

## **RelyLocal Business Expo June 30, 2012**

### **The Basics**

**Who:** This is a showcase for RelyLocal members only! You must be a current member to participate. Non-members will have a 3 month starter membership built into their Expo fee. All delinquent fees must be caught up prior to event.

**What:** An expo to engage the approximately 8,000 people that pass through the Mall of Victor Valley daily. RelyLocal members will be in groups of about 10 throughout the mall. Selling product is allowed and encouraged. (See details on sales breakpoint for more details.) Lead generation and appointment booking are great opportunities as well.

**When:** Please note your table must be staffed for the entire duration. You can use however many team members you need to during that time. We will provide badges for your team to share.

*Saturday*

June 30, 2012

Load in: 8 am

Set up complete: 9:30 am

Mall doors open: 10 am

Mall doors close: 8 pm

Clean up done: 9 pm

**Where:** Mall of Victor Valley, 14400 Bear Valley Road, Victorville, CA 92392. Table locations will be in groups of about 10 throughout the mall.

**Why:** This is a great opportunity to promote your business and local business in general to those who shop at the mall. It is also a chance to draw "loyal locals" to our event to show their support.

### **The Details**

**Cost:** \$150 for one space. (Space is limited, but multiple tables may be available after everyone has had a chance to sign up.) Non-members will have a 3-month RelyLocal membership built into their cost, for a total of \$225.

**Spaces:** 6x6 – 6 foot table in front, with 3-4 feet behind. There will be a buffer of a few feet between each table. Nothing allowed in front of the tables. Nothing may be attached to the mall structure. Very limited electrical availability for business requiring computer access. There is wi-fi in the Mall, so consider how you can use that to your advantage. Spaces will be given on a first come, first served basis, so arrive on time!

**Decoration:** This is an upscale, indoor event. Please decorate accordingly. No handwritten signs. You may have one moderate sized sign on a pop up stand behind the table if you wish. We will provide a small "Proud member of RelyLocal" sign to place on every table.

**Tables, chairs and linens:** In order to keep costs low, we are not getting tables, chairs and linens through the mall. You must provide these. Please have a linen tableskirt that will reach to the ground. We are working on a package to provide tables, chairs and skirts for your booth, at a reduced cost, but cannot guarantee that this will happen. If you have concerns about your ability to provide these items, please let us know and we will try to help you locate something appropriate.

**Restrictions on Product:** No gold buying. No cell phone accessories. There are vendors with exclusive contracts on these items throughout the mall.

**Important Dates:**

May 30<sup>th</sup> : Signed contract to participate in the Expo.

June 9<sup>th</sup> : Money due to RelyLocal. Check, cash or credit card. This is non-refundable.

*Please note that most of these restrictions are from the Mall of Victor Valley!*

## **RelyLocal Expo Registration Form**

Business Name:

Contact Name:

Address:

Phone:

Email:

Number of table spaces:

**Please note that we are doing our best to place your table in a location that does not conflict with any existing mall businesses, nor with any fellow RelyLocal members. (Ex: We will put similar businesses in different groupings.)**

How many team members will you have throughout the weekend?  
Please list their names, if you know them:  
(This can change if needed!)

Emergency Contact for day of event:  
Emergency Contact Phone:

For office use only:

Checklist:

- Expo Registration Form
- Contract Signed
- New Member Paperwork filled out (New members only)
- Fee paid
- Packet delivered

Table Location:

Load-in Location: