

Home & Recreation **EXPO**

Sponsored by the Richland Area Chamber of Commerce
We're the Wisconsin Everybody's Talking About!

We want to make your Home Show bigger and better than ever this year, so we're initiating some new ideas and incentives for you. The changes we're proposing are in response to your requests and patron feedback. One concern following the 2007 event was the number of vendors, in particular, the lack of presence by local businesses. We understand that some local businesses have a small staff, and some feel participating is too costly for them. Therefore, in an effort to help, we have implemented the following changes for the 2008 Home & Recreation Expo:

- **Significantly Reduced Booth Cost**
- **Additional Discount for Early Bird Registration!**
- **Standardized Booth Size**
- **New Title - "Home & Recreation Expo" - To Encompass a Larger Variety of Businesses & make Room for Everyone who Wishes to Participate**
- **New Location - Richland Middle School Gym – To Create a Better Floor Plan**

"What is the purpose of a Home & Recreation Show?"

- To help promote local and surrounding area businesses
- To help businesses get more exposure marketing their product(s) and/or services
- To draw large numbers of consumers into our community and our event

"What can I expect to receive for participating in this event?"

- Leads, leads, leads... with potential sales at or following the event
- Name of your business listed in event advertising materials
- Potential to market your product(s) and/or services to new customers
- Good public relations for supporting a community event
- Opportunity to create face/name recognition with the public

We truly look forward to seeing all of our past vendors return and, as always, are excited to have new vendors participate. Thank you for working with us to make this the best year yet and remember...

Don't Miss Out on the Exciting Early Bird Discount!

Sincerely,

The Home & Recreation Expo Committee Members

