



Thank you for joining us as a vendor at the 2017 American 1 Jackson Women's Expo. This is the 22nd Women's Expo American 1 has hosted for the community over 15 years. Tens of thousands of women have come to experience the expo and enjoy a ladies day out.

We're glad you can be a part of their experience this year! We have 176 booths filled with 164 vendors; over 25 of them are new to the expo this year. If you are one of the newbies – Welcome!

In this packet you will find all the answers to your questions about event day (or that is the intent anyway ☺). After you have read through this packet, if you still have questions, please let me know.

Here's your index for what is included in this document:

Page 2-4 – Expo Rules and Tip Sheet – set up details and MUCH MORE!

Page 5 – Terms/Conditions/Liability – This was included as the 2nd page of the application you signed. Please make sure you understand this information.

Page 6-7 - Alpha Vendor List – Vendors listed in alphabetical order by area and booth number

Page 8 - Facility Overview Map – Whole facility view from above showing parking areas, loading/unloading, guest parking areas, shuttle drop off/pick up

Page 9 – Field House Map – Map of the field house with vendor booth numbers

Page 10 – Directions to the Middle School at Parkside

2017 Women's Expo App – There will be a 2017 Women's Expo application on your table when you arrive to set up. Please make sure to grab this when you arrive and if you would like to reserve your space for 2017 before you leave the 2016 Expo, you're more than welcome to do so. Payment must be submitted with the application for it to be accepted.

Insurance Requirements – American 1 requests that all vendors who have proof of insurance provide us with a Certificate of Insurance for proof of your liability insurance coverage. We would like this at least 1 month prior to event day.

If you received flyers in the mail (some of you opted out of receiving them), please hand these out and help promote the event and your attendance! They were mailed 2/15, so if you have not received them, they are on their way. For those of you who opted out, "Like" us on Facebook and help promote the event that way!

I know this document seems like a lot, but we like to be thorough! ☺ We look forward to seeing you at the 2017 American 1 Women's Expo. If you have any questions after you've read through the document, please touch base with me!!

Sincerely,

Jorden Griffin

Event Coordinator

American 1 CU

517-783-9249 - jgriffin@a1cu.org



www.american1cu.org

Women's Expo page is located under the "Events" tab on the website.

Booth Set Up & Tear Down

- ⊗ **Set Up Times:** Friday, March 10 between 6:00pm-8:00pm or on Saturday, March 11 from 7:00am-9:30am. The expo will open the doors at 10am on Saturday. **We ask that all booths be set up by 9:30am event day.** The Middle School at Parkside will be secured on Friday night; however American 1 CU and Jackson Public Schools are not responsible for any lost, stolen or damaged items.
- ⊗ **Unloading & Expo Vendor Parking:** On Saturday, we will have people directing you to the closest entrance/exit to your booth for unloading. **Vendors are REQUIRED to park in VENDOR PARKING AREA** once you've unloaded. All vendors must be quick to unload and move your vehicles during set up times. Do not start setting up your booth until you have moved your vehicle to a parking spot in Vendor Parking Area on the map! On Saturday, DO NOT leave your vehicle parked in front of any unloading area or IN the guest parking lot areas – it will be TOWED at your expense.
- ⊗ **If you have a booth with electricity** don't forget to bring your own extension cord! You have to share an outlet with other vendors. A 50' extension cord should get you to the closest outlet.
- ⊗ **No drape or wall damage.** Each booth will have an eight foot high drape in the back of the booth area. Please use this to hang any posters/banners you may need to hang, BUT **DO NOT damage the draping by boring holes into the material to hang items!** Use pins on the draping for light signage or bring something to hang banners from the poles. Hanging, taping, nailing to the walls is not permitted. Any damage done to the draping and/or facility will be assessed and vendors will be billed for damages.
- ⊗ Please make sure to **bring YOUR OWN dollies or other wheel carts** to transport your own booth materials into and out of the facility. There will not be anyone onsite to help you with this.
- ⊗ **No tear down until 4pm.** Any vendor leaving before 4:00pm will not be permitted to participate in future events. When it's time to tear down, please be patient during this process.

Making Your Booth the "Go To" Booth

- ⊗ **Giveaways/Drawings** Each booth MUST have giveaways and/or a drawing at their booth. If you are planning to have giveaways at your booth, order enough so you don't run out! Suggestion: If your budget does not allow purchasing enough for all guests, don't leave items on your tables, instead hand them out personally to people you speak with or express interest in your booth. **We have averaged 2,500+ guests in the past, so bring ample supplies!**
 - If you are offering a drawing, bring your own entry forms! Make the drawing specifics very clear on a sign posted. YOU are responsible for making sure the winner(s) get the prize. We cannot announce your winner(s) at the expo, you are responsible for drawing and making sure your winner gets contacted and receives their prize AFTER the expo is over.
- ⊗ **Make your booth interesting!** If you have something hands-on that the women can take part in, that really helps! Whether you do a giveaway, free samples, drawings or demonstrations, make your booth interesting and fun to be around so people are drawn to it. All booth materials must be kept in good taste.
- ⊗ **Decoration** – Feel free to be creative in decorating your booth area! The more interesting your visual, the more people will be drawn to you. Decorations must be in good taste. We don't have a "theme".
- ⊗ **Sound Systems** – There is a sound system in the field house, but it's ONLY used for emergency purposes and occasional announcement. No drawings are announced and we don't make announcements for vendors. The system is VERY hard to understand in the "dome" type building when it's filled with people. We will bring a portable sound system for emergencies only in the South Wing.
- ⊗ **Signage** – We encourage you to have "clear message" signs. If you have giveaways and are not monitoring them personally, make a small sign to place by them that says "One Per Guest". If you are offering a service for a fee, make sure it's posted on a sign **clear to see by all guests!** All services you are charging for must be plainly advertised and verbally noted to the guest before you provide the service. Be upfront with your pricing.
- ⊗ **Schedule your services accordingly.** Vendors who are offering services at the expo must schedule accordingly. If you have 10 people who are "in line" for your services at 3:45pm, there will be some guests disappointed when they are told they cannot be served. Put together a sign in sheet that has specific times listed to sign up for. Guests can sign up for a time slot and if they are not there at their specified time. This way everyone knows what to expect.

- ⊗ **Expo Banner Discounts!** – Community 1 Cooperative offers banner printing services. Prices vary, but are very affordable. Orders must be placed a minimum of two weeks prior to event day to guarantee you will have your order. Your banner will be brought to the expo and will be on your table when you arrive to set up. For details copy and paste this link into your browser: <https://www.american1cu.org/files/a1cu/1/file/Coop/Banner%20Flyer.pdf>
- ⊗ **Your booth must be staffed the entire span of the expo!**
- ⊗ **Be politely aggressive to get people to stop at your booth!** If you sit by idly and wait for guests to come to you, they may not. Stand at the opening to your booth, ask guests as they approach if they'd like a free gift (if you're giving away things) or if they'd like to sign up for your drawing. The more sign ups you have, the more leads you have.

Marketing

As you will see, we put forth a lot of effort to make sure we have high numbers in attendance. Your dollars are being spent wisely on bringing women in the door – the rest is up to you!

- ⊗ **Radio Commercials** – American 1 purchases radio advertising to help promote the Women's Expo. You'll start to hear ads run on local area stations a minimum of two weeks before the expo.
- ⊗ **Newspaper Display Ads & Press Releases** – We also purchase display ads in various newspapers and publications in areas surrounding Jackson.
- ⊗ **Website Promotion** – Go to www.american1cu.org and check out the info for the public on our website. Click on "Events", then on Women's Expo!
- ⊗ **Newsletters and Emails** – Our over 50,000 members hear about the Women's Expo through newsletters and/or email advertising.
- ⊗ **Direct Postcard Mailing** – At each expo we accumulate names and addresses of our guests when they sign up for our main drawing (sorry, we don't share this list due to the privacy policy of the credit union). Guests who have attended one of the last three expos receive a postcard from us reminding them to "save the date."
- ⊗ **Women's Expo Flyers.** You will be mailed flyers to hand out (unless you specified "No Flyers" on your application) to help advertise the expo. These will be full page full color handouts.
- ⊗ **Billboards** – We are planning to utilize billboard advertising in and around the Jackson area.
- ⊗ **TV** – We promote the expo on JTV, Fox47, and Comcast in the weeks prior to the event.
- ⊗ **Facebook** – If you have not already, please "Like" American 1 Credit Union on Facebook and share all the posts we send out about the Women's Expo! We will also be purchasing FB ads the week prior to the expo to spread the word to others across southern Michigan!

