

# Ladies Night Out



**April 29, 2016**  
Decatur Civic Center | Decatur, IL

## Vendor Application

Sales Contact:  
Cydney Boyd  
(217) 422-7300  
[dmarketing@decaturil.gov](mailto:dmarketing@decaturil.gov)

Decatur, IL



217.422.7300  
[DecaturCivicCenter.org](http://DecaturCivicCenter.org)

# Ladies Night Out

## Our Mission

Decatur Civic Center of Illinois is an event management facility that organizes and promotes trade show events. Each event is given 100% marketing commitment, which includes a comprehensive marketing plan consisting of electronic and print advertising, social media, direct mail and email, as well as working with exhibitors to reach new potential customers. Other events produced in the Decatur, IL market include:

- Home, Lawn & Garden
- Women, Wine & Wellness
- Train Fair
- Kids 'N' Company
- Seniorama

## Why You Should Exhibit

- Increase your company's name recognition
- Reach thousands of buyers
- Increase sales & acquire leads
- Participating in a consumer show is one of the most cost effective ways of advertising
- Showcase your products and/or services
- Create a one-on-one experience to buyers through face-to-face marketing
- Company name & hyperlink to company's website will be listed on event webpage
- Company name will be listed in event program distributed to all attendees
- Increased company exposure is available through sponsorship opportunities including participating in program ads, expo, event webpage and other marketing efforts

## Pre-Event Promotion:

- Marketing Campaign to Attendees at all Upcoming Decatur Civic Center Events
- Television Commercial Spots
- Radio Commercial Spots
- Flyers Distributed
- Email Marketing Campaign
- Newspaper & Other Print Ad Campaign
- Website Campaign
- Social Media Marketing Campaigns

## Recruiting:

- Apparel & Accessories
- Salons & Spas
- Candle Vendors
- Food Vendors
- Jewelry Vendors
- Shoe Stores
- Clothing Stores
- Nightlife Promoters
- Dance Schools
- Healthcare Professionals
- Nutrition
- Physical Fitness
- Safety Information & Courses

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## 2016 Vendor Pricing

All booths include 8' backdrapery, 3' siderail, one 8ft. banquet table topped and skirted, company name listing on show website with hyperlink to company website, company name listing in show program & complimentary wireless internet.

### Booth Size                      Prices

10'x10'	\$125
10'x20'	\$250
10'x30'	\$375
20'x20'	\$500

### Extras

8' Table	\$5.00
Topped & Skirted 8' Table	\$15.00
110 V Electrical Outlet	\$15.00

## Booth Assignment Procedure

- Review the floor plan that is included in this application, choose three locations and indicate these booths on the contract. Every effort will be made to assign you to your top choice.
- Booths will be assigned on first come, first serve basis with completed and signed contract accompanied by at least a 50% non-refundable / non-transferable down payment (balance due by Apr. 22, 2016). No assignments will be made unless this policy is followed.
- Decatur Civic Center reserves the right to make any changes with or without notice to ensure no company will be placed by its competitor (s). to ensure positive traffic flow, and to ensure an overall "appearance" of the show.

## Payment Methods

### Cash / Check / Credit Card

At least 50% of fee due at signing of contract.  
Remaining Balance due by April 22, 2016.

## Exhibitor Services

- Exhibitor services (electric, tables & chairs, etc.) are arranged by and paid to the Decatur Civic Center.
- Additional may be provided by requesting information from Cydney Boyd at (217) 422-7300 or [dmarketing@decaturil.gov](mailto:dmarketing@decaturil.gov).

## Important Dates & Times

### Show Hours

- Friday, April 29: 5:00pm - 9:00pm

### Setup

- Thursday, April 28: 9:00am - 8:00pm
- Friday, April 29: 8:00am - 4:00pm

### Breakdown

- Friday, April 29: 9:00pm - 11:00pm

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## 2016 Sponsorship Opportunities

*Limited Availability. All exhibit booths come standard with company name listing on website with hyperlink to company website and company name listing on show program.*

### **Gold Sponsor ----- \$500**

- 10x10 Booth Space, 1 Topped & Skirted Table, 110 V Electric & Complimentay Wifi
- 1/4 Page Ad in Show Program
- \$100 Off for Arena Billboard
- Logo Inclusion: Website, E-newsletter, Flyers, Social Media & Show Program

### **Diamond Sponsorship ----- \$1,000**

- 10x20 Booth Space, 2 Topped & Skirted Tables, 110 V Electric & Complimentary Wifi
- 1/2 Page Ad in Show Program
- 50% Discount for Arena Billboard
- Logo Inclusion: Website, E-Newsletter, Flyers, Lobby Poster, Social Media & Show Program

