

Thousands of new customers  
brought to you!



*12<sup>th</sup> annual*  
**Utah Women's  
Show**



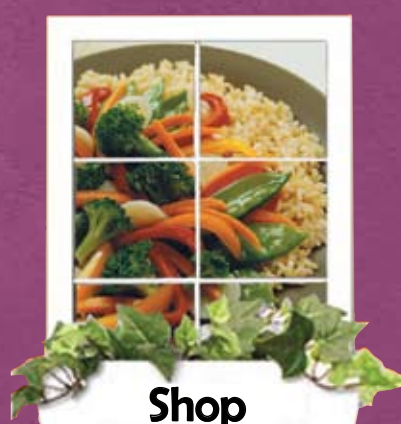
**Enjoy**



**Learn**



**Participate**



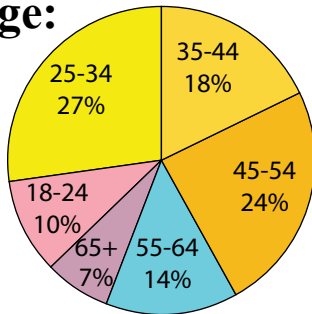
**Shop**

South Towne Expo Center  
November 4-5, 2011

# Introduce your business to 8,000 women in 2 days.

Our guests become your best customers:

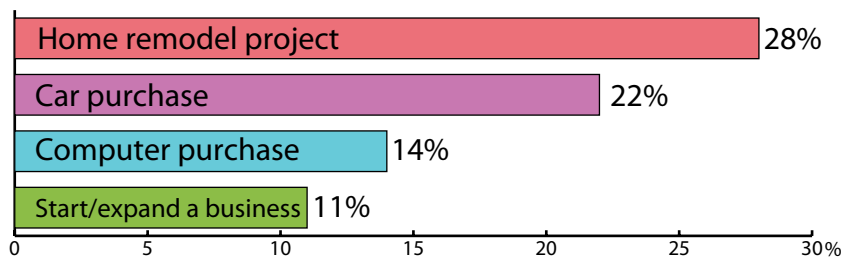
## Age:



## Annual Income:

\$15-25,000	10%
\$25-35,000	14%
\$35-50,000	20%
\$50-75,000	23%
\$75,000+	24%

## Plans for the upcoming year:



## Women will know where we are.

Saturation marketing including:

- TV
- Billboards
- Direct Mail
- In-store displays
- Posters
- Coupons

From fashion to finance,  
small business to scrapbooking,  
cooking to car care,  
and hairstyles to healthcare.

*12<sup>th</sup> annual Utah Women's Show*  
*It's all about you!*



**South Towne Exhibition Center**  
9575 S State St., Sandy, Utah

**Move-in:**

Thursday, Nov. 3, 2011  
2 pm - 8 pm

**Show Dates:**

Friday, Nov. 4, 2011  
10 am - 8 pm

Saturday, Nov. 5, 2011  
10 am - 7 pm

**Move out:**

Saturday, Nov. 5, 2010  
7:20 pm - 11:59 pm

**Admission:**

Adults \$7  
Seniors \$5 (ages 65+)  
Youth \$3 (ages 3-12)  
Infants free (2 and under)

**For more information**

call: (801) 280-7172  
email: [dearl@lcwe.com](mailto:dearl@lcwe.com)  
fax: (801) 280-7175  
or write:  
Utah Women's Show  
4559 Black Elk Way  
West Jordan, UT 84088-2609

**Exhibit space and rate information:**

10' X 10' booth = \$620  
Corner booths are \$75 extra per booth  
3 or more booths rented receive a 10% discount  
\$20 discount per booth if paying with a check or cash  
Selling at booth is allowed (see taxes and licenses on  
this brochure's last page)