Selling at your booth – Give them a discount at the expo!

- ⊗ If your business or organization offers **gift certificates**, sell them at the expo for a discounted price! It will give the guest a deal at the expo and also will get them in your door. If you're selling gift certificates, make sure the guests know you're doing so! Have a banner made (very inexpensive option with Community 1 Cooperative-see above) or make a flyer that is eye catching.
- ⊗ **Payment at your booth** - We **DO** have access to a wireless connection through Jackson Public Schools at Parkside. "JPS-Guest" is the wireless connection you can use that is non-password protected. You'll see a bigger return if you can offer credit card payments options for products and services. We WILL have an ATM onsite for guests to use as well!
- ⊗ **Extend your expo discount past the expo!** If a guest is really contemplating purchasing something, but needs time to think, if you're able, make up special flyers with your expo pricing on them that guests can bring to your business to use and hand them out at your discretion. You don't have to give them to everyone, just those you feel are serious buyers. Put a deadline on them!
- ⊗ Bring LOTS of **business cards!** If you don't – it's a missed opportunity!

Vendor Etiquette

- ⊗ **No solicitation outside of your booth.** This means you are not to leave materials on the round tables where guests sit to relax and eat, hand out materials to other vendors (unless they ask for it), or leave materials at any other table or area that is not within your booth. You and any materials relating to your business or organization must stay within your booth space.
- ⊗ **Nothing in the Aisles!** Tables and promotional materials must not extend into the aisles. A few inches is one thing - a foot is another. We will ask you to move your things if we feel they are in the aisle too far.

- ☼ **Kids at your booth.** This event is a chance for guests to get away from “the everyday routine.” If you must have children at your booth, they must be supervised, stay in your booth area unless you or an adult accompany them, and be well behaved at all times – no exceptions.
- ☼ **Be courteous to other vendors around you.** The expo is an opportunity for all vendors to market themselves and provide important information to women. We want everyone to have the best experience possible – vendors and attendees alike! Be courteous to those around you and they’ll extend that same courtesy.

Miscellaneous

- ☼ **Lunches** – YES – we provide you with lunch! Unlike many other expo events, we feel it’s important to keep your energy up and allow you to stay in your booth as long as possible so our guests get the full expo experience. ☺ Lunch order forms will be on your tables when you arrive to set up. You **MUST** fill out the order form and JPS Food Service will be around to pick up your order. The yellow highlighted columns on the order form are the number of lunches that are paid for with your booth fee. You can purchase additional lunches by ordering it in on your form in the other columns and paying for it when they pick up your order. Lunches will be delivered to you at your booth starting at 11am! Please be patient – there are over 500 lunches being served. There will be a couple different choices and there will be an option for those who are vegetarian. A pop or water is included in your lunch. **ADDITIONAL WATER** or pop can be purchased at the concession stand for \$1 each.
- ☼ **The Concession Stand/JPS Food Service booths** Concessions for the expo will be located in a room off of the lobby (JPS wrestling mat room) and **JPS Food Service will located at Booth #48.**
- ☼ **Extra Tables & Chairs** – The number of tables and chairs you specified on your application will be at your booth when you arrive. If you need additional, the charge is \$1 per chair and \$8 per table. Find an American 1 employee to pay and we will do our best to get you what you need as soon as possible while supplies last. We only order so many extra tables and chairs from the rental company to leave on site, when they are gone, they’re gone. Remember, you can set up however you wish, but must be inside your booth area and not extended in the aisle past a few inches if needed.
- ☼ **Mandatory Vendor Meeting – location** – At 9:35 a.m. there will be a mandatory vendor meeting in the field house by the bathrooms for ALL vendors! Please make sure a representative is present at this meeting. It will only take a few minutes.

A1CU’s Marketing Team will be at the expo to help. Come find one of us and we’ll help you as quickly as possible. A1 Marketing staff on duty: Jordan and Marla (circulating in the field house) and Deidra and Victoria (Guest/Vendor Information & Concessions).

