



the EVENT show



the EVENTshow 2021

sunday, october 10, 2021 / 11 am - 3 pm @ orchard mall 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 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 generates a highly coveted mailing list and provides access to an abundance of newly engaged members of the community. By participating in The 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 2021 media sponsors will ensure that The Event Show has excellent reach into the community!

BE AN EXHIBITOR!

early bird special (before march 1) : \$695
registration (after march 1) : \$795

each exhibitor receives: **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.

If your business intends to serve food, contact Star Trax for detailed regulations : [248.263.6300](tel: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.
- 1,500 magazines are direct mailed to Michigan businesses that plan multiple events.
- The magazine will be marketed online - year round at 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"

specifications

ACCEPTED FILES

pdf or jpg

SPRING ART DEADLINE

Friday, February 26, 2021

FALL ART DEADLINE

Friday, September 3, 2021

EMAIL ARTWORK TO :

becca@startrax.com

AND michael@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)
- \$1000 ____ **FULL PAGE ADVERTORIAL**
- \$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)



*Commit to Spring + Fall 2021, and receive a 10% courtesy



star trax events
ENTERTAINMENT / PRODUCTION / VALET

2560 Wolcott, Ferndale, MI 48220

startrax.com / 248.263.6300 / becca@startrax.com

the **EVENT**show 2021 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 March 1) ☐ \$795 (After March 1)

Do you require electricity? ☐ No ☐ Yes If yes, how much power? _____ 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)

CHOOSE
ONE
CATEGORY

- | | | | |
|--------------------------------------------|--------------------------------------------|----------------------------------------------------|------------------------------------------|
| <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**

- | | | |
|------------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> SPRING/APRIL 2021 EDITION | \$1500 _____ BACK COVER (8.5"W x 11"T with .125" bleeds) | \$550 _____ HALF PAGE (4.25"W x 11"T, Vertical) |
| <input type="checkbox"/> FALL/OCTOBER 2021 EDITION | \$1200 _____ FULL PAGE INSIDE FRONT/BACK COVER | \$550 _____ HALF PAGE (8.5"W x 5.5"T, Horizontal) |
| <input type="checkbox"/> BOTH (10% discount before February 1st) | \$1000 _____ FULL PAGE (8.5"W x 11"T with .125" bleeds) | \$400 _____ QUARTER PAGE (4.25"W x 5.5"T, Vertical) |
| | \$1000 _____ FULL PAGE ADVERTORIAL | \$345 _____ EIGHTH PAGE (4.25"W x 2.25"T, Horizontal) |

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