

The Colony Parks & Recreation Department presents the

2011 American Heroes Festival

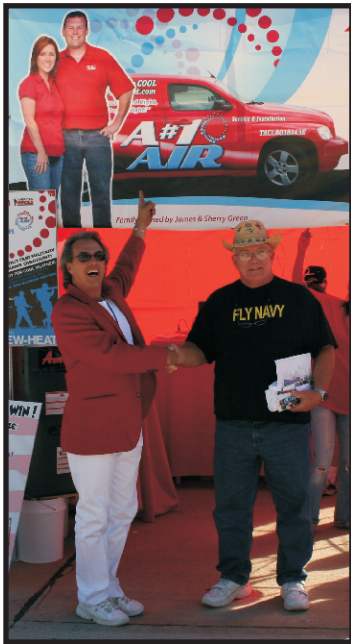


AMERICAN HEROES
A SALUTE TO VETERANS

Heroes Expo

November 12, 2011 @ The Colony Five Star Complex

Spotlight your business or organization at American Heroes!



Cost: \$25 for non-profit or Veterans affiliated businesses or organizations, \$50 for local The Colony businesses, and \$75 for non-local businesses. Add \$25 if electricity is desired (one 110 outlet).

Each participating business will be given a 12' x 12' plot and provided one 2.5' x 8' table. An additional table is available for \$10 fee. Any other supplies (chairs, etc.) are the responsibility of each participant. Shade structures must not exceed 10' x 10'. **Vendors will be located on concrete, so sandbags will be needed to anchor shade structures. SEE ATTACHED ADDENDUM FOR FURTHER GUIDELINES AND EXPO TIPS.**

All registration is on a first come, first serve basis. Table assignment will be done on 11/11 at 11:00am at the Five Star Complex in the order of registration received. Festival sponsors are given preference for table assignment. Vendors not present will be assigned their spot by PARD staff.

Expo vendors are NOT permitted to sell food or beverage items.

Concessions are handled separately and require a registration fee and permit. Contact PARD staff for more information about becoming a food or beverage vendor.

Registration accepted until November 8th, or until sold out.

Return registration and payment to:
PARD, 5151 North Colony Blvd., The Colony, TX 75056
For more information please call (972)625-1106.

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Description of product or service: _____

- Non-profit or Veterans affiliated: \$25
- Local The Colony business: \$50
- Non-local Business: \$75
- Electricity: \$25
- Additional table: \$10

The type of product/service must match the product/service that you represent at your booth on the day of the event.
Only one business is allowed to be represented at each booth.

In order to receive the \$25 rate for non-profit or Veterans affiliated business or organizations you must provide a copy of your IRS 501(c)(3) paperwork at the time of registration, or the Veterans affiliation must be obvious in the name/description of your business or organization.

Total due: _____

Please make check payable to American Heroes. Registration deadline: November 8 @ 5:00pm or until sold out. Return registration to The Colony Recreation Center, 5151 North Colony Boulevard, The Colony, 75056, or by fax to (972)624-2281. Fax registrations should be followed by a phone call to make credit card payment. For more information, contact the Parks & Recreation Department at (972)625-1106.

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Expo Guidelines

- 1) Set-Up: Day of event check in and set-up for Expo vendors begins at **9:00am** on November 12th. All exhibitors must be set-up by 11:00am on November 12th. **Any vendor who is not on site by 10:30am will not be allowed to access their booth spot with their vehicle and will need to park and carry all items to their booth area.**
- 2) Shade structures: To ensure a safe and quality expo for our patrons and exhibitors, **NO tarps, camping tents, or guide wires will be permitted.** We encourage "easy-up" style shade canopies. **Vendors will be located on concrete, so sandbags will be needed to anchor shade structures.**
- 3) Promotional vehicles: Because of the location of the Heroes Expo, vehicles are **NOT** allowed in the Expo area. With special permission of PARD staff, promotional vehicles can be located in other areas of the festival, but they will be required to be in place during the entirety of the festival and cannot be removed until the conclusion of the event.
- 4) Attending your booth: Please do not leave your exhibit area unattended. Your exhibit area should be manned at all times.
- 5) Early tear-down: All exhibits must remain up and in tact until 6:00pm. Early tear-downs may result in prohibiting you from participating in future business expos.

Expo Tips

- 1) Spread the word: If you are exhibiting at this year's Expo, spread the word by letting your customers or business associates know they can visit you at the Expo. You may also want to consider advertising this with a counter display or announcement.
- 2) Email Notification: Email your customers and invite them to stop by your booth at the Expo or put a signature line at the end of your email that says, "Come see me at the 'American Heroes' Heroes Expo on November 12th" with a link to the website, www.SaluteAmericanHeroes.com.
- 3) Giveaways/Promotions: Coupons, flyers, brochures, business cards and promotional giveaways are always great items to have on hand at the Expo. You may consider offering a raffle or door prize giveaway to attract visitors to your exhibit area.
- 4) Inclement Weather: In case of inclement weather be prepared to re-pack quickly. Bring plastic bags or storage tubs to safeguard your supplies from the elements of harsh weather (i.e. rain, wind, etc.). Exhibitors will be notified of specific inclement weather procedures on the day of the event but in case of sudden emergency weather situations exhibitors are encouraged to use their best judgement and take steps to protect themselves and their belongings.