



## WHAT EVERY GIRL WANTS... WHAT EVERY GIRL NEEDS

Friday, March 26, 2010

4pm– 9pm

Hy-Vee Conference Center

5820 Westown Parkway, West Des Moines, IA

Proceeds To Benefit Juvenile Diabetes Research Foundation



Do you wish everything you wanted from food to pampering was at one location so you and your friends could have a relaxing night away from home? It can be yours! Hy-Vee is hosting it's annual "Ladies Night: What every girl wants, what every girl needs" to benefit JDRF. One night, tons of Exhibitors – to pamper ladies from head to toe and then some! Be a part of it all – reward yourself while helping others.

## Sponsorship

We would like to offer the opportunity for Exhibitors to be sponsors of "Hy-Vee Ladies Night." The sponsorship fee is \$250 in addition to your booth fee. Sponsorship includes:

- Your business name on advertisements for Hy-Vee Ladies Night
- Your logo on Hy-Vee Ladies Night posters placed in Des Moines area stores
- Special recognition during the event
- HVTV in 22 local Hy-Vee stores

If you are interested in being a sponsor of Hy-Vee Ladies Night, please contact Bonnie Bell @ 515.327.2149 or bbell@hy-vee.com as soon as possible as it is on a first-come-first-serve basis.

## Exhibitors

- Booths and tables are rented on a first come basis to all Exhibitors. Booths and tables are not confirmed until full payment has been received.
- We will not be providing a booklet for this show. You are more than welcome to pass out any materials **in your booth** at the show.
- Each Exhibitor will have their name posted on the advertisements. Information will be taken from your registration form. Please make sure that you fill this out correctly and completely. We cannot guarantee late registrants will be on advertisements.

### CHOOSE ONE OF OUR THREE PACKAGES:

Premium Booth- <b>6 ONLY</b>	Individual Booth	Café Table
<ul style="list-style-type: none"> <li>• 6'x12' pipe &amp; draped booth in the Conference Center</li> <li>• 2 6'x2' tables, topped &amp; skirted</li> <li>• \$350 Fee (tax deductible)</li> </ul>	<ul style="list-style-type: none"> <li>• 6'x8' pipe &amp; draped booth in the Conference Center</li> <li>• 1 6'x2' table, topped &amp; skirted</li> <li>• \$250 Fee (tax deductible)</li> </ul> <p>** If you need a second 6' x 2' table add an additional \$20.</p>	<ul style="list-style-type: none"> <li>• 1 6'x2' table in the Conference Center</li> <li>• Tablecover &amp; skirt</li> <li>• \$150 fee (tax deductible)</li> </ul> <p>** Second table for \$20 NOT available in café. Second Café table can be purchased for an additional \$100.</p>

### ALL PACKAGES INCLUDE:

- Extensive Hy-Vee TV Store Advertising
- Advertisement of the show on posters, radio/tv and signs
- 1-2 chairs and trash can
- Electrical power if needed



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**EXHIBITOR REGISTRATION FORM**

Registration form & payment confirms booth or table space. Returned registration forms without payment will not confirm booth or table space. Space is rented on a first come basis.

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Business Description \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_

Phone (      ) \_\_\_\_\_ Email \_\_\_\_\_

<input type="checkbox"/> Premium <b>SPONSOR</b> BOOTH		ELECTRICAL POWER	
\$250 Sponsor	= <u>  \$250  </u>	<input type="checkbox"/> Yes	
\$350 Booth fee	= <u>  \$350  </u>	<input type="checkbox"/> No	
\$50 Phone Line	= _____		
TOTAL		= _____	

<input type="checkbox"/> <b>INDIVIDUAL SPONSOR</b> BOOTH		ELECTRICAL POWER	
\$250 Sponsor	= <u>  \$250  </u>	<input type="checkbox"/> Yes	
\$250 Booth fee	= <u>  \$250  </u>	<input type="checkbox"/> No	
\$20 for Additional table	= _____		
\$50 Phone Line	= _____		
TOTAL		= _____	

<input type="checkbox"/> <b>PREMIUM</b> BOOTH	
ELECTRICAL POWER	<input type="checkbox"/> Yes <input type="checkbox"/> No
\$350 Booth fee	= <u>  \$350  </u>
\$50 Phone Line	= _____
TOTAL	= _____

<input type="checkbox"/> <b>INDIVIDUAL</b> BOOTH	
ELECTRICAL POWER	<input type="checkbox"/> Yes <input type="checkbox"/> No
\$250 Booth fee	= <u>  \$250  </u>
\$20 for Additional table	= _____
\$50 Phone Line	= _____
TOTAL	= _____

<input type="checkbox"/> <b>CAFÉ</b> TABLE	
ELECTRICAL POWER	<input type="checkbox"/> Yes <input type="checkbox"/> No
\$150 Café table	= <u>  \$150  </u>
\$100 for Additional table	= _____
\$50 Phone Line	= _____
TOTAL	= _____

Payment method:

Check (enclosed)       Credit Card

Number on Card \_\_\_\_\_

CVV Number \_\_\_\_\_ (Three digit number on the back of the card under the signature)

Expiration Date \_\_\_\_ / \_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

All booth & table space rental is final. No refunds.

Mail or fax this form and payment to: Hy-Vee, Inc.  
 Attn: Bonnie Bell  
 5820 Westown Parkway  
 West Des Moines, IA 50266

QUESTIONS?  
 bbell@hy-vee.com  
 Office: 515-327-2149  
 Fax: 515-559-2439