There will be a Guest/Vendor Info booth just inside the field house that you can go to for questions, paying for extra tables/chairs, turn in your survey after the event and also turn in your application and payment for 2018 if you choose to get your booth set for next year.

Jorden’s Phone# through March 9 – 517-783-9249

Jorden’s Phone# for March 10/11 – 517-977-4247

Wondering...“Where do all the proceeds go from the booth fees?”

The answer is: There are no proceeds. The expenses of rentals, facility fees, promotion, advertising, and supplies far exceed the income from booth fees. American 1 Credit Union covers the difference – because we love our community!

American 1 Credit Union Women's Expo Vendor Terms, Conditions and General Release

ALL vendors must sign the application stating they have read and agree to the terms, conditions and general release below or they will not be considered to participate. By signing the American 1 Women's Expo Application and sending with full payment, vendors acknowledge they have read and agree to the following terms and conditions pertaining to the Women's Expo event.

- All applications are subject to approval by American 1 Credit Union's Community Relations Manager and/or Event Coordinator. American 1 reserves the right to decline or prohibit any exhibit or vendor and to permit only such matter and conduct as it may approve. This reservation covers persons, things, conduct, printed matter, advertising, souvenirs, emblems and all else that affects this event.
- Vendors are responsible for their own Michigan Sales Taxes and understanding the laws pertaining to charging and submitting details to the State for sales tax. If you do not have a Michigan Sales Tax License, the State of Michigan Concessionaires Form C-5603 is available online at the State of Michigan website. Each vendor acknowledges they have all the required regulatory permits, licenses, insurance, etc to be in compliance with all rules and regulations that may apply to sales of merchandise.
- Any vendor selling food items at their booth is responsible to make sure you are in compliance with any and all Health Department codes and regulations prior to event day. If you are required to have a license, you must obtain one and display it at your booth. If the Health Department attends the event, inspects your booth and you are not in compliance, you must either make your booth compliant or you will be asked to leave the event without reimbursement. Some food vendors may fall under the Michigan Cottage Food Law. Visit Michigan.gov for regulations. If you are selling homemade pet treats, you must be licensed as well. Visit AAFCO.org for regulations.
- Vendors are advised to verify their insurance policy includes extra-territorial coverage and/or that they have their own theft, public liability and property damage insurance. Vendors assume all risks associated with participating in this event, including but not limited to, falls, the effects of the weather and any other loss, cost or damage. Vendors agree to waive, release, and hold harmless American 1 Credit Union and Jackson Public Schools, any other sponsors, all workers and volunteers, and all agents, servants, employees, workman, and factors from any and all claims, liabilities, demands, damage, loss, cost and expense of any kind arising from participation in this event.
- A vendor who has sent in the application with fee and is confirmed, but cancels (no matter at what time) is not subject to receive a refund. Extenuating circumstances may constitute the issuance of a refund, but is not guaranteed. The fee paid can be held over to the following year for payment of a booth (if space is available) upon agreement from organizers.
- Organizers reserve the right to expel any vendor at any time, without cause.
- Organizers have the right to refuse/remove any items any vendor is selling if found to be in bad taste or inappropriate. All items deemed inappropriate must be removed immediately by vendor or they are at risk being asked to leave the event without refund.
- No vendor will have exclusivity selling merchandise or providing services for any one type of product or service, but only one representative from any one franchise type business is allowed (ex. Mary Kay, Tupperware, Avon, Herbalife, etc.).
- Sharing of booth space is not allowed. Only one vendor can occupy a booth space. Each vendor must fill out an application and pay a fee separately. Requests to be next to another vendor is allowed, but only accommodated if there is availability.
- Vendors are required to bring their own extension cords/power strips and label them for ownership proof.
- There will be no assistance provided for set up or tear down. Each vendor is responsible for any and all equipment needed to unload and load supplies for your booth. No carts will be available to use for transporting. After unloading and before setting up booths, all vendor vehicles must be moved to designated vendor parking area.
- Booth set up will be Friday, March 10 from 6-8pm. All booths must be set up and ready by Saturday, March 11 at 9:30am. The event is open to the public March 11 at 10am and ending at 4pm.
- Vendors may not tear down booths early. Any exhibitor packing up before 4pm event day will not be permitted to participate in future events. Vendors must tear down and remove all property from the facility by 6pm event day. Neither American 1 Credit Union, nor Jackson Public Schools are responsible for vendor's property if left after event has ended.
- Vendors agree to allow American 1 Credit Union to use any photographs or video taken at the event for promotional purposes without compensation. All photos and video taken and used in promotions are property of American 1 Credit Union.
- No alcoholic beverages are allowed at this event. Smoking is not allowed in any of the buildings.
- Pets are not allowed. Working service dogs are permitted only.
- Children - if vendors must bring their children to the event, they must remain in the vendor's booth area or with an adult guardian and well behaved at all times. They are not permitted to wander around the event without adult supervision.



Vendor	Booth #	Vendor	Booth #
2016 North Wing Vendors - alpha list			
A Frame Above	2	Finding The Trail Home Brewed Soaps	115
AARP Michigan State Office	74	Food Addicts in Recovery Anonymous	152
Addison Awning	35	Forgotten Felines	81
AdvoCare Nutrition	111-112	Friends of the Jackson District Library	126
AG Chocolates	98	Ghostrider DJs	34
Airbeads by Wright Sales	15	Girl Scout Troop 60196	169
American 1 Credit Union	99	Gold Crown Jewelers	1
American Cancer Society Relay for Life	97	Golden Touch Embroidery	103
Anchor Staffing	165	Hands for Kneads	160
Arbonne International	65	Henry Ford Allegiance Women's Health Center	20
Arthur Sonneborn, DDS MS PC	22	Higher Healing Health Services	36
Artistic Designs by Donna	86	HOME.fm	46
AVON	138	Horse Creek Candles, LLC	69
Balance Wellness & Fitness Ctr LLC	25-26	Humana	105
Bath Fitter	40	Iceni Tea, LLC	130
Bear Tracks	6	Integro LLC	66
BeautiControl	104	It Works Global	125
Beechwood Cheeses	50	JACC - Adult Career Education	132
Bestmaze Corn Maze	168	Jackson Candy & Fudge Factory Inc.	107
Bev's Chocolates	139	Jackson Co. Democratic Women's Caucus	79
Blankies 'N Beds	95	Jackson Co. Master Gardener Association	39
Brent Family Chiropractic	42	Jackson County Department on Aging	144
Britches-n-Bows Children's Shoppe	116	Jackson County Foster Home Licensing	85
Brown's Advanced Care	92	Jackson County Substance Abuse Coalition	170
Cascades Humane Society	80	Jackson District Library	37-38
Celestial Nutrition	18	Jackson Popcorn Depot	23
Center for Women Pregnancy Counseling	123	Jackson Public Schools	162-163
Community 1 Cooperative	70	Jackson Right to Life/Jackson Students for Life	121
Compass Self Storage	109	Jackson School of the Arts	96
Cornstubble's Asphalt LLC	158	JaFra Cosmetics	90
Creations by Kelstar	147	JPS Food Service	48
Creative Edge Quilting & Piecing	45	Juice Plus+ by Tower Garden	10
Cruise Planners	3	Just Among Moms	12
D.L. Price, Author	56	Keep Collective Designer	150
Dancy's Fancy Butter	55	Kids 'N' Stuff	110
Decorating Den Interiors	75	Kiwanis of Jackson	156+
Designer Nail Disc	54	Lena Pearlz Accessories LLC	49
Diamond Asphalt Paving LLC	62	Lifeways Community Mental Health	93
Discovery Toys	124	Lisa LTD	135
Double Chiropractic	4-5	LuLaRoe - Emily Ray	24
Edward Jones Investments	89	Marriage Matters Jackson	173
Elegant Creations, LLC	166	Mary Kay Cosmetics	176
Emma's Crafts	17	Michigan Gem & Mineral Society	140-141
Essential Energies	134	Mike's Novus Windshield Repair	41
Fabulous \$5.00 Bling (Paparazzi)	61	Minuteman Sewer & Drain Cleaning	157

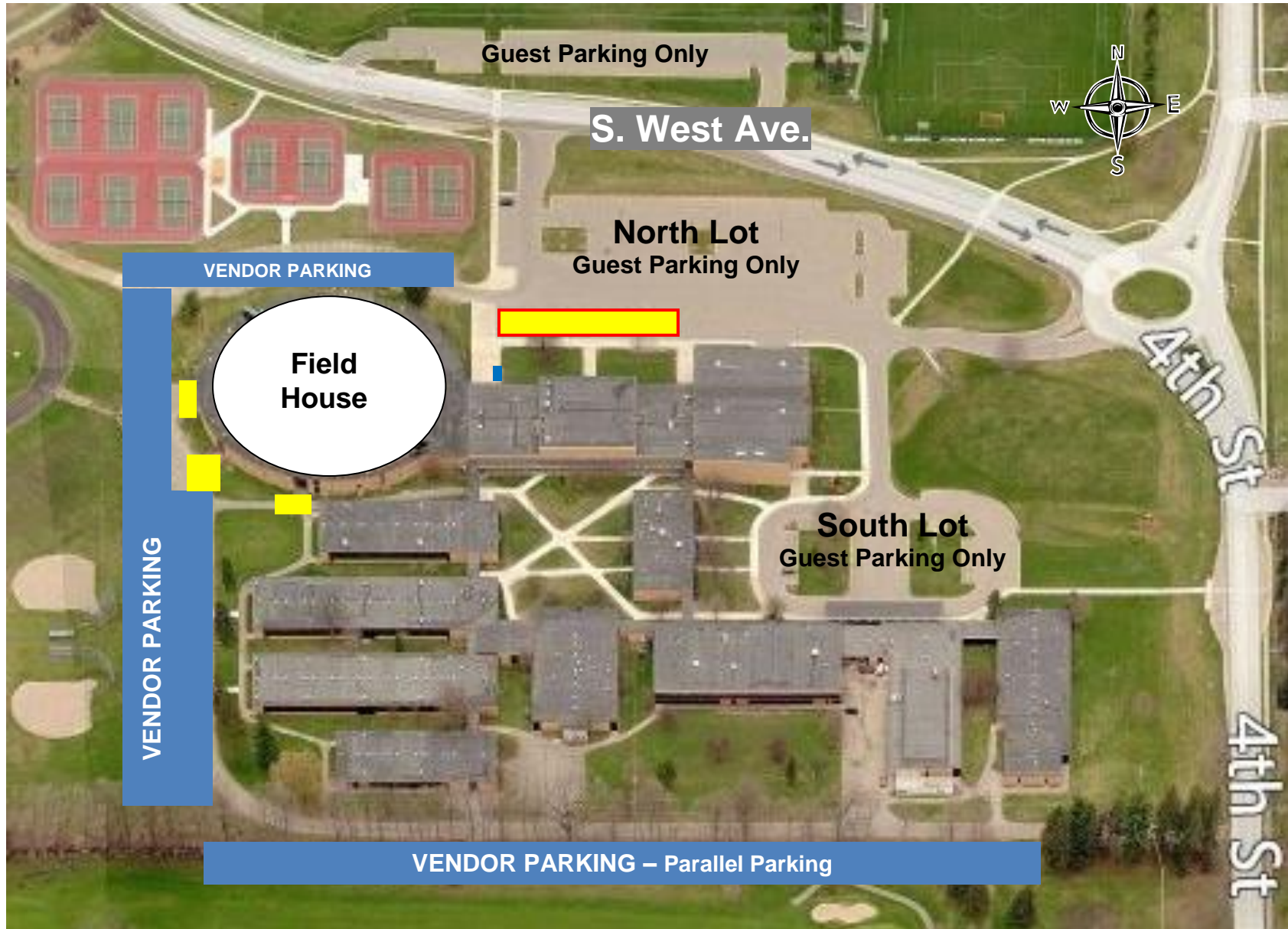
Vendor	Booth #	Vendor	Booth #
2016 North Wing Vendors - alpha list			
Mortgage 1, Inc.	164	The League of Women Voters - Jackson Unit	120
Mosaic Antiques & Jewelry	100	The Map Lady	77
Mr. Rooter of the Irish Hills	64	The Pampered Chef	108
Nature Unrefined LLC	43	The Perfect Pucker	131
Nerium International/Kathy locca	9	The Water Store	16
Norwex, Lindsey Marshall Ind. Rep.	145	The Well Armed Woman	159
Nyan Klavon, Realtor Howard Hanna	59	Thirty One Gifts	161
Oh Susannah Specialty Cupcakes	52	Tupperware	171
Origami Owl-Theresa Woolworth	172	Two Sisters Gourmet Dip & Dessert Mixes	57-58
Paul's Gourmet Jerky	174	Upscale Resale	72-73
PC Solutions of Michigan	8	US Staffing Agency	14
Pieces and Patches Quilt Guild	118	Wallace Scones	129
Popped With Flavor	154	WOW Jackson (Birthline of Jackson)	44
Premier Designs Jewelry	88	Zounds Hearing	11
Printer Source Plus	82		
Pure Romanace	51		
Quarry Creations Granite	146		
R.J.'s Heavenly Delights	19		
Region 2 Area Agency on Aging	67		
Richard L. Baldwin ~ Buttonwood Press	87		
Ridge Crest	60		
Right at Home	94		
Rite Aid	119		
Rod Soat Photography	13		
Rodan & Fields	101		
Royal Prestige	133		
Samaritan's Purse-Operation Christmas Child	153		
Sam's Club	31-33		
Scentsy - Barb Fitch	21		
Sears Auto Center	175		
Seed of Hope Strawberry Popcorn	7		
Senegence/Lipsense	63		
Set Free	122		
Small Appliance and Vacuum Hospital	47		
Snap Zip Clip	102		
Sproat Realty Professionals	151		
St. Vincent DePaul	136-137		
Summit Orthodontics	76		
Swan Creek Candles	117		
Sylvan Learning Centers	68		
Tastefully Simple by Karen	71		
Tasty Treats	106		
The Assembly	113-114		
The Dahlem Conservancy	53		
The Home Depot	91		