**Each exhibit space rental includes:**

- 8' high draped backdrop
- 3' high side drapes
- 1 company sign (9" X 44")
- 1 draped covered table  
(your choice of 4, 6, or 8 feet long)
- 2 chairs
- listing in official show program
- 5 exhibitor badges per exhibit
- access to discounted guest tickets
- general exhibit hall security
- a fantastic advertising and promotion opportunity

**Additional exhibitor expectations:**

- Booths designed for guest interaction have the best results and are strongly encouraged.
- Prize winner's names from booth drawings and contests may be posted by the show exit.
- Floor covering is required for all booths at exhibitor's expense.
- Electricity, phone, internet, etc. are available at vendor's expense. Detailed information will be available in the decorator's exhibitor packet which will be sent about 3 weeks before the show.



*12<sup>th</sup> annual*  
**Utah Women's**  
**Show**



SM

12<sup>th</sup> annual

# Utah Women's Show

November 4-5, 2011

Help make toys for Primary Children's Medical Center (using some cool women-friendly tools)				Fashion Stage													
940	841	741	641					341	241	141	140						
937	936	837	836	737	736	637					436	337	336	237	236	137	136
935	934	835	834	735	734	635					434	335	334	235	234	135	134
933	932	833	832	733	732	633					432	333	332	233	232	133	132
931																	130
929			828	729	728	629	628	529			428	329	328	229	228	129	128
927			826	727	726	627	626	527	427		426	327	326	227	226	127	126
925			824	725	724	625	624	525	524	425	424	325	324	225	224	125	124
923			822	723	722	623	622	523	522	423	422	323			222	123	122
921	821		820	721	720	621	620	521	520	421	420	321	221		220	121	120
919																	118
917	916	817			716	617	616	517	516	417	416	317	316	217	216	117	116
915	914	815	715		714	615	614	515	514	415	414	315	314	215	214	115	114
913	912	813	812	713	712	613	612	513	512	413	412	313	312	213	212	113	112
911	910	811	810	711	710	611			510	411	410	311	310	211	210	111	110
Hair Design Stage	909	908	809	808	709	708	609					408	309	308	209	208	109
		906	807	806	707	706	607					406	307	306	207	206	107
																204	105
	902	803	802	703							402	303	302	203	202	103	
	900	801	800	701	601						400	301	300	201			
901																	100
				Exit				Entrance									

Sponsored by

**State Farm**



The fine art of living





# 12<sup>th</sup> annual Utah Women's Show

South Towne Exposition Center, Sandy, UT • November 4-5, 2011

## Application/Contract

Company name: \_\_\_\_\_

Name you want on booth sign and in show program (32 characters max): \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ email: \_\_\_\_\_ @ \_\_\_\_\_

Mailing address: \_\_\_\_\_

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

Preferred contact method: \_\_\_\_\_ Phone \_\_\_\_\_ email \_\_\_\_\_ Other (please specify) \_\_\_\_\_

Contact name during show: \_\_\_\_\_ Cell: \_\_\_\_\_

2nd Contact name: \_\_\_\_\_ Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Products/services to be promoted: \_\_\_\_\_

Products to be sampled: \_\_\_\_\_

Are products/services being sold during the show?  Yes  No

Number of 10' X 10' booths requested: \_\_\_\_\_ Booth number(s) 1st preference: \_\_\_\_\_

2nd preference: \_\_\_\_\_ 3rd preference: \_\_\_\_\_

**Booth rate information:** Each in-line (aisle) booth: \$620 Each corner booth: \$695 \$20 per booth discount if paying by check or cash. Reserve 3 or more booths receive a 10% discount on the entire block. 50% deposit required with signed application. Please see cancellation terms below. Booth assignments will be made when payment/deposit is received. Booth assignment is subject to change. **Floor covering is required for each booth at exhibitor's expense.** For questions or more information, please call 801-280-7172 or fax 801-280-7175.