### **Platinum Sponsorship----- \$3,000**

- 10x30 Booth Space, 3 Topped & Skirted Tables, 110 V Electric & Complimentary Wifi
- Front Page Ad in Show Program
- 1 Free Arena Billboard
- Preseting Sponsor Presence & Logo Inclusion in All Media: Superbanner, Lobby Poster, Flyers, Newspaper Ads, Show Announcements on Radio & Television, E-Newsletter, Show Program, & Social Media
- Category Exclusivity as the Presenting Sponsor

**Decatur, IL**



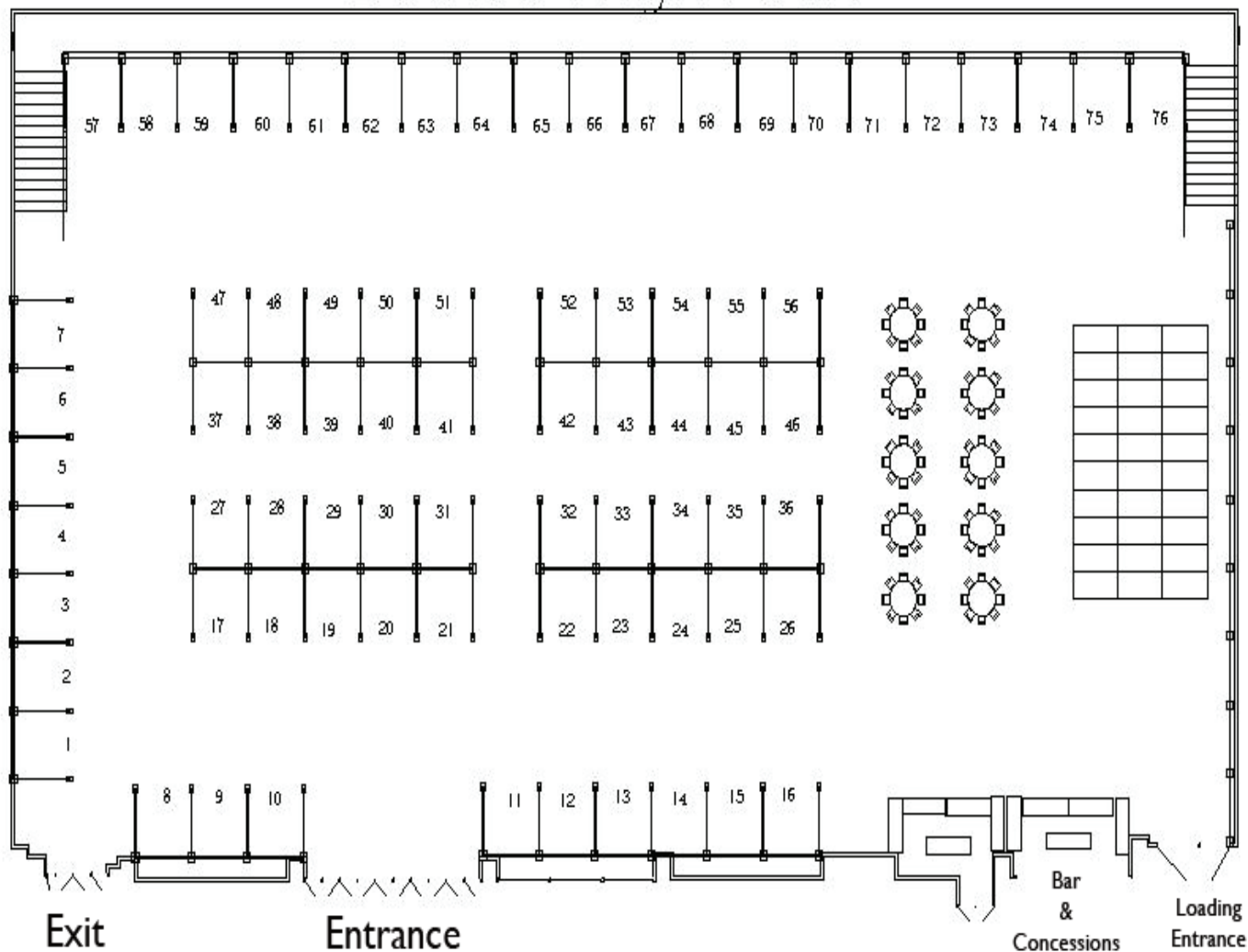
217.422.7300

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# Ladies Night Out

## FLOOR PLAN

### Ladies Night Out



Drive-In Loading Available on East Side of the Decatur Civic Center.

Drive-In Door Clearance: 13' 6" High x 13' 10" Wide.

Please Select Your Top 3 Booth Choice.

Subject to Change: Floorplan will be updated frequently as contracts are received.

