

*Now in Cleveland!*



# Look good. Feel good.

The *Lotus Health and Beauty Show* brings together a select group of the area's top health and beauty professionals in a boutique-style expo targeting women who want to improve their health, their appearance...and their lives.

**Premier Cleveland Event: Sunday, July 25, 2010 • 11 a.m. to 4 p.m.**



**CROWNE PLAZA**

**CLEVELAND AIRPORT**

7230 Engle Road • I-71 at Bagley Road

*Exhibition space is strictly limited. Call 440-572-4639 for details.*

  
**Lotus**<sup>TM</sup>  
Health and Beauty Show

[www.LotusShow.com](http://www.LotusShow.com)

## The Customer Experience

### HIGHLY TARGETED AUDIENCE

The Lotus Health & Beauty Show limits the number of exhibitors as well as attendees. Our goal is 36 exhibitors representing the area's top health care professionals, and no more than 800 attendees, targeting above-average income women who want to improve their health, their appearance and their lives.

The Lotus Health & Beauty Show at Crowne Plaza will offer four different experiences to attendees:

**Diamond** - A \$30 ticket that includes entry to the exhibition area, access to all informative workshops, and the Bucci's all-natural, low-fat brunch buffet.

**Emerald** - A \$20 ticket that includes entry to the exhibition area, and the Bucci's brunch buffet.

**Ruby** - A \$15 ticket that includes entry to the exhibition area and access to all informative workshops.

**Pearl** - A \$5 ticket for entry to the exhibition area only.

### HIGHLY INTERACTIVE

The Lotus Health & Beauty Show is an interactive, symposium-style event, featuring informative workshops and direct involvement, including makeovers, massages, and other hands-on experiences. The event also features an all-natural, low-fat brunch buffet at the popular Bucci's at Crowne Plaza, creating a single event where women can relax, learn, dine, experience and enjoy.

Our professional event planners will help you design an exhibition presence to maximize your results at the show. Ancillary services, including graphic design and printing services are available at special exhibitor discounted rates.

## Three-Point Marketing

### 1 EVENT MARKETING

Receive an 10 x 10 exhibit space at the July 25<sup>th</sup> Lotus Health & Beauty Show at Crowne Plaza, conveniently located off I-71 near the Cleveland-Hopkins Airport.

Your space includes an 6-foot skirted table, two chairs, complementary electrical access, WiFi, a table top sign with your company name, and two free tickets for the Bucci's custom-designed, all-natural, low-fat brunch buffet. *Value: \$850*

### 2 DIRECT MARKETING

Receive a 1/4-page editorial feature story in the four Southwest zones of Mimi Vanderhaven. Your story will reach 100% of mailboxes in these affluent suburbs:

- Strongsville • Columbia Station • North Royalton
- Broadview Heights • Brecksville • Middleburg Heights
- Berea • and select carrier routes in Olmsted Falls, Olmsted Twp. and North Olmsted.

The 12-page section also will be overrun and used as the official program at the event.

In addition, Lotus will supply you with the names and contact information of each attendee.

*Value: \$1,800*

### 3 ONLINE MARKETING

Receive an enhanced listing in the online version of the Lotus Health and Beauty Show, featuring your editorial feature story, two photographs, contact information and a link to your website. Plus, you'll be a part of a pre-show e-mail marketing campaign to 10,000 targeted consumers inviting them to experience the Lotus Health & Beauty Show. *Value: \$500*





# how can **your business** join?

## Unique, Diverse Interests

### LOTUS HEALTH & BEAUTY SHOW CATEGORIES

Categories include, but are not limited to:

- Cosmetic Surgery
- Cosmetics
- Permanent Make-up
- Hair Salons
- Spas
- Dentistry
- Chiropractic/Pain Management
- Physical Fitness/Yoga
- Diet/Weight Loss Solutions
- Holistic Medicine
- Bioidentical Hormone Therapy
- Hospitals
- Massage Therapy
- Physical Therapy
- Hair Loss
- Laser/Skin Care
- Ophthalmology/LASIK
- Anxiety/Depression
- Fertility/Childbirth
- Health-oriented non-profits

## Value and Affordability

### NO OUT-OF POCKET COST TO YOU

This entire Lotus Health & Beauty marketing package a \$3,000 value—is being offered at the premier event price of only \$1,595. Sign up before May 31st, and receive an additional \$100 discount, for a total cost of only \$1,495.

Qualifying exhibitors may pay for their Lotus package with \$3,000 in gift certificates (30 \$100 gift certificates, for example), which Lotus will sell at a 50% discount at MimiDeals.com. That means there is no direct out-of-pocket cost to you. (Before May 31st, \$2,800 in gift certificates)

For additional exhibiting information or to reserve your space, please contact Kelly Vojvodich at 440-572-4639.

**What:** Cleveland Premier Lotus Health & Beauty Show

**Where:** Crowne Plaza Airport/Bucci's

**When:** Sunday, July 25, 2010 • 11 a.m. to 4 p.m.

**Exhibiting Information:** Kelly Vojvodich 440-572-4639

*Sponsored by Mimi Vanderhaven • Powered by PMA*



[www.LotusShow.com](http://www.LotusShow.com)





# Planning for **Your Seminar or Workshop**

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As an added benefit to our exhibitors, we are offering the opportunity for all participating vendors to present a seminar or workshop during the premier Lotus Health & Beauty Show at no additional charge. Audio-visual equipment, if required, may be rented directly from Crowne Plaza for a small fee.

