

# the EVENT SHOW



**Sunday, September 23, 2018**  
**11:00 AM - 3:00 PM**

**Jewish Community Center**  
(6600 W Maple Road, West Bloomfield)

As a member of the social event industry, be prepared to take reservations and book business at this open-to-the-public trade show. Previous exhibitors attest to the well-qualified volume of potential - and eventual - customers who attend this event.

## FACE-TO-FACE IS BETTER :

Marketing experts agree there is no replacement for face-to-face presentations with every prospective client. Clients want to get to know the people behind the product or service. **The Event Show** is unique in the way it delivers hundreds of prospects to you, face-to-face, in a four-hour time period.

## EVENT MARKETING AND PROMOTIONS :

Star Trax Events generates a highly coveted mailing list and provides access to an abundance of newly engaged members of the community.

Our impressive combination of pre-event print and online advertising, social media campaigns and direct email, along with the shows' proven community recognition and support, generate exceptional exposure for your goods and services. Additionally, our 2018 media sponsors will ensure that **The Event Show** has excellent reach into the community!

# BE AN EXHIBITOR! REGISTRATION : \$795

**EACH EXHIBITOR WILL RECEIVE : 1 booth (10' wide by 6' deep) + 1 8' table + 2 chairs**

Exhibitors are invited to set up no earlier than 8 AM the morning of The Event Show. **Exhibitors must be ready for doors to open by 10:30 AM.** Breakdown must be completed no later than 6 PM. Exhibitors are additionally responsible for set-up/clean up/and any damage to their booth.

Live or recorded music may be utilized as long as it does not distract from doing business. Video presentations are acceptable, with volumes set at modest levels.

**The Jewish Community Center of Metropolitan Detroit is a dairy facility. If your business intends to serve food, contact Star Trax for detailed regulations. 248.263.6300.**



**star trax events**  
ENTERTAINMENT / PRODUCTION / VALET

1200 Woodward Heights, Ferndale, MI 48220  
startrax.com / 248.263.6300 / becca@startrax.com

# plan it! magazine

## the party planning resource guide

**Plan It! Magazine** is a free publication of Star Trax, hosted online at [planitmagazine.com](http://planitmagazine.com) and rack placed by Metro Times throughout Metro Detroit. This full-color, glossy magazine is an indispensable resource for year-round event planning. Its content-rich format ensures continual use, creating maximum exposure for your business.

### OUR COMMITMENT ADDS VALUE

- 10,000 magazines are rack placed for six months at high traffic locations through our partnership with The Metro Times.
- 1,000 magazines will be direct mailed to Michigan businesses that plan multiple events.
- Both editions are inserted in *The Jewish News* twice per calendar year
- The magazine will be marketed online - year round - [www.planitmagazine.com](http://www.planitmagazine.com)
- Advertisers will be highlighted on Star Trax's social media feeds.
- Hardcopies will be given to all Star Trax corporate and social event clients.
- Advertisers will be promoted in the magazine's editorial content.

#### FULL PAGE

8.5 x 11" with .125" bleeds

#### HALF PAGE

Vertical  
4.25 x 11"

#### HALF PAGE

Horizontal  
8.5 x 5.5"

#### QUARTER PAGE

4.25 x 5.5"

#### EIGHTH PAGE

4.25 x 2.25"

## AD SPECIFICATIONS

ACCEPTED FILES : pdf or jpg

**FALL 2018 ART DEADLINE:** Friday, August 17, 2018

**SPRING 2019 ART DEADLINE:** Friday, March 15, 2019

EMAIL ARTWORK TO : [becca@startrax.com](mailto:becca@startrax.com)

\$1500 \_\_\_\_ BACK COVER (8.5"W x 11"T with .125" bleeds)

\$1100 \_\_\_\_ FULL PAGE INSIDE FRONT/BACK COVER

\$900 \_\_\_\_ FULL PAGE (8.5"W x 11"T with .125" bleeds)

\$500 \_\_\_\_ HALF PAGE (4.25"W x 11"T, Vertical)

\$500 \_\_\_\_ HALF PAGE (8.5"W x 5.5"T, Horizontal)

\$350 \_\_\_\_ QUARTER PAGE (4.25"W x 5.5"T, Vertical)

\$295 \_\_\_\_ EIGHTH PAGE (4.25"W x 2.25"T, Horizontal)

\$295 \_\_\_\_ FALL 2018 FEATURE : SWEET TREATS

\$295 \_\_\_\_ SPRING 2019 FEATURE : FLORAL DESIGN



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# 2018 EXHIBITOR CONTRACT

COMPANY NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: \_\_\_\_\_ CELL PHONE (for office use only): \_\_\_\_\_

WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

(PRINT CLEARLY - Tradeshow information and attendee list will be sent to this email.)

**EXHIBIT SPACE** : Exhibitor will be provided (1) booth (10' W x 6' D) at the rate of **\$795**

Do you require electricity? ☐ Yes ☐ No

Do you need an 8' table? ☐ Yes ☐ No

**TABLE COVER AND SKIRTING** is required. ☐ Yes, please provide me with a table cover and skirting : **\$40**

**EXHIBITOR TOTAL:** \$ \_\_\_\_\_

## THE EVENT SHOW VENDOR CLASSIFICATION

Your business will receive a detailed listing in the Fall edition of **Plan It! Magazine** (Print and online at [planitmagazine.com](http://planitmagazine.com))

### CHECK ONE CATEGORY BELOW

☐ Balloons

☐ Decorator/Planner

☐ Gifts/Favors

☐ Photo Souvenirs

☐ Catering

☐ Event Rentals

☐ Invitations

☐ Valet Parking

☐ Desserts/Fun Food

☐ Facility/Venue

☐ Non-Musical Entertainment

☐ Videographer

☐ DJ/Entertainment

☐ Floral Design

☐ Photographer

## PLAN IT! MAGAZINE ADVERTISING RATES

☐ FALL/SEPTEMBER EDITION

☐ SPRING/APRIL 2019 EDITION

☐ BOTH (10% discount)

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**ADVERTISING TOTAL:** \$ \_\_\_\_\_

**Proof of General Liability Insurance** is required from each exhibitor that is providing / demonstrating an activity or food during the show.

The person signing below acknowledges that they are an authorized representative of the exhibitor and agrees to all terms and conditions set forth herein with regards to The Event Show and Plan It! Magazine.

SIGNATURE \_\_\_\_\_

**COMBINED TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

(Checks payable to Star Trax Events or  
VISA - MC - AMEX accepted)

Fees are non refundable.

CREDIT CARD NUMBER : \_\_\_\_\_ EXP. DATE : \_\_\_\_\_ CVV : \_\_\_\_\_

Please indicate if billing address is different than above.

**PLEASE RETURN : EXHIBITOR CONTRACT, PROOF OF INSURANCE & PAYMENT. EMAIL TO : [BECCA@STARTRAX.COM](mailto:BECCA@STARTRAX.COM)**