**Decatur, IL**



217.422.7300

DecaturCivicCenter.org

# EXHIBIT SPACE CONTRACT

**PLEASE COMPLETE & SIGN THIS CONTRACT, INITIAL THE RULES AND REGULATIONS PAGE AND SUBMIT WITH PAYMENT TO:**

**DECATUR CIVIC CENTER MARKETING, DECATUR CIVIC CENTER, P.O. BOX 380, DECATUR, IL 62525**

**P: 217.422.7300 | F: 217.422.3220 | [dmarketing@decaturil.gov](mailto:dmarketing@decaturil.gov) | [DecaturCivicCenter.org](http://DecaturCivicCenter.org)**

This contract serves as your INVOICE. Payment is due from this document. Retain a copy for your records.

## Ladies Night Out - DECATUR APRIL 29, 2016 5P-9P | DECATUR CIVIC CENTER

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State** \_\_\_\_\_

**ZIP** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Web Address** \_\_\_\_\_

**Booth Size**

**Prices**

10'x10'

\$125

10'x20'

\$250

10'x30'

\$375

20'x20'

\$500

We will exhibit the following products and/ or services  
(Only the products that are listed below may be exhibited)

\_\_\_\_\_  
\_\_\_\_\_

**Booth & Additional Equipment**

- Booth Size: \_\_\_\_\_
- 8' Table(s) \$5.00: \_\_\_\_\_
- \*View Vendor Pricing on page 3 to see what's included in booth fee.
- Topped & Skirted 8' Table(s) \$15: \_\_\_\_\_
- 110 V Electrical Outlet \$15

• **Grand Total \$:** \_\_\_\_\_

DCC assigns booths on a first come first serve basis. This means that DCC must have a completed, signed contract accompanied by at least a 50% non-refundable down payment. Every effort will be made to assign you to your choice.

Location Preference(s): \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_

### PAYMENT

Payable to: Decatur Civic Center

**TOTAL: \$** \_\_\_\_\_

**CHARGE TO:** VISA / MASTERCARD / DISC

**Total Enclosed / To Be Charged: \$** \_\_\_\_\_

**CREDIT CARD ACCOUNT NUMBER:**

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**EXPIRATION DATE:**

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**SECURITY CODE:**

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I also authorize The Decatur Civic Center to process card for booth deposit at this time & the balance on April 22nd, 2016 Initial: \_\_\_\_\_

**PAYMENT SCHEDULE:** At least 50% of booth fee due with application. All balances must be paid in full by April 22nd, 2016.

This document constitutes your application, contract and invoice for the payment and use of exhibit space(s) at the 2016 Ladies Night Out Show to be held at the Decatur Civic Center, April 29th, 2016. The Decatur Civic Center reserves the right to refuse an application/contract and space to any show. Space will be assigned at the discretion of DCC; DCC guarantees no one that they will be placed in their preferred location requested. DCC reserves the right to change the floor plan (including, but not limited to aisle space) dates and hours without notice, to provide a more attractive and successful show. DCC reserves the right to remove/expel the above applicant without refund with cause. DCC has the absolute discretion to exercise these rights at any time. No space assignment will be made unless this application is accompanied by full payment, unless Show Management has agreed upon other payment arrangements in writing. All monies received are non-refundable and non-transferrable. A \$50.00 returned check service charge will be assessed for each dishonored check the bank returns to DCC. You agree to receive email correspondence from DCC for this and future events.

**I/We hereby apply for exhibit space in the show. If accepted, I/We hereby agree to abide by show terms, terms & conditions and attached regulations.**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

# RULES AND REGULATIONS

1. All exhibitors agree to provide a door prize (minimum \$25.00 value) to be given away during show hours. This excludes discount gift certificates. Exhibitors are responsible for their own door prize. Exhibitors must have their own door prize registration forms and collect the door prize registrations at their own booth. It is the exhibitor's responsibility to contact door prize winners. Door prize winners will NOT be announced over the PA at this year's show. Exhibitors will also be responsible for contacting the winners of any unclaimed prizes; the Decatur Civic Center is not responsible for unclaimed door prizes.

2. We encourage product sales and complimentary sampling and/or gifts at Ladies Night Out! They are enthusiastically received by patrons and can attract the attention of your new customers!

3. The Decatur Civic Center Authority is not responsible for lost or stolen items, nor shall it be responsible to the exhibitors or their employees for loss or injury.

4. MOVE IN PROCEDURES: Exhibitors may move in Thursday, April 28th, 2016, from 9 a.m. until 8 p.m. and Friday, April 29th from 8 a.m. – 4p.m. No move in will be allowed after 4 p.m. All move in will be done through the east side service door located on Jackson Street.

5. MOVE OUT PROCEDURES: All exhibits must remain set-up until the 9 p.m. closing time. NO EXCEPTIONS, PLEASE! Exhibitors may move out Friday, April 29th, 2016 from 9PM until 11PM.