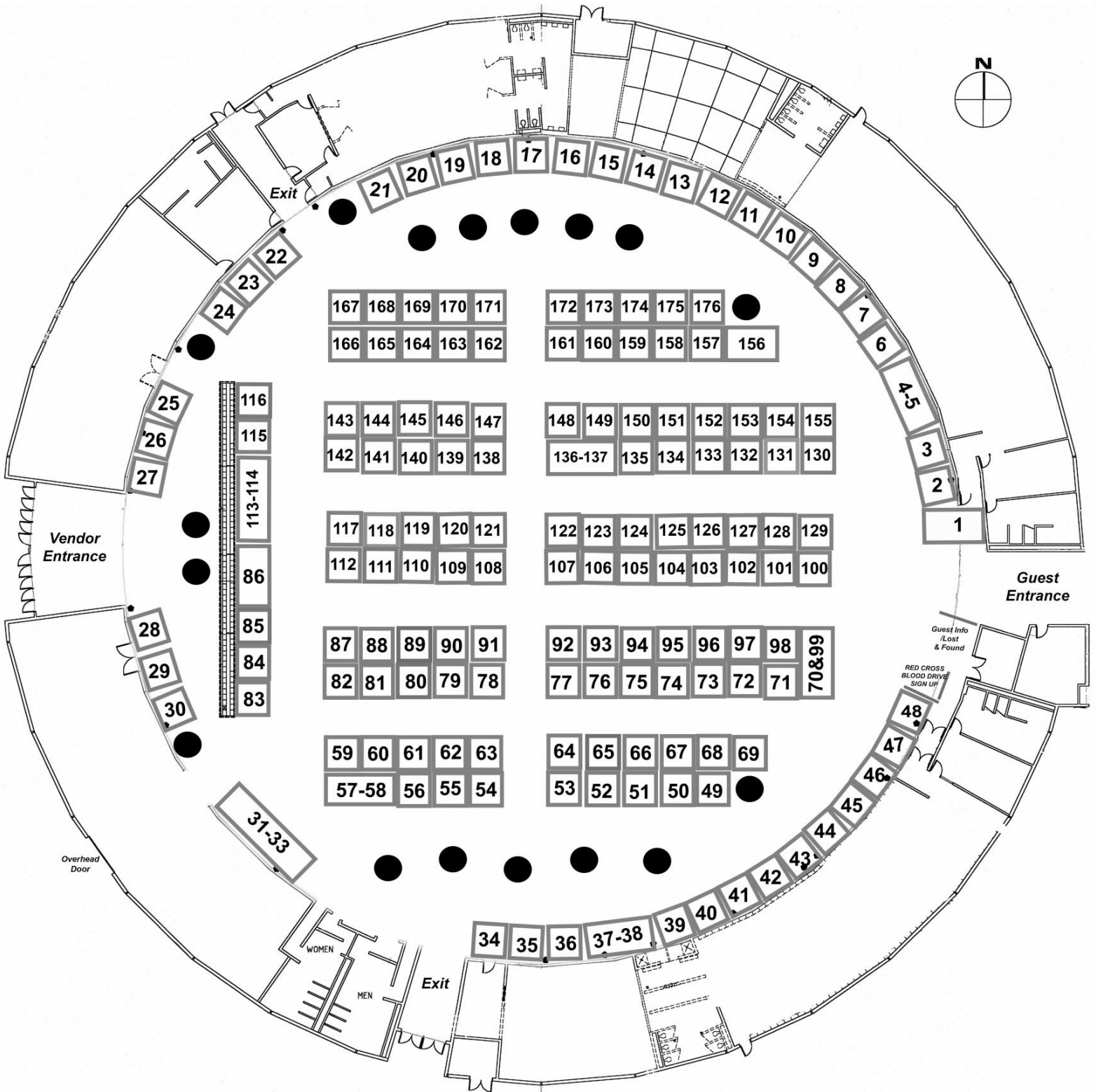
2017 Jackson Women's Expo – Facility Overview

