



4th Annual Showcase Waco!

Sunday, October 18, 2009

The Palladium and Waco Hippodrome Courtyard on Austin Avenue

Hosted by the Waco Convention & Visitors Bureau

Exhibitor Information

We would like to invite you to join Showcase Waco! as an exhibitor. This gives you the chance to highlight your organization's information, exhibits, schedules, upcoming special events, and performances.

Showcase Waco! now going into its fourth year is a unique event that provides the opportunity for locals, students and visitors to preview every aspect of the arts and entertainment available in the greater Waco area, including museums, attractions, performing arts venues, music, theaters, and special events pertaining to arts and entertainment. The Showcase Waco! committee is striving to hold an exciting and rewarding event to celebrate and help Waco's arts and entertainment community promote themselves to the public and build strong local support for many years to come.

Exhibitor Opportunities available:

- Exhibit space included one 6 foot rectangle table and two chairs for distributing organization information, offering sign-up opportunities for memberships and/or subscriptions, talking with attendees, giving out promotional items/prizes or providing an activity designed to engage attendees while at your table.
- Prizes will be awarded on the passport system this year. Each attendee will be given a passport including all exhibitors' names and booth numbers upon arrival. Attendees will be required to visit each booth and have their passport stamped in order to enter the drawing. Stamps will be provided to each exhibitor by the CVB.
- Sponsorship opportunities are available in four (4) levels. Please review the attached sponsorship information.



Exhibitor Regulations and Booth Information

Exhibit space will be restricted to organizations that fall under the following categories:

- Museums
- Attractions
- Performing arts venues
- Musical entertainment
- Venues
- Theaters
- Special arts and entertainment events

Each Exhibitor Registration Form will be reviewed and will require approval. Confirmation of receipt and acceptance information will be emailed to each organization.

Due to limited space, exhibitor booths will be on a first-come, first-serve basis. All registration forms must be submitted by **August 12, 2009**

Access to electricity is limited and will be available on a