on Saturday and Sunday. (a very reasonable \$3.00)*
- 3. Our Exhibit Booth Space and Bulk Space pricing is set at a cost below the other Major Home Shows in the Region.*
- 4. Easy Move-in and Move-out at the Comcast Arena.*
- 5. Unlike other areas of the Puget Sound region, Snohomish County is not over saturated with Home Shows, Remodeling Expos, etc.*
- 6. Gift element of our Event has been very popular and provides something extra for the attendee especially going into the Holiday season.*
- 7. As an Everett Fall Home Show vendor you will reach an audience that does not usually attend the other Home Shows in the Northwest.*
- 8. With over 30 years in the Consumer Show marketing business, our advertising campaigns are well researched, diverse, and uniquely focused on bringing out the buyers.*

This format is a significant re-investment on our part in making this Event unique among the Home Shows. The increased attendance, along with our low Exhibit Space pricing, will make the Everett Fall Home & Gift Show the best value in the Puget Sound region for both Exhibitor and Attendees.

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**MAIN
ENTRANCE
& EXIT**



BOOTH COST
 Spaces 1 To 79 - 8 x 10 \$475
 Spaces 80 To 88 - 5 x 10 \$425
 Spaces 100 To 251 - 10 x 10 \$750
 Spaces 252 To 371 - 10 x 10 \$650
 Spaces 400 To 406 - 10 x 10 \$750

ADDITIONAL

Corners \$60 EXTRA
 Electrical (500 watt) \$25

HOURS

Friday October 22 - Noon to 6pm
 Saturday October 23 - 10am to 6pm
 Sunday October 24 - 10am to 5pm

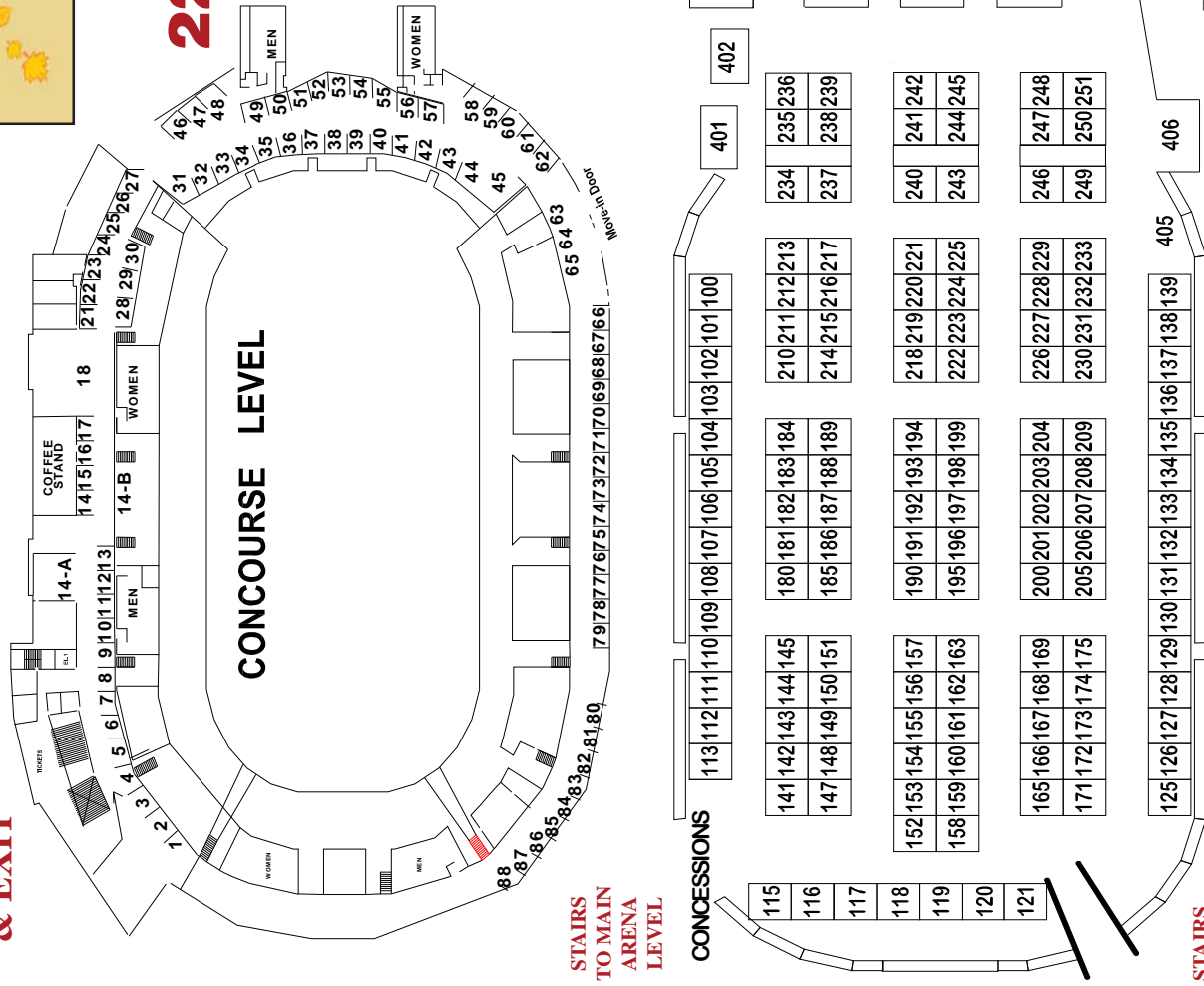
CONTACT:

Bill Bradley
 206-783-5957 ext. 1
 e-mail: bbwestlake@seanet.com
www.westlakepromo.com

**OCTOBER
22-23-24 2010
COMCAST
ARENA**

**Everett Wa.
Events Center**

Sponsored by:
judd & black



Thank You to our Media Outlets that have helped promote our Show:



VENDOR DISCOUNT PROGRAMS

Call for specific details and requirements:
Availability Limited

Loyal Vendor Discount #1

Vendors returning from 2009 Everett Fall Show, when reserving the same cost space or larger, can receive a 5% discount off the posted rates provided Space Cost is paid in full by check before June 15th 2010.

Loyal Vendor Discount #2

Vendors returning from 2009 Everett Fall Show, when reserving the same cost space or larger, can receive a 30% discount off additional Booth Space when doubling their space size for 2010 (applies to those who had a single or double booth only, and only to the additional Booth Spaces). Please call for those who had larger Bulk Space and wish to receive an upsize discount.

Vendor Block Discount

Any Home Show Vendor wishing to "block out" and reserve a group of booths with deposit (maximum 6) for a group of their own personal vendor contacts, can receive a 25% Discount off the total Spaces reserved. Additional Vendors must be "New Vendors" and are subject to approval by "Management" ("New Vendor" will be considered as company that has not previously participated in any Everett Fall Show).

Product Trade Discount

At the discretion of "Management" and limited to 3 companies per Show. Product Trades for Booth Space are usually based on an approximate 50% of your retail product pricing versus full retail pricing on Booth Space.
(Acceptance of Product Trade Program Merchandise is at discretion of "Management")

Unique Gift Vendor Discount

Unique Gift/Art Items add to Show Attendance and we are looking for items that are not usually seen at other Puget Sound Home Shows. Unique Gift Item Vendors that sell items with a purchase price of \$100 or less, can receive a 50% discount off posted booth rates. Offer is limited to 10 Vendors. Booth size and location will be assigned by "Management" (call to apply)

SPONSORSHIP OPPORTUNITIES

Call for specific details and requirements:
Availability Limited

\$750

Your Company Flyer (you provide up to size 8.5 x 11) will be inserted into every Show Bag actively handed out at the Main Show Entrance to each attendee.

\$1000

Your Company Vehicle will be parked on exterior apron in front of ticket office at Main Entrance to Show.

\$1500 per 3000

Your Company Bag (you supply) individually handed out at the Main Show Entrance to every Attendee.

\$2500

Your Company Name and Logo will be displayed on A Boards on all 4 corners of Arena during Event listing your company as the provider of Discount Home Show Parking and directing them to Discount Parking Garage. (A very powerful statement of goodwill provided by your company before Attendees even enter the Event.)

\$3000

Your Company Logo will be included in all Print and Billboard Advertising. (call to discuss complete list of Media coverage)

\$5000

Your Company Website will be listed in all print advertising as one of the 3 "GO TO" sites where Free Admission Tickets can be downloaded.

\$7500 and up

Your Company Logo and/ or Message will be included in all Television, Radio, and Print advertising. (call to customize package to your specific needs)

EVENT PRODUCER: BILL BRADLEY

Everett Fall Home Show LLC

PO BOX 46382

Seattle WA. 98146

206-783-5957 ext. 1

bbwestlake@seanet.com

westlakepromo.com

All Vendor Discount Programs and Sponsorship Opportunities and details thereof are offered at the sole discretion of "Management". "Management" description is indicated on reverse side of Home Show Contract. Vendor Discount Programs and Sponsorships are not unlimited and "Management" may amend the offerings or discontinue at any time PRIOR to contracts for such programs being assigned. Vendor Discounts can not be combined unless approved by "Management".

Everett Fall Home & Gift Show

Application for Space

October 22, 23, 24, 2010 COMCAST ARENA at EVERETT

RETURNING EXHIBITORS :

Same space as Fall 2009 Show will be held with application and deposit received by June 15th

NEW EXHIBITORS :

We will contact you after June 15th to choose your space options
(please call with any questions)

EVENT PRODUCER:

BILL BRADLEY

Everett Fall Home Show LLC

PO BOX 46382

Seattle WA. 98146

PHONE: 206-783-5957 ext. 1

FAX: 206-782-6250

E-MAIL: bbwestlake@seanet.com

www.westlakepromo.com

RETURN APPLICATION BY FAX, E-MAIL, OR MAIL

A contract will be sent requiring deposit to hold space

Check one of the options below

___ I am interested in the same space for the Fall 2010 Show that I had in the Fall 2009 Show.

___ I am interested in a new/additional location and would like to be contacted regarding options.

___ I am a new exhibitor and would like to be contacted after June 15th regarding space availability.

Please list Booth size (s) needed _____

Do you need electrical? (500 watt plug in \$25) Yes Or No _____

Your Company Name _____

Contact Name _____

E-mail address _____

Phone # _____ Fax # _____

Address _____

City _____ State _____ Zip _____

Product(s) to be shown _____