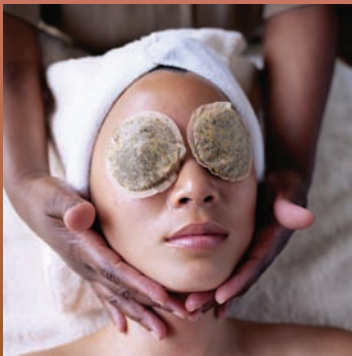


NBC 5
VISIONS **THE** Women's
Expo
20th Anniversary

The Last Blast of Summer — Live Happy!

Friday "Girls Night Out", August 28 5 p.m. - 8 p.m.
Saturday, August 29 10 a.m. - 6 p.m.
Sunday, August 30 10 a.m. - 5 p.m.
Dallas Market Hall | Dallas, Texas



Floorplan

Move-in Hours

Thursday, August 27, 2009

Sponsors Only 10:00 am to 6:00 pm.

Exhibitors 1:00 pm to 6:00 pm.

Friday, August 28, 2009

Main Hall 8:00 a.m. – 4:00 p.m.

NO VEHICLES WILL BE ALLOWED TO DRIVE INTO THE EXHIBIT HALL. Vehicles must be unloaded at the dock area and materials carried/carted to the booths during move-in.

All booths must be ready by 4:00 pm Friday, August 28, 2009. Any booth not ready may, at the discretion of Show Management, be re-assigned or filled with a new exhibitor.

What to do at Move-in

- Proceed to the Show Management office to check-in and sign for your credentials.
- Next to the Show Management office is the Decorator check-in. If you have ordered carpet, additional tables, additional chairs, etc. from the decorator, you will need to verify your order with them. As those additional items are ordered directly with the decorator, we will not have a record of those orders. Decorator items should be in your booth; if not, please stop at the Decorator's check-in to check on status of your order.
- Finally, you will check-in with the Convention Services booth, which is located next to the Decorator sign-in booth. If you have ordered additional electrical items, you will need to verify those items with Harper Wood Electric; if you have catering needs, you can verify those with Aramark; and if you require telephone services you can order those with Cypress Communications.
- Once you have checked-in with the Show Management, the Decorator and Convention Services, you may proceed to your booth.
- BRING YOUR OWN CART OR DOLLY FOR MOVE-IN/ MOVE-OUT! Neither the Decorator nor Show Management have carts or dollies to loan exhibitors.

Decorator Services

The official show decorator for VISIONS: The Women's Expo is:

