



The Lowell Area Chamber of Commerce along with Lowell Area Schools, J & K Roadside Service proudly present the 21st Annual Lowell Community Expo. The Lowell Expo is one of the longest running and largest community expos in all of West Michigan. It provides local businesses, vendors and organizations an opportunity to put themselves front and center of the community.

### 5 Reasons You Should Be at the Expo

- ◆ Spotlight your business, organization, church or municipality.
- ◆ Increase exposure to the community and prospective customers.
- ◆ Showcase your products and services
- ◆ Thank current customers & strengthen relationships
- ◆ Do it all in one day at the Lowell Community Expo!

You will find it a worthwhile investment of your time to make it your business to register for the Lowell Community Expo this year.

**Exhibitors set-up hours, Friday, March 24,  
3:30 PM to 6:00 PM.**

**Exhibitors tear-down hours, Saturday, March 25,  
3:00 PM to 5:00 PM.**

**Application Deadline: THURSDAY, FEBRUARY 16, 2017.**

### Credit Card Form

- Credit Card type:  Visa  
 MasterCard  
 Discover

Amount to be charged \$

Company Name

Name as it Appears on the Credit Card

CC Mailing Address

City State Zip

Credit Card Number

Expiration Date

CC Security # ( 3 or 4 digit number on back)



Lowell Area Schools



# LOWELL COMMUNITY EXPO

March 25, 2017  
9 AM - 3 PM  
Lowell High School  
11700 Vergennes

# 21<sup>st</sup> Annual



For more Lowell Area Chamber of Commerce  
information call 897-9161 or [www.lowellexpo.org](http://www.lowellexpo.org)

**LOWELL THE NEXT PLACE TO BE!**

## RULES/POLICIES

- Absolutely NO giveaway balloons or flammable materials of any kind.
- Exhibitors MUST provide their own heavy-duty electrical extension cords.
- Pre-approval of Popcorn, Cotton Candy, Snow Cone or any large electrical needs. (Health License may be required, check with the local health department).
- All tables must be covered with a table cloth or table covering. (May purchase from Expo Committee if marked on application).
- The Expo Committee reserves the right to regulate all exhibits and displays which may be considered objectionable/inconsistent with the goals of this event.
- NO sharing of booth spaces – One business per booth space.
- Exhibitors MUST set-up Friday night by 6 PM, or MUST have prior clearance from the EXPO committee to set-up Saturday AM otherwise you will forfeit booth space and booth fee. **Set-up hours are 3:30 PM to 6 PM Friday, March 24.** (3:30 PM is the earliest you can set-up due to school in session).
- All booths MUST remain up and staffed during show hours, until the close of EXPO at 3 PM
- No early tear-downs allowed. **A fee of \$50 will be assessed, tear-down begins at 3 PM to 5 PM on Saturday, March 25.**
- Exhibitors are required to clean their display area when vacating the Expo. This includes tearing down cardboard boxes and taking all trash to the designated areas.
- Vendors MUST park in designated vendor area away from building. Vendor Parking in football parking lot (lower level), north and west parking lot (will be able to unload and set-up as usual).
- All marketing will take place within the confines of your reserved area. Absolutely no marketing outside of your area.
- No soliciting by non-participating vendors (will be posted on doors).

## Vendor Application Due by THURSDAY, FEBRUARY 16, 2017

### Chamber Members

Includes a 10 ft. wide space & 2 chairs

Booths \_\_\_\_\_ @ \$120

One Free table: Y or N Extra table \_\_\_\_ @ \$15 each

White vinyl table cloth & skirt \_\_\_\_ @ \$20 per set

Total Amount Paid \$ \_\_\_\_\_

### Non-Chamber Members

Includes a 10 ft. wide space & 2 chairs

Booths \_\_\_\_\_ @ \$200

One Free table: Y or N Extra table \_\_\_\_ @ \$15 each

White vinyl table cloth & skirt \_\_\_\_ @ \$20 per set

Total Amount Paid \$ \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Do you require electric service?  Yes  No

Will you be donating a door Prize?  Yes  No

Do you require outdoor space?  Yes  No  
(Available for Car Dealerships, Builders, Lawn & Garden Services, etc.)

Will you be holding interactive/demos at your booth? (i.e. Haircuts, blood draws, samples, demos etc.)  Yes  No

Explain \_\_\_\_\_

### Expo Promotional Offer

**Example: Your Gift House - \$200 off your first month rent (expires May 1, 2017)**

**(This offer will be included in the Expo Insert/Handout)**

Standard security measures for Lowell Area Schools will be taken Friday evening to Saturday, however neither the Lowell Area Chamber of Commerce, nor Lowell Area Schools shall be held responsible for any items left, lost or stolen at any time in connection with EXPO.

Acknowledgment: I have read and understand the Expo Rules/Policies. If I cancel contract on or after February 28, 2017 I will forfeit all moneys paid. Exhibitor understands that the Lowell Area Chamber of Commerce, as coordinators of EXPO, is solely responsible for assigning booth space and may modify assignments, rules or regulations necessary for the successful operation of EXPO.

Signature \_\_\_\_\_

Mail or drop check with application to: Lowell Area Chamber of Commerce, 113 Riverwalk Plaza, PO Box 224, Lowell, MI 49331

Fax or email application with credit card information to: (616) 897-9101 or [info@lowellchamber.org](mailto:info@lowellchamber.org)

**Credit Card Form on back.**