

EAST CENTRAL BUSINESS & COMMUNITY EXPO
APRIL 11 & 12, 2014

Attention Exhibitors:

The 2014 East Central Business & Community Expo will be held on April 11th and 12th at the Mora Civic Center on the Mora Fairgrounds. In its 31st year, this home and leisure show is one of the largest in East Central Minnesota.

To reserve a booth in the show, please mail the enclosed application form along with a \$100 deposit per booth. See the enclosed floor plan with pricing details. **RESERVE YOUR SPACE EARLY AS BOOTHS WILL BE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS.**

For 2014, the show hours will be from noon to 8 p.m. on Friday, April 11th, and from 9 a.m. to 4 p.m. on Saturday, April 12th. This year's theme will be "**OUTDOOR LIFE**". We are incorporating the idea of introducing sports and outdoor interests to our Expo. Of course, we're inviting exhibitors who specialize in home and business needs but we're adding vendors who specialize in outdoor sports and activities. We expect to gain a larger audience for all of you.

We also have a new special where if you recruit a full paying vendor that hasn't exhibited with us within the last two years, we will discount your 2014 booth 10%! Good for you, Good for us, Good for them!

All exhibitors **must** be out of the Civic Center on the 12th after the show (unless other arrangements are made with the Chamber directly). **We ask that all exhibitors to please keep your displays up until the show closes at 4:00pm.**

You will be able to set up at the Civic Center after 2:00pm on Thursday, April 10th. **We ask that all large or complicated displays be set up on Thursday (as the big overhead doors will only be open only on Thursday) unless other arrangements have been worked out with the chamber directly.**

The chamber will once again be offering prizes. We encourage you to conduct your own registration for drawings.

Special advertising of the show will be delivered to well over 20,000 homes in the East Central Minnesota area. Upon request we will send you a poster for display in your business. It will help advertise the event as well as let your customers know that you will be participating in the show. **We encourage you to use your local media to further enhance customer awareness to check out your booth at the show.**

Along with your application, please fill out and send the additional forms enclosed. **One requires you to send us a copy of your Certificate of Liability Insurance naming the Mora Area Chamber of Commerce as an additional insured covering the dates of the Expo.** If you have questions regarding this, please contact your insurance agent. Doing this should not cost you anything. We are also now requiring any food vendors to show proof of valid MN food licensure prior to acceptance into the event.

Enclosed are all the show details and registration information. Please call if you have a large display to be accommodated. Assure yourself of booth space by mailing in your application and deposit today!

If you have any questions, please call us at 320-679-5792.

Sincerely,
Karen Amundson, Executive Director &
The East Central Business and
Community Expo Committee

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