Yellow areas are Unloading/Loading Zones for vendors during the unloading and loading times. ALL vendor vehicles MUST be moved to a blue parking area once you are unloaded and BEFORE you start setting up your booth! The yellow area that are outlined in red is the Shuttle Bus drop off and pick up areas coming from and going back to Expo Shuttle lots located around Jackson. These locations are listed on our website and the flyers we distributed to you (if you didn't opt out of having these sent to you). Because the shuttle buses are running from 8am-5pm, you MUST park in an organized fashion in these areas during set up and tear down!

Due to the volume of vendors, we ask that each booth take up only one parking spot in the vendor parking area. Other booth workers should take the shuttle, car pool or make arrangements to be dropped off!

■ American 1 Mobile ATM





2017 Women's Expo North Wing Field House Map

Jackson Women's Expo

Directions to the Middle School at Parkside 2400 Fourth St., Jackson, MI 49203

If you are plugging the address into a GPS or Navigation system, make sure it's not taking you to an address IN Vandercook! You will go THROUGH Vandercook if you are coming from the South or Southeast, but the address is not IN Vandercook proper. You should be looking for the "Traffic Circle" by Parkside (the only one in Jackson) – if you have the traffic circle on your mapping, you've got the right location!

Coming from US 127 North

Follow US 127 Business south (do not get on I-94) through Jackson (road name is N. West Ave.). Continue south on S. West Avenue (through a residential area) until you come to the Middle School at Parkside. From the US 127/I-94 intersection, this is about 3.7 miles. Parkside entrance will be on your right before you hit the traffic circle.

Coming from US 127 South

Take exit 34, turn left (West) onto M-50 / E McDevitt Ave, follow road through Vandercook, you'll make a sharp right by Subway on to Francis Street and then a quick left onto Hinckley Blvd (just past small strip mall on your left). Follow Hinkley and then take the curve to the right onto Stonewall Rd. The road name changes to Fourth St. Stay on Fourth St. less than a mile until you come to Parkside on your left at the traffic circle. Entrance off West Ave around the traffic circle.

Coming from I-94 East or West

Take Exit 138 off I-94 (turn left if coming from the east/right if coming from west). Follow US 127 Business south through Jackson about 1+ miles (road name is N. West Ave.). Continue south on S. West Avenue (through a residential area) until you come to the Middle School at Parkside. From the US 127/I-94 intersection, this is about 3.7 miles. Parkside entrance will be on your right before you hit the traffic circle.