



the EVENT SHOW





ONE DAY ONLY - OUR 18TH SHOW

Sunday, October 6, 2019

11 AM - 3 PM

West Bloomfield JCC

6600 W Maple Rd., West Bloomfield, MI

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 that there is nothing more valuable than 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. By participating in the Star Trax Event Show, you are piggybacking on our year round event engagement and marketing.

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 2019 media sponsors will ensure that **The Event Show** has excellent reach into the community!

BE AN EXHIBITOR!

EARLY BIRD SPECIAL : BEFORE FEB. 1 : **\$695**
REGISTRATION AFTER FEB. 1 : **\$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

plan it! magazine

the party planning resource guide

Plan It! Magazine is a free publication of Star Trax, hosted online at 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. It's 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 (circulation 13,000 - twice)
- The magazine will be marketed online - year round - 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

SPRING ART DEADLINE : Friday, March 15, 2019

FALL ART DEADLINE : Friday, August 30, 2019

EMAIL ARTWORK TO : becca@startrax.com

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

\$1200 ____ **FULL PAGE INSIDE FRONT/BACK COVER**

\$1000 ____ **FULL PAGE** (8.5"W x 11"T with .125" bleeds)

\$550 ____ **HALF PAGE** (4.25"W x 11"T, Vertical)

\$550 ____ **HALF PAGE** (8.5"W x 5.5"T, Horizontal)

\$400 ____ **QUARTER PAGE** (4.25"W x 5.5"T, Vertical)

\$345 ____ **EIGHTH PAGE** (4.25"W x 2.25"T, Horizontal)

\$345 ____ **SPRING FEATURE : PHOTOGRAPHERS**

\$345 ____ **FALL FEATURE : INTERACTIVE ACTIVITIES**

***Commit to Spring + Fall 2019, and receive a 10% courtesy**



2019 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 :

☐ **\$695** (Before February 1) ☐ **\$795** (After February 1)

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)

CHECK ONE CATEGORY BELOW

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Balloons | <input type="checkbox"/> Decorator/Planner | <input type="checkbox"/> Gifts/Favors | <input type="checkbox"/> Photo Souvenirs |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Event Rentals | <input type="checkbox"/> Invitations | <input type="checkbox"/> Valet Parking |
| <input type="checkbox"/> Desserts/Fun Food | <input type="checkbox"/> Facility/Venue | <input type="checkbox"/> Non-Musical Entertainment | <input type="checkbox"/> Videographer |
| <input type="checkbox"/> DJ/Entertainment | <input type="checkbox"/> Floral Design | <input type="checkbox"/> Photographer | _____ |

PLAN IT! MAGAZINE ADVERTISING RATES

☐ **SPRING/APRIL 2019 EDITION** ☐ **FALL/SEPTEMBER 2019 EDITION** ☐ **BOTH (10% discount before February 1st)**

\$1500 ____ BACK COVER (8.5"W x 11"T with .125" bleeds)	\$400 ____ QUARTER PAGE (4.25"W x 5.5"T, Vertical)
\$1200 ____ FULL PAGE INSIDE FRONT/BACK COVER	\$345 ____ EIGHTH PAGE (4.25"W x 2.25"T, Horizontal)
\$1000 ____ FULL PAGE (8.5"W x 11"T with .125" bleeds)	\$345 ____ SPRING FEATURE : PHOTOGRAPHERS
\$550 ____ HALF PAGE (4.25"W x 11"T, Horizontal)	\$345 ____ FALL FEATURE : INTERACTIVE ACTIVITIES
\$550 ____ HALF PAGE (8.5"W x 5.5"T, Vertical)	

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
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