

THE FLINT JOURNAL

Women's Expo

FRIDAY, SEPTEMBER 5 & SATURDAY, SEPTEMBER 6
Perani Event Center, Flint ■ flintjournal.com/expo/

The Area's Premiere Women's Event

4TH ANNUAL GIRLS NIGHT OUT RETURNS!

Participate in Girls Night Out & attract even more visitors to your booth.

Between 5-9 PM on Friday, attendees will visit participating Girls Night Out exhibitors for shopping specials and to have their Girls Night Out cards stamped to qualify for gift certificate drawings.

Don't miss out on the fun or the traffic! Check the Exhibitor Confirmation Form to participate in Girls Night Out. For more information, call **810.766.6275**.

Join us for the 11th annual Women's Expo—the area's only event that caters specifically to the needs and interests of women.

Create product awareness and increase sales to the over 6,000 attendees who come to the Women's Expo ready to shop and spend. The Women's Expo attracts a wide demographic of women, providing your business with the opportunity to meet face-to-face with the ones who are eager to try your products and services.

Be a part of this 2-day event which features exhibits, seminars, workshops and product demonstrations...everything for and about women to help them to improve their lives.

Please call **810.766.6275** or email expo@flintjournal.com if you have any questions.

EXPO DATES AND TIMES

Friday, September 5
12 Noon-9 PM
Saturday, September 6
10 AM-5 PM

LOCATION

Perani Event Center
3501 Lapeer Rd. Flint, MI 48503
810.744.0580

WOMEN'S EXPO EMAIL & WEBSITE

Email: expo@flintjournal.com
Website: flintjournal.com/expo/

GENERAL ADMISSION

Adults-\$6, Youth [9-17]-\$4, Children [8 and under]-FREE
Event Parking-\$5

EXHIBITOR SET-UP

Thursday, September 4, 8 AM-5 PM

EXHIBITOR TEAR-DOWN

DO NOT tear down before 5 PM on Saturday, September 6.

SERVICES REQUESTS

Requests for such things as electricity or chairs can be made on the Exhibitor Confirmation Form. All other services needed to assist participation will be included in an Exhibitor Kit, provided when your confirmation is received by The Flint Journal.

MULTI-EXPO DISCOUNT

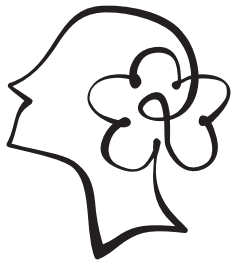
Exhibit in other Booth Newspapers Women's Expos and take advantage of the following savings on each show:

Buy 3 shows, get 10% discount
Buy 2 shows, get 5% discount

Women's Expo 2008 Show Dates

The Flint Journal: September 5 & 6
Ann Arbor News: Fall 2008 (TBA)
Saginaw News: November 7 & 8

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Women's Expo

STAND OUT FROM THE CROWD! Pick an exhibitor level that fits your budget to take full advantage of this unique marketing opportunity.

Exhibitor Levels

Diamond Level \$10,000 Value \$75,000

- **EXHIBITOR BOOTHS**
Ten 10' x 10' booths
- **STAGE TIME**
You may present 5 speakers
- **ADVERTISING**
Logo in all print advertising
- **EVENT CONSULTATION**
- **FOCUS SECTION AD**
Full & half page tabloid ads
Full-color included
- **PRODUCT SAMPLING**
A promotional item inserted into registration bags
- **COMPLIMENTARY TICKETS**
175 Women's Expo tickets
- **EXHIBITOR PASSES**
24 exhibitor/parking passes
- **ATTENDEE DATABASE DISK**

Platinum Level \$5,000 Value \$40,000

- **EXHIBITOR BOOTHS**
Five 10' x 10' booths
- **STAGE TIME**
You may present 4 speakers
- **ADVERTISING**
Logo in all print advertising
- **FOCUS SECTION AD**
Full page tabloid ad
Add full-color for an additional 20%
- **PRODUCT SAMPLING**
A promotional item inserted into registration bags
- **COMPLIMENTARY TICKETS**
150 Women's Expo tickets
- **EXHIBITOR PASSES**
20 exhibitor/parking passes
- **ATTENDEE DATABASE DISK**
- **EVENT CONSULTATION**

Gold Level \$3,000 Value \$36,000

- **EXHIBITOR BOOTHS**
Four 10' x 10' booths
- **STAGE TIME**
You may present 3 speakers
- **ADVERTISING**
Listed in all advertising
- **EVENT CONSULTATION**
- **FOCUS SECTION AD**
Half page tabloid ad
Add full-color for an additional 20%
- **PRODUCT SAMPLING**
A promotional item inserted into registration bags
- **COMPLIMENTARY TICKETS**
125 Women's Expo tickets
- **EXHIBITOR PASSES**
16 exhibitor/parking passes
- **ATTENDEE DATABASE DISK**

Silver Level \$1,500 Value \$9,500

- **EXHIBITOR BOOTHS**
Three 10' x 10' booths
- **FOCUS SECTION AD**
Quarter page tabloid ad
Add full-color for an additional 20%
- **EVENT CONSULTATION**
- **PRODUCT SAMPLING**
A promotional item inserted into registration bags
- **COMPLIMENTARY TICKETS**
75 Women's Expo tickets
- **EXHIBITOR PASSES**
12 exhibitor/parking passes
- **ATTENDEE DATABASE DISK**