6. EQUIPMENT RENTAL: If you need additional tables or electricity, they are available for a rental fee; equipment should be ordered no later than one week prior to the show. Please refer to the equipment rental form for details. All equipment must be requested prior to move-in. No electricity will be added during move-in or day of show. Exhibitors requiring telephone hook-ups are requested to contact AT&T Customer Service for the necessary arrangements: 1 800-660-3000, minimum of two weeks to pre-order. Exhibitors are welcome to use their own equipment. Exhibitors are not allowed to use pins or tape on the booth curtains. S-Hooks will be available during move in. There will be internet access at this event, contact event staff for the Wi-Fi password.

EXHIBITOR PARKING: Exhibitors may park in the Civic Center parking lot at no charge. You must park in the designated area located in the south or east end of the lot.

7. FOOD & BEVERAGE: Individuals may not bring food or beverages into the building. A concession area is provided for your convenience. Sampling of products must be approved by Management prior to the show.

8. CANCELLATION OR FAILURE TO OCCUPY: Since failure to perform as advertised is damaging to the reputation of the Civic Center, it is agreed that all advance deposits shall be forfeited if terms of contract are not met, NO REFUNDS.

9. The Show Management may change location of space assigned to an Exhibitor to affect a balance against congestion, to avoid confusion in firm names, to solve competitive conditions or similar reasons. An Exhibitor may not share or sublet space without permission of Show management.

10. General Regulations: Loud speaking sound displays are not permitted and the Show management reserves the right to refuse any exhibit that does not, in their judgment, conform to the general tenor of the Show. All exhibits, backwalls and decorations will be limited to 8' in height except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Show management.

11. No soliciting for business shall be permitted in aisles or in other Exhibitor's booths. Exhibitors may only distribute samples, catalogues, pamphlets and publications strictly within the confines of their own booths. No Exhibitor will be permitted to conduct any extreme promotional stunts without first obtaining permission from Show management.

12. Utility Services and Booth Furnishings: Exhibitor shall have no authority to incur, and will not incur any expenses, cost or liability as, for, or against the Decatur Civic Center. The exhibitor will pay all costs and expense whatsoever in connection with his exhibit, including moving in and moving out. Exhibitor shall be liable for any and all damages that he may cause to the building or otherwise in connection with his exhibit.

13. All exhibit and booth material, particularly drapes, curtains, table covers, etc., must comply with Federal, State and City Fire Laws, Insurance Underwriter and Hotel safety regulations and must be flameproof. All packing containers and similar materials must be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted in materials used to those which pass fire inspection.

14. Removal of Goods: No exhibit, or portion thereof, may be removed during the exhibition without the prior written consent of the Decatur Civic Center.

15. INSURANCE: If required by law, exhibitors must carry Workmen's Compensation, comprehensive general liability, including products and completed operations, independent contractors, personal injury, and blanket contractual liability. Exhibitor, by signing this contract, warrants they have the coverage required. It is very strongly recommended that Exhibitors also carry insurance to cover loss of, or damage to, their exhibits or other personal property while such property is located at, or is in transit to or from the exhibition site. While the Decatur Civic Center may provide security guards, this is solely as an accommodation to Exhibitors and the Decatur Civic Center assumes no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless the Decatur Civic Center, the management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the Decatur Civic Center.

16. The Show management will cooperate fully, but cannot take responsibility for damage to Exhibitor's property, lost shipments either coming in or going out, or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will be nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against these risks.

17. Unethical conduct or infraction of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made, and further, the Decatur Civic Center will not be liable for any damages or expenses incurred as a result of said dismissal.

18. Exhibitors, or their agents, must not injure or deface the walls or floors of the Building, the booths, or the equipment at the booths. When such damage appears, the Exhibitor is liable to the owner of the property so damaged.

19. If the Exhibitor fails to occupy the space contracted for, the Decatur Civic Center is entitled to the full amount of the space rental. If booth space is not occupied before Show opening, the Show management will have the right to use such space as it sees fit to eliminate blank spaces in the Show. In the event that the Show is not held for reasons beyond the control of the Decatur Civic Center, the Decatur Civic Center will return to the Exhibitor all monies paid for space rental, less the Exhibitor's pro rata share of the Decatur Civic Center out-of-pocket expenditures incurred for the production of the Show. In the event the Show is not held or any other reason, all monies previously paid by the Exhibitor will be refunded. In either of the aforementioned events, the Exhibitor does hereby waive any claim of damage, compensation or refund of money paid to the Decatur Civic Center, except to the extent of such reimbursement.

20. Miscellaneous: The serving of alcoholic beverages and/or foods by Exhibitors in any part of the Show premises is not permitted, unless permission is given by Show management, in advance.