CDS Events and Expositions

3559 Belgium Lane

San Antonio, TX 78219

PH: 210-467-0041

FX: 210-467-0048

www.conventiondecorating.com

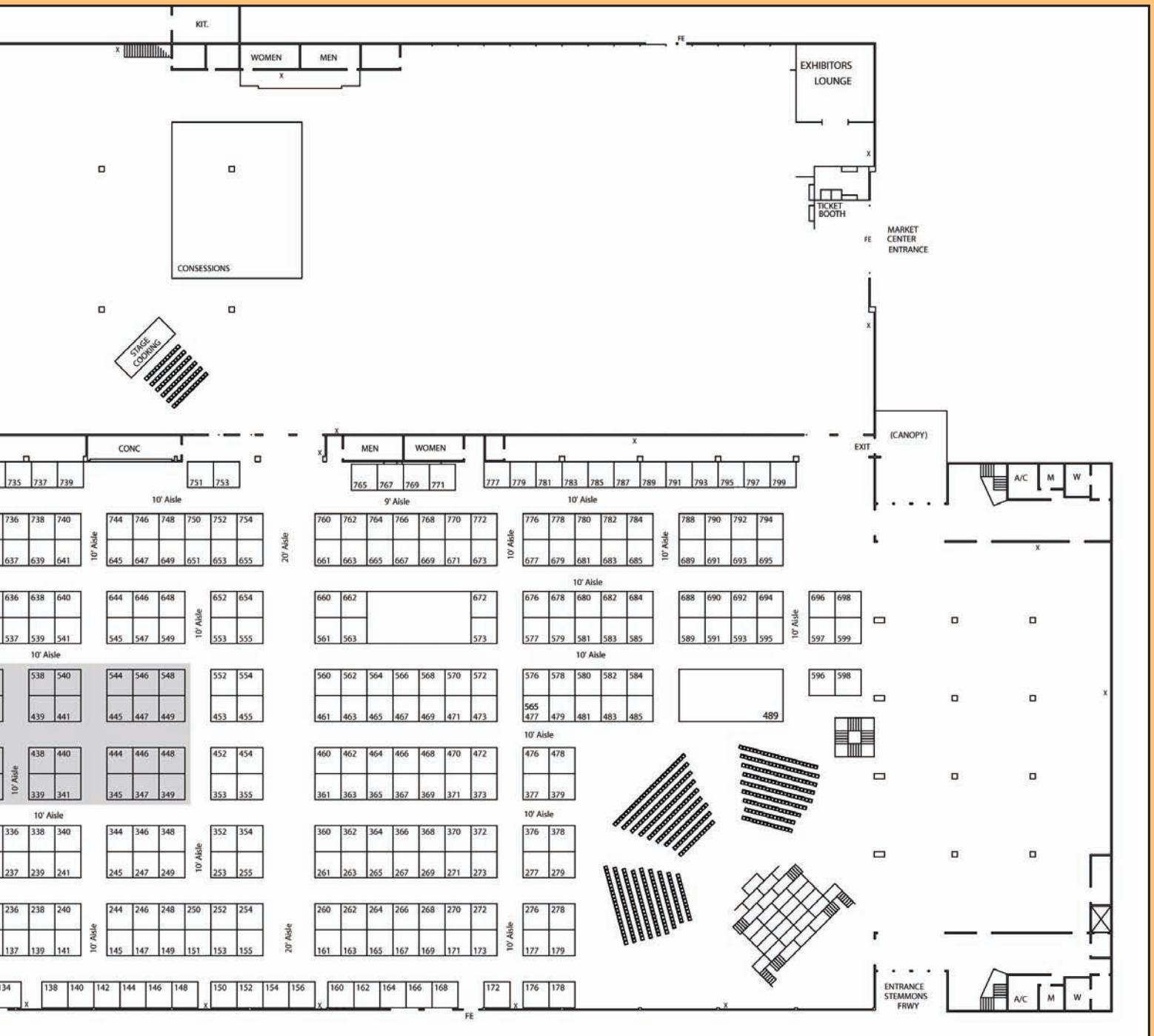
- Show colors are berry, orange and brown back drapes, berry side rails, brown table and tuxedo carpet (black with gray specs).



- CDS will post an online Exhibitor Services Manual for ordering carpet, electricity and other booth items. NOTE: There is an early order discount if decorating items are ordered from CDS no later than August 1, 2009. CDS will also have a booth will also have a booth near the loading dock. This booth will be open during all the move-in and move-out hours for exhibitors requiring last minute items.

Exhibitors' Entrances and Parking

- Prior to and after show hours, all Exhibitors MUST enter and exit through the signs marked "EXHIBITOR ENTRANCE." (Dock Door #2) Upon entering the Exhibit Hall you will be asked to show your Exhibit Badge. Exhibitors will be permitted in the Exhibit Hall one (1) hour



before the show opens each day.

- Exhibitors will not be permitted to remain in the building after closing each night.
- Parking at Dallas Market Hall is free!

Move-out Hours

Sunday, August 30

5:00 p.m. – 10:00 p.m.

To receive the full benefits of your exhibit experience and to guarantee all paid admissions may enjoy the entire show, exhibits MUST remain open until 5 p.m. Sunday evening. Exhibitors leaving early may not be allowed to participate in subsequent shows, or may be required to pay additional deposits.

We recommend all exhibitors should move out Sunday evening. The Decorator will begin removing carpet, pipe and drape, etc. when the show is officially closed on Sunday afternoon. Please keep items out of the aisle until the carpet has been removed by CDS.

Security is always a concern and move-out can be hectic. With so many exhibitors carrying their products and supplies out of the exhibit hall, neither Adjuvant Expos nor the contracted security team will be responsible for any items left in your booth after the close of the show on Sunday evening.