Bronze Level \$1,200 Value \$7,500

- **EXHIBITOR BOOTH**
One 10' x 10' booth
- **FOCUS SECTION AD**
Eighth page tabloid ad
Add full-color for an additional 20%
- **PRODUCT SAMPLING**
A promotional item inserted into registration bags
- **COMPLIMENTARY TICKETS**
25 Women's Expo tickets
- **EXHIBITOR PASSES**
8 exhibitor/parking passes
- **ATTENDEE DATABASE DISK**
- **EVENT CONSULTATION**

Exhibitor Level \$900

- **EXHIBITOR BOOTH**
One 10' x 10' booth
- **FOCUS SECTION AD**
Eighth page tabloid ad
Add full-color for an additional 20%
- **EXHIBITOR PASSES**
5 exhibitor/parking passes
- **COMPLIMENTARY TICKETS**
5 Women's Expo tickets

2008 WOMEN'S EXPO EXHIBITOR CONFIRMATION FORM

Please complete and fax this form to **810.341.5157** to join The Flint Journal as an exhibitor at the 2008 Women's Expo. Or, mail your confirmation and deposit check of 50% to secure your focus section ad by **Friday, August 15, 2008** to **Marketing Department, The Flint Journal, 200 East First St., Flint, MI 48502-1925.**
IF YOU HAVE QUESTIONS— Call **810.766.6275** or visit our website **flintjournal.com/expo/**

Company Name _____ Product/Services _____ Contact Person _____
 Address _____ City _____ State _____ ZIP _____
 Phone [_____] _____ Fax [_____] _____ E-mail* _____

GIRL'S NIGHT OUT— No, I don't want to participate. YES, I want to participate and offer a \$25 gift certificate for the Girl's Night Out Drawing.

PLEASE CHOOSE YOUR EXHIBITOR LEVEL AND REQUEST ANY ADDITIONAL ITEMS BELOW.

If you require anything in addition to the items included in your exhibitor level, we will be happy to provide them at additional cost, provided you make your request in advance.

Choose an Exhibitor Level (circle one)	\$10000 DIAMOND	\$5000 PLATINUM	\$3000 GOLD	\$1500 SILVER	\$1200 BRONZE	\$900 EXHIBITOR	Requests for Additional Items	\$ _____ Exhibitor Amount
ITEMS INCLUDED IN EXHIBITOR LEVELS								FEES
Booth[s] 10'x10'	10	5	4	3	1	1	addtl. \$600	
Speakers*	5 speakers	4 speakers	3 speakers	N/A	N/A	N/A	N/A	
Exchange Area or Corner Booth	no charge	no charge	no charge	\$100	\$100	\$100	addtl. \$100	
Skirted Table[s]	10	5	4	3	1	1	addtl. \$30	
Chair[s]	12	10	8	6	2	2	no charge	
Carpet 10'X10'	by request	by request	by request	by request	by request	by request	\$50/booth	
Electrical	request by 8/15/08	request by 8/15/08	request by 8/15/08	request by 8/15/08	request by 8/15/08	request by 8/15/08	110 or 220	no charge
Exhibitor Passes	24	20	16	12	8	5	addtl. \$6	
Comp. Tickets	175	150	125	75	25	5	addtl. \$6	
Booth Signage	by request	by request	by request	by request	by request	by request	\$10	
Promotional Items Inserted Into Bags**	included deadline 7/25/08	included deadline 7/25/08	included deadline 7/25/08	included deadline 7/25/08	may purchase deadline 7/25/08	may purchase deadline 7/25/08	addtl. \$560	
Attendee Database	included	included	included	included	included	may purchase	addtl. \$720	
Women's Expo Focus Section Ad, Published Wed., Sept. 3 ***	full pg & half pg tab ad Full color included	full pg tab ad Get full color for 20% more	half pg tab ad Get full color for 20% more	quarter pg tab ad Get full color for 20% more	eighth pg tab ad Get full color for 20% more	eighth pg tab ad Get full color for 20% more	\$37.88/inch***	

*Speaker names and topics must be confirmed by Friday, August 15, 2008





**5,000 items will be needed to distribute to Women's Expo attendees. Product samples/promotional items will be inserted into bags and must be at The Flint Journal by noon, August 15, 2008

*** Size of ad may be increased at a cost of \$37.88 per column inch. Contact your Advertising Sales Consultant for details.

Exhibitor Amount \$ _____
 Multi-Expo Discount - _____
 Additional Fees Total + _____
TOTAL _____

COST \$
 Product to be inserted in registration bag _____ How Many? _____

PAYMENT INFORMATION Deposit \$ _____ amount OR Paid-in-Full \$ _____ amount

    Card Number _____ Expiration Date _____

Credit Card Type [circle one]

Signature _____ Date _____

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EXHIBITORS MUST COMPLETE AND READ THE INFORMATION BELOW

This Agreement is made _____, 2008 between The Flint Journal and _____ (“Vendor”), with respect to the Women's Expo at Perani Arena on September 5 and 6, 2008 (“Event”).