## *The Details:*

- Each seminar will have a scheduled time and will run approximately **30 minutes** in one of the break-out rooms adjacent to the exhibition area in the grand ballroom
- Seminars and timeslots are available on a **first-come, first-served basis**
- All seminar topics must be **approved by the Lotus team** prior to the assignment of a time slot
- Providing participants with a **hands-on experience specifically related to a health and beauty topic** promises to be most successful

## *Need Equipment?*

If you need any audio-visual equipment, our host, the Crowne Plaza Hotel, offers several packages for a small fee. Please contact Kelly with questions about customizing your audio-visual package.

## **Examples:**

- Flipchart Package: \$35
- Wired Mircophone Package: \$60
- 32" Video Package: \$150

If you're interested in planning for your seminar or workshop, please contact Kelly at 440-572-4639





## Exhibitor Agreement

**Lotus Health & Beauty Show/Promotional Marketing Assistance, Inc.** are hereafter referred to as "Producer."

\_\_\_\_\_ is hereafter referred to as "Exhibitor."  
(Your Company Name)

Exhibitor hereby agrees to participate in the Lotus Health & Beauty show being produced at **the Crowne Plaza Cleveland Airport on July 25, 2010 from 11:00 a.m. – 4:00 p.m.** and further agrees to pay Producer the following fee:

Option A  **\$1,395.00**  
Discounted price - by May 31, 2010

Option B  **\$1,495.00**  
Regular Price after May 31, 2010

Option C  **Qualifying** exhibitors may pay for their Lotus package with **\$2,800 in gift certificates (28 \$100 gift certificates, for example), which Lotus will sell at a 50% discount at [www.MimiDeals.com](http://www.MimiDeals.com).**

### TERMS AND CONDITIONS

1. Producer has a binding commitment to promote the **Lotus Health & Beauty Show**.
2. Producer may solicit other exhibitors in the same category as Exhibitor to participate in the **Lotus Health & Beauty Show**. Producer will reserve for Exhibitor a 10 x 10 space in the Grand Ballroom of the Crowne Plaza or in the hall area of the facility.
3. One 6-foot skirted table, company sign, Wi-Fi, optional electrical and two chairs are included in the Exhibitor's fees. Additional skirted tables available at a charge of \$100.00 each. (# of additional tables needed: \_\_\_\_\_)
4. Exhibitor is responsible for erecting, supplying, and staffing the Exhibition Space specified above, and is subject to the rules and regulations of PMA, Inc. and the Crowne Plaza Cleveland Airport.
5. Exhibitor will pay the **sum of \$ \_\_\_\_\_, with (50%) \$ \_\_\_\_\_ deposit due at the time of signing this agreement** and balance of \$ \_\_\_\_\_, is due within two weeks prior to show date. If paying with gift certificates, please initial here \_\_\_\_\_. Exhibitor further agrees to honor all redeemed gift certificates with reasonable and appropriate standards of customer service.
6. Payment is due upon the terms specified above. Producer is not obligated to refund any part of the exhibitor's fee for any reason after signing this agreement. If for any reason payment is not made in full within two weeks of the show date, Exhibitor agrees that Producer may charge their \_\_\_\_\_ (Visa, MasterCard, and Discover Card) for the full amount due to Producer. Exhibitor further agrees to pay all attorney fees, collection fees, court costs, interest and any other expense incurred by Producer to enforce the terms of this contract against Exhibitor.
7. Producer retains the right to change the show dates and/or location specified above.
8. All Exhibitor's signs and literature will be uniform and professionally done; no handwritten signs of any kind.
9. Exhibitor will not sublet, share, re-assign space, or pass out another company's literature.
10. Producer has the right to remove and or ban Exhibitor for just and reasonable cause at any time during the show.
11. Pipe and drape backdrops are **not** included. However, Producer can provide such to Exhibitor at an extra charge.
12. Backdrop or display units must be approved by Producer prior to set up. Producer and the Crowne Plaza Cleveland Airport assume no liability for Exhibitor equipment.
13. Producer and the Crowne Plaza Cleveland Airport do not assume any liability for the criminal actions of third parties to any Exhibitor or Exhibitor's equipment.
14. Exhibitor is required to carry liability insurance.
15. Set up instructions and exhibitor package will be sent out after receipt of deposit and must be completed and returned upon receipt

**Exhibitor Agreement Continued**  
**Payment & Contact Information**

Company Name \_\_\_\_\_

Product/Service \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

\_\_\_\_\_  
Authorized Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
By: (Print Name and Title) \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature of PMA Inc. Agent \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
By: (Print Name and Title) \_\_\_\_\_ Date \_\_\_\_\_

Exhibitor agrees to provide Producer a Visa or MasterCard credit card number. Exhibitor further agrees that if the balance of fees due to Producer is not made within two weeks prior to show date, Exhibitor gives Producer permission to put the balance of their fees on said Visa or MasterCard.

Initial here: \_\_\_\_\_

**PAYMENT INFORMATION**

TOTAL AMOUNT \$ \_\_\_\_\_ DEPOSIT OF \$ \_\_\_\_\_ DATE \_\_\_\_/\_\_\_\_/\_\_\_\_ CHECK # \_\_\_\_\_

V-M/C-D # \_\_\_\_\_ EXP. \_\_\_\_/\_\_\_\_ THREE DIGIT SECURITY # \_\_\_\_\_

NAME ON CREDIT CARD \_\_\_\_\_