Monday, August 31

8:00 am - 12:00 Noon

If you are unable to remove your exhibit Sunday evening, please notify show management. Any exhibits remaining after 12 p.m., without prior arrangements may be moved to a secured location by the facility and will be stored at the exhibitor's expense. Dallas Market Hall has the right to retain all unclaimed exhibits, and neither Dallas Market Hall nor Adjuvant Expos is responsible for any unclaimed items.

Booth Pricing

MAIN HALL

(FRIDAY, SATURDAY, SUNDAY)

10 x 10 Arts, Crafts & Hobby Pavilion (Hand Made by Exhibitor)	\$500
10 x 10	\$975
10 x 20	\$1,650
10 x 30	\$2,200
10 x 40	\$2,800
20 x 20	\$2,800
20 x 30	\$3,500
20 x 40	\$4,000
20 x 50	\$4,900
20 x 60	\$5,700

Bulk Space (1300 square feet and up) \$4.75

Corner Booths add \$100 per corner

Island Booths are \$400 extra

Non-Profit Rate \$400*

**Pending approval by Show Management. Not all non-profits will qualify for the non-profit rate. Non-profit organizations with a commercial value (i.e. selling products) will not be given non-profit booth rate. Show Management may require additional documentation and their decision is final.*

Enhance Your Presence at VISIONS

Add a HYPERLINK to your online Exhibitor Listing — \$50

Exhibitors purchasing web links will be added to the event web site — www.visionsexpo.com — when your

web link payments are received. All other exhibitors will be added to the online exhibitor list three weeks prior to the event. The web site and web address will be extensively promoted, so web links are a great way to drive traffic to your web site.

Add a BANNER to the VISIONS web site — \$250 for paid exhibitor

Limited to twelve advertisers, your online banner would be in rotation to appear in a highlighted area on each page of our web site.

Add a LOGO to the shopping bag — \$1,000 per logo. Please refer to application and contract.

Approximately 6,000 complimentary bags will be available to attendees at both entrances, we will have a minimum of four (4), one color logos.

Add a PROGRAM ADVERTISEMENT in the Show Program. Adjuvant Expos will publish a show program for attendees featuring details on VISIONS, complete with exhibitor listing and schedule of events. Programs will be distributed at the entrance to the expo.

Add a VIDEO AD that will be played at the main stage - \$350 for :30 sec video spot. Your video message will be shown immediately prior to each event on the Main Stage. More than 20 airings of your marketing messages directly to your audience.

Add an AISLE BANNER that will display your logo on the overhead, numbered sign marking the row of your display - \$1,000.00. There are seven rows with prominent Aisle Signs. Give your company additional branding and alert attendees of your display location.

MAIN STAGE, COOKING STAGE, SIMULATORS and specialty areas all present wonderful interactive content to brand, introduce or roll out new products and services. Please call to discuss so we can better understand your needs and create a custom sponsorship to meet those needs.

Discounts may be given on Additional Advertising, when coupled with a display and or sponsorship.

Who to call for help

ADJUVANT EXPOS, INC.

Patrick Buchen

- Sponsorship Opportunities
- Logistics

PH: (972) 499-7500, Ext. 1

FX: (940) 321-3705

pbuchen@adjuvantexpos.com

LaPriel Tipton

- Sales Manager

PH: (972) 499-7500, Ext. 2

FX: (940) 321-3705

lтиpton@adjuvantexpos.com

Gary Gabriel, Sr., Director of Sales & Operations, Dallas Market Hall

- Facility Regulations

PH: (214) 879-8330

FX: (214) 879-8344

gggabriel@dmcmail.com

Monica Turner, Special Events Inspections

City of Dallas Fire Department

1551 Baylor Street

Dallas, TX 75226-1956

PH: (214) 671-9315

(214) 670-4319 General

(214) 670-4577 Fax

Lodging

A block of rooms have been reserved at the **Renaissance Dallas Hotel** (2222 N. Stemmons Fwy.) 214-631-2222 and request the block for VISIONS: The Women's Expo— across the parking lot at Dallas Market Hall. The discounted rate for these rooms, either single or double occupancy, is \$105/night plus tax. The cut-off date for reserving these discounted rooms is August 8.

**Total attendance for
2008 was 11,359**