1. Permitted Activity. The Vendor is hereby permitted to sell or provide free samples of merchandise/services between 12:00 PM through 9:00 PM Friday and 10:00 AM through 6:00 PM Saturday of the Event at their exhibit area designated by The Flint Journal, in exchange for Vendor's payment to The Flint Journal in the amount set forth shall be due upon the execution of this agreement this Agreement. Vendor may begin setting up for the Event at 8:00am on September 4, and must break down and remove its property no later than 11:59 PM on September 6. In the event Vendor fails to remove its property by the foregoing time, The Flint Journal has the right to immediately remove and discard such property.

2. Cancellation. The Flint Journal may cancel the Event and/or this Agreement due to an act of God, act of governmental authority, war, riot, act of public enemy, flood, civil commotion, insurrection, problems with the venue facility, severe weather conditions, or any other cause beyond The Flint Journal's reasonable control that prevents its performance or enjoyment of the benefits of the Agreement or makes performance hereunder impracticable. In the event of such a cancellation by The Flint Journal, any monies previously paid by Vendor will be refunded and both parties will be relieved of any further obligations or liabilities in connection with this Agreement.

3. Insurance. Vendor will maintain in effect throughout the period of the Event Commercial Form General Liability Insurance, written on an occurrence basis on a form at least as broad as an unmodified ISO CG 00 01 10 01 with minimum limits as follows: Each Occurrence \$1,000,000; and General Aggregate \$2,000,000. The coverages referred to under this Section 3 shall include The Flint Journal as an additional insured up to the minimum limits stated herein. Vendor, upon the execution of this Agreement, shall furnish The Flint Journal with certificates of insurance evidencing compliance with all requirements. In the event that the insurance is cancelled or materially modified, Vendor agrees to give immediate notice to The Flint Journal. The Flint Journal shall not be liable or responsible for any loss, damage, or injury to any property owned, rented, leased, borrowed, or in the custody of the Vendor in or upon the Event property, resulting from any cause whatsoever,

including but not limited to theft and vandalism. Vendor shall be responsible for insuring its property, and the insurance covering such property shall contain a waiver of subrogation clause in favor of The Flint Journal.

4. Indemnification. (a) The Flint Journal will indemnify and hold Vendor, its parent and affiliate companies, and their respective officers, directors, employees and agents, harmless from and against all claims, losses, liabilities, damages and expenses (including attorneys' fees) on account of injury or death to any person, including employees of the parties hereto, or loss of or damage to property, arising out of any acts or omissions of The Flint Journal or of its representatives. (b) Vendor will indemnify and hold The Flint Journal, its parent and affiliate companies, and their respective officers, directors, employees and agents, harmless from and against all claims, losses, liabilities, damages and expenses (including attorneys' fees) on account of injury or death to any person, including employees of the parties hereto, or loss of or damage to property, arising out of any products sold by or on behalf of Vendor and any acts or omissions of Vendor or of its representatives.

5. Relationship of the Parties. The parties to this Agreement are acting as independent contractors, and no employee of either shall be deemed to be in the employ of the other, nor shall either party have any right or authority to act on behalf of the other beyond that expressly granted herein. Nothing contained herein or done pursuant hereto shall be construed to create a joint venture or partnership between The Flint Journal and Vendor, or create any relationship of principal and agent or employer and employee.

6. Compliance with Laws and Venue Rules. Vendor shall comply with all applicable laws and regulations as well as all Perani Arena rules at the Event. In the event Vendor violates any of the laws or rules in this paragraph 6, The Flint Journal has the right to immediately terminate this Agreement and remove Vendor from the Event.

7. Miscellaneous. Vendor may not assign this Agreement without the prior written consent of The Flint Journal; any purported assignment without such consent shall be null and void. If any provision of this Agreement is for any reason held invalid, such fact will not affect any other provision hereof, and this Agreement will thereafter be interpreted as if such provision had never been contained in this Agreement. This Agreement contains the entire understanding of the parties with respect to its subject matter, and supersedes all previous oral or written representations. This Agreement may be modified or amended only by a written instrument executed by both parties. This Agreement will be construed in accordance with the laws of the State of Michigan; any action alleging a breach of this Agreement must be brought in the state or federal courts in Michigan, and the parties hereby consent to the jurisdiction of such courts. In addition, if Vendor agrees (or has previously agreed) to purchase a 2 or 3 Booth Newspaper Women's Expo package pursuant to this Agreement or any other agreement between the parties, and thereafter fails to fulfill its obligations with respect to each of the other expo, the vendor must immediately reimburse The Flint Journal, or its designee, an amount equal to the discounts or abatements received by Vendor in connection therewith (e.g., a discount in the price of Vendor's first initial Booth Women's Expo purchase given to Vendor in consideration of Vendor's promise to purchase at least one or more other similar expo purchase from The Flint Journal or The Flint Journal's affiliates).

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DATE: _____

VENDOR: _____

DATE: _____

ALL VENDORS MUST SIGN AND DATE.