

sabes jcc 8th annual celebration* showcase

*FORMERLY SIMCHA SHOWCASE



BABY NAMINGS

BIRTHDAYS

B'NEI MITZVOT

WEDDINGS

ANNIVERSARIES

SWEET 16 PARTIES

exhibitor packet

SUNDAY, JANUARY 29, 2012
MARRIOTT MINNEAPOLIS WEST
9960 WAYZATA BLVD, MINNETONKA, MN

SHOWCASE HOURS: 11 AM–3:30 PM

CONTACT INFORMATION

KAY GOLDSTEIN
952.381.3429
KGOLDSTEIN@SABESJCC.ORG

SABESJCC.ORG

A PARTNER AGENCY OF
MINNEAPOLIS JEWISH
FEDERATION
we build community



sabes jcc

EXHIBITOR INFORMATION

Your registration fee includes:

- 10' long x 4' wide exhibit space
- one- 8' foot x 30" table
- 2 chairs
- Vendor identification folded table tent sign
- Listing in Showcase Ad & Reference Booklet (both alphabetical and by category)
- Mailing list of all showcase attendees
- Garbage can (food vendors only)

Increase your Visibility!

Advertise in our Showcase Ad & Reference Booklet that is given to each attendee. This guide has proven to be informative and serves as a resource for parents and organizations throughout the year.

Additional Marketing Opportunity: purchase a space on our fabulous reusable tote bag with your company's name or logo.

Exhibitor website links on the Sabes JCC website!

Once you have committed to participate in the Celebration Showcase, your company will be listed on our Showcase web page and a link to your business website will be added.

Event Promotion

The showcase will be promoted throughout the Twin Cities in the following ways:

- *American Jewish World*
- Sabes JCC E-blasts
- Minneapolis and St. Paul Synagogues
- Fliers throughout the Twin Cities
- Sabes JCC Facebook page
- TCJewfolk.com
- Hadassah
- NCJW
- www.sabesjcc.org
- Eblasts and fliers created for all exhibitors to send out to their client base
- Amos and Celia Heilicher Minneapolis Jewish Day School
- Talmud Torah
- Posting on Funsimcha.com
- Direct mail piece to all b'nai mitzvah families
- www.jewishminnesota.org

Exhibitor Benefits

- Meet families and individuals who are planning brit milot, b'nai mitzvot, weddings, anniversaries, or other life cycle celebrations and help them plan all aspects of their special day.
- Advertise and promote your business to a targeted market.

Admission is free to all attendees.

Everyone will receive the Showcase Ad & Reference Booklet, the reusable tote bag with exhibitor names, and door prize tickets for free drawings throughout the event!

EXHIBITOR REGISTRATION FORM

SPACE IS LIMITED - PLEASE REGISTER EARLY!

Exhibit Space Pricing:

_____ Exhibit space (no electricity) - \$195

_____ Exhibit space (with electricity) - \$230
Bring your own extension cord.

Double Your Exposure: Additional Booth Space

_____ Second space - \$125

Additional Items

_____ Black Conference Cloth table covering and skirting - \$20
Please bring your own table covering if you do not order from here

_____ # of easels - \$10 each

Vendor Category Listing in Showcase Ad & Reference Book

There are two listings; one is by category and the other is alphabetical and includes your phone number.

Please check all categories that apply to your business so that you are listed in the proper categories.

- candy/food novelties
- caterers (___Kosher ___Non-Kosher)
- caterers/venues
- decorations
- DJ's
- entertainment
- event planning & consultation
- florists
- housing
- invitations
- Judaica
- non-profits
- photographers/video
- venues
- other, please specify _____

TO RESERVE EXHIBITION SPACE, RETURN THIS FORM BY NOVEMBER 7, 2011.

MAIL TO:

Sabes Jewish Community Center
c/o Celebration (Simcha) Showcase
Jay and Rose Phillips Building, Barry Family Campus
4330 S. Cedar Lake Road, Minneapolis, MN 55416

PAGE TOTAL: _____

AD & REFERENCE BOOKLET ORDER FORM

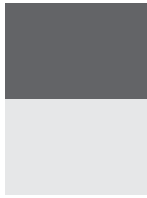
Ads are only available to exhibitors participating in the 2012 Celebration Showcase.

Company (as it should be listed)

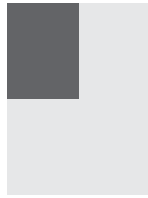
CHECK BOX TO SELECT DESIRED AD SIZE



Full Page
6.75" x 8.25"
\$100



1/2 Page Horizontal
6.75" x 4"
\$75



1/4 Page
3.25" x 4"
\$50



1/8 Page (business card)
3.25" x 1.75"
\$35

SEND YOUR AD BY EMAIL TO CPATRICK@SABESJCC.ORG

All ads must be submitted as a high resolution or JPEG or press-quality PDF for Acrobat 5.0 or above. The Showcase Ad & Reference Booklet will be printed in black and white. Ad placement is alphabetical within each size category.

TO RESERVE AD BOOKLET SPACE, RETURN THIS FORM BY NOVEMBER 7, 2011. ALL AD SUBMISSIONS DUE BY JANUARY 5, 2012.

Contact Corrie Patrick with any ad purchase questions at:

phone: 952.381.3514

fax: 952.381.3401

email: cpatrick@sabesjcc.org

MAIL TO:

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PAGE TOTAL:

ADDITIONAL EXHIBITOR MARKETING OPPORTUNITY!

Reusable Tote Bag with Your Company Name and/or Logo

We are designing a fun reusable tote bag (total size 16" wide x 6" deep x 12" tall) that will be given out FREE to all attendees! Limited space is available to promote your company's name and/or logo.



SEND YOUR LOGO IN EPS FORMAT TO CPATRICK@SABESJCC.ORG.

TO RESERVE YOUR SPACE ON THIS BAG, RETURN THIS FORM & YOUR COMPANY'S NAME AND LOGO BY NOVEMBER 7, 2011.

Contact Corrie Patrick with any ad purchase questions at:

phone: 952.381.3514

fax: 952.381.3401

email: cpatrick@sabesjcc.org

MAIL TO:

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EXHIBITOR CONTACT INFORMATION

Company (as it should be listed exactly in reference advertising booklet)

Contact Person Name

Address

City

State

Zip

Email

Work phone

MN Tax #

Website URL (we will link directly to your site from our Showcase webpage)

Brief description of your products or services

TO RESERVE EXHIBITION SPACE OR ADVERTISE IN OUR BOOKLET, RETURN THESE FORMS BY NOVEMBER 7, 2011. All fees must be paid before day of event.

EXHIBIT SPACE	\$
AD BOOKLET	\$
TOTE BAG	\$
TOTAL	\$

DEADLINES REMINDER

Exhibit Space Reservation:	November 7, 2011
Ad Booklet Reservation:	November 7, 2011
Tote Bag Reservation & Logo Due:	November 7, 2011
Ad Booklet Art Due:	January 5, 2012

PAYMENT

Check enclosed (Make checks payable to Sabes JCC)

Invoice me by: ___ November 30, 2011 ___ December 30, 2011

Visa Mastercard

Credit Card Number

Exp. Date

Signature

Contact Kay Goldstein with any questions at:

phone: 952.381.3429

fax: 952.381.3401

email: kgoldstein@sabesjcc.org

MAIL TO:

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4330 S. Cedar Lake Road, Minneapolis, MN 55416

EVENT EXHIBITOR GUIDELINES AND INFORMATION

Date: Sunday January 29, 2012

Hours: 11 AM–3:30 PM

Location: Marriott Minneapolis West, 9930 Wayzata Blvd, Minneapolis, MN 55426

Set up Starts: 8 AM

Set up Complete: 10:30 AM

Tear Down Starts: 3:30 PM

All exhibitors must be legitimate businesses with MN Fed tax # numbers.

Only 1 exhibitor will be allowed per booth space. There is no sharing of table or booth space.

There is no passing out of other vendor collateral material on your table.

Exhibitor booths are required to be open for the entire event. Take down and packing up is to be done only after the close of the show. No exhibitor may pack up or leave before the event scheduled closing.

Only exhibitors that are showing at the event will be allowed to purchase an ad in our Showcase Ad & Reference Booklet.

Space by category and overall space is limited. Please register early.

More specific set up information will be sent out during the week of January 16, 2012.

All registration fees are non-refundable and must be paid before day of event.

Your booth display - Plan and think carefully about the best ways you can draw people to your booth. Drawings and candy always work! Be creative about ways to collect names at your booth. While we try to collect names at the registration table, not everyone will fill this information out completely.

Exhibitors requesting electricity must bring their own extension cords.

Music and DJ vendors - please plan to run a video and audio loop to showcase your work.

Caterers - please advise kosher/non-kosher. Samples are encouraged but no pork products may be served.