

# Women's Showcase

A NEW PERSPECTIVE ON TODAY'S WOMAN™

## EXHIBIT APPLICATION Saturday, October 17, 2009 9 a.m. – 5 p.m., FARGODOME

**Register early for a great exhibit space location. Application deadline is September 18, 2009**

Business Name: \_\_\_\_\_ State Tax ID: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Direct Phone: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

**EXHIBIT SPACE RATES:** Exhibit spaces do not include tables, chairs or electricity. These items are available through separate contracts from the Fargodome and Fargo Rental. Fargodome and Fargo Rental fees must be paid in full when ordered.

**Early Bird Special:** \$25 discount on exhibit space fee if booked on/before Monday, June 1. If your fee is paid in full by September 1, 2009, save an additional \$25!

Main Floor		Exhibitor Badges	Concourse		Exhibitor Badges		
<input type="checkbox"/>	10'x10' Space	\$395	5	<input type="checkbox"/>	10'x10' Concourse Space (N, S, W Sides)	\$275	4
<input type="checkbox"/>	10'x20' Space	\$790	7	<input type="checkbox"/>	10'x10' Concourse Space (East Side)	\$300	4
<input type="checkbox"/>	10'x30' Space (Save \$100!)	\$1,085	9	<input type="checkbox"/>	10'x20' Concourse Space (N, S, W Sides)	\$495	5
<input type="checkbox"/>	10'x40' Space (Save \$200!)	\$1,380	11	<input type="checkbox"/>	10'x20' Concourse Space (East Side)	\$545	5
<input type="checkbox"/>	10'x50' Space (Save \$300!)	\$1,675	13	<input type="checkbox"/>	10'x10' Concourse Space (Non-Profit)	\$240	4
<input type="checkbox"/>	10'x60' Space (Save \$400!)	\$1,970	15				
	Corner Spaces Add	\$75	1				

All Concourse exhibitors are encouraged to bring lighting for their exhibit space due to low lighting conditions on the concourse.

**EXHIBIT CONTENTS:** List products or services promoted. Please be specific, only those products or services listed on this application and pre-approved will be allowed in the show. If sampling/selling food or beverages, has the Fargodome given approval?  Yes  No  
 List: \_\_\_\_\_

### AD RATES FOR WOMEN'S SHOWCASE SPECIAL PUBLICATION

The Women's Showcase Program is the official show program and will be distributed in The Forum in Cass/Clay counties on Wednesday, October 14, reaching an audience of over 80,000 readers plus an additional 5,000 copies distributed at the show. In order to purchase an ad in this program, you must be an exhibitor at Women's Showcase.

#### Ad Sizes and Investment

<input type="checkbox"/>	¼ Page Black & White	4.9"x5.22"	<input type="checkbox"/>	\$ 200	With full color	<input type="checkbox"/>	\$ 345
<input type="checkbox"/>	½ Page Black & White	4.9"x10.625" (Vertical)	<input type="checkbox"/>	\$ 390	With full color	<input type="checkbox"/>	\$ 615
<input type="checkbox"/>	½ Page Black & White	9.916"x5.22" (Horizontal)	<input type="checkbox"/>	\$ 390	With full color	<input type="checkbox"/>	\$ 615
<input type="checkbox"/>	Full Page Black & White	9.916"x10.625"	<input type="checkbox"/>	\$ 780	With full color	<input type="checkbox"/>	\$ 1,280

**ONLINE BANNER** Advertise your business with a banner ad on the Women's Showcase web site, ONLY \$100

**PROMOTIONAL MATERIALS:** I am interested in advertising by inserting a stuffer into the attendee bags. \$130

**SPONSORSHIP:** I am interested in sponsorship opportunities available at the Women's Showcase.

#### EXHIBIT GUIDELINES

I have read the enclosed rules and regulations and agree to abide by them. Please sign and date below.

Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Fee Calculator	
Space\$	_____
June 1 -\$25 Disc	_____
Sept 1 -\$25 Disc	_____
\$75Corner	_____
\$75Corner	_____
<b>Total \$</b>	_____
<b>Extras:</b>	
Adv. \$	_____
Banner \$	_____
Stuffer \$	_____
<b>Total \$</b>	_____

Amount paid \_\_\_\_\_

**\$100 deposit must be paid at time of registration.**

Enclosed is: Check # \_\_\_\_\_ Please charge my (circle one) Visa MasterCard Discover

Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ 3 Dig. Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_

Name and address on card account \_\_\_\_\_

Mail application and payment to: Women's Showcase, PO Box 2020, Fargo, ND 58107  
 or FAX to (701) 451-5752 Questions? Contact Marketing Events Coordinator at 701-241-5419