**Make check payable to:** 1st Class Weekend Events; 4559 Black Elk Way; West Jordan, UT 84088-2609

We hereby apply for exhibit space at the Utah Women's Show, November 4-5, 2011. We agree to adhere to the Terms and Conditions as set forth by 1st Class Weekend Events, LLC (hereafter referred to as ICWE). **We understand floor covering is required for each booth at our company's expense.**

Authorized signature: \_\_\_\_\_ Date: \_\_\_\_\_ Phone: \_\_\_\_\_

### Terms and Conditions

- Exhibit must be fully set up and staffed by 9:30 a.m. on Friday, November 4, 2011.
- Exhibitor agrees to be open and staffed during all show hours.
- Exhibitor must not dismantle booth until after show closes and must be completely moved out by 11:59 pm Saturday, November 5, 2011.
- Exhibitor is responsible to assure necessary government permits and licenses are obtained.
- All food samples must be approved in advance by South Towne Expo Center food concessionaire and by ICWE.
- All exhibit material must meet fire and safety regulations. Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.
- Exhibitor shall not cause or permit any hazardous material to be used, stored, generated on, or transported to the facility.
- All electrical wiring and equipment must conform to Sandy City and Salt Lake County Electrical Codes.
- Exhibitor may not cause or permit beer, wine, or liquors of any kind to be sold, given away, or used in or at the facility.
- Audio or visual media played in exhibit must be authorized in writing by the copyright owner as required by law.
- Only one exhibitor may occupy assigned booth space unless prior approval is given by ICWE.
- Exhibitor may not sublet or re-assign the exhibit space contracted and shall not exhibit any merchandise other than specified in the application
- Exhibitor agrees displays will not visually, physically, or audibly disturb aisles or adjacent exhibitors.
- No exhibit material shall be attached by any method to columns, walls, floors, or other parts of the building or furniture. Distribution of gummed decals, labels, or stickers is prohibited. Anything in connection therewith necessary or proper for the protection or repair of the building, equipment, furniture, and/or any costs to return exhibit space or facility to pre-move-in condition will be at exhibitor's expense. Cost for balloons retrieved from the ceiling will be billed to exhibitor at \$75 each.
- Exhibitor agrees that ICWE or SMG reserved the right to reject or restrict any exhibit, in part or whole.
- Exhibitor agrees space assignments may be changed by ICWE. ICWE will assign booths at its discretion and reserves the right to change any exhibitor's assigned booth. Nothing contained in this application, ICWE's acceptance thereof, or any act or communication shall be construed as a guaranteed assignment to any specific booth.
- Cancellation terms:** Before October 1, 2011, 50% of payment received may be applied toward a future ICWE event. On or after October 1, 2011, there is no credit for cancellation. Exhibitor agrees no credit will be applied for failure to occupy assigned space, and ICWE reserves the right to deal with this space as it deems fit.
- ICWE shall not be liable for the acts or omissions of security equipment or personnel. Exhibitor assumes all responsibility for loss, theft, or destruction of goods and property.
- Exhibitor assumes entire responsibility for exhibit area and hereby agrees to protect, indemnify, defend, and hold harmless ICWE, South Towne Exposition Center owners, and their respective officers, directors, agents, and employees from and against any and all losses, charges, fines, and attorneys' fees arising from or caused by the exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof. Exhibitor assumes all responsibility for personal injury to him/herself, his/her employees, agents, representatives, guests, or visitors, and will indemnify and hold harmless ICWE, South Towne Exposition Center owners, their officers, agents, employees, and affiliates from any and all of the above, including attorneys' fees.
- Exhibitor, without compensation, will allow ICWE to use photographs, video, and audio of the exhibit for its own purposes.
- Exhibitors or participants will at no time use the ICWE or Utah Women's Show logos or names without the prior express written consent of ICWE. ICWE retains exclusive ownership and creative control of the logo and name.
- ICWE does not guarantee guest attendance or booth traffic.
- In the event that because of war, fire, strike, government regulation or restriction, natural or public catastrophe, or other cause, the show or any part thereof is prevented from being held or is canceled, ICWE shall determine refund or credit to the Exhibitor which shall be limited to a prorated portion of booth payment. If the facility is damaged from any cause whatsoever, ICWE, South Towne Exposition Center owners, and SMG are released by exhibitor, his/her agents, representatives, employees, guests, and visitors from any damages.

**Credit card:** Name \_\_\_\_\_ Acct # \_\_\_\_\_

Exp date \_\_\_\_\_ CVV2 code \_\_\_\_\_ Billing street address \_\_\_\_\_ Zip code \_\_\_\_\_

\_\_\_\_\_ Charge full booth \_\_\_\_\_ Charge deposit (50%) now and balance on Sept. 1, 2011



# 12<sup>th</sup> annual Utah Women's Show

## Information

### **Booth height restrictions**

Booth may not exceed 8 feet in height. Side dividers extending from the back of the booth may not exceed 8 feet in height for the back 5 feet and may not exceed 4 feet in height for the front 5 feet. Show sponsors' booths have full use of their exhibit floor space with the approval of exhibit design by show management. Sponsors' booth height is restricted only by the ceiling, but design must not block aisles or access to the other exhibitors. For custom exhibits that do not meet these restriction, contact show management for approval.

### **Floor covering**

**Floor covering is required for all exhibits at exhibitor's expense.** This can be carpet, tile, wood, or other acceptable floor covering. Booths without acceptable floor covering may be carpeted by decorator at exhibitor's expense.

### **Set up**

Exhibitors may use their own vehicles for delivery. Complete instructions for shipping via common carrier will be included in the exhibitor's kit.

### **Loading and unloading**

Loading docks and doors are available. Exhibitors must bring their own moving/rolling equipment. Fork lifts and other moving equipment are available with a driver for a fee. Exhibitors may not operate this equipment. Advance arrangements are strongly recommended.

### **Hall security**

The exhibit area will be locked during hours not open to the public, beginning Thursday, November 3, about 11 p.m. and continuing until Saturday morning, November 5, at 9 a.m. Exhibitors assume all liability for booth contents.

### **Exhibitor kit**

Exhibitors will receive an exhibitor kit about 3 weeks before the show. This kit contains order forms to identify your preferred size for the draped, covered table included in the booth cost (4, 6, or 8 feet long), carpet, electricity (optional at exhibitor expense), phone, furniture, decorating services, labor, shipping, flowers and plants, and other services.

### **Lodging information**

Please call for local hotel information.

### **Insurance**

Exhibitors are responsible for their own insurance. Show management has general liability insurance covering the show's common area. It does not cover the exhibitors' booths, contents, personnel, or guests.

### **Taxes and licenses**

Selling is permitted, but sales tax must be collected and remitted to the State of Utah within 10 days after the event. Utah law says if you don't have a tax ID number for doing business at the South Towne Expo Center (even if you have other locations with tax ID numbers), you need a Temporary Utah State Sales Tax Number. The good news is there is no charge for the number. If you are selling at this event, just before the show opens, State Tax Commission agents will provide a temporary number, tax chart, and remittance address. Vendors must have appropriate state and local licenses.

### **Exhibitors' badges**

Five exhibitors' badges per exhibit are issued on move-in day. Additional badges may be purchased for \$7 each. These badges will allow free, multiple entry privileges during the show. Badges may be transferred between staff if you are working in shifts. If you are unable to give the badge to your staff, please provide a name list for our will call, and ask your non-badged staff member to check at will call for his/her badge. People who claim to be working in your booth but are not on the list you provide will not be given exhibitor badges and free admission.

### **Exhibitor promotional guest tickets**

Promotional guest tickets are available for \$3 each. These tickets may be used for customers, prospects, employees, and employees' families. **They are not to be sold!**

### **Assigned exhibit space**

Space is assigned by show management at its exclusive discretion. A signed application/contract does not ensure space in the show. A 50% deposit is required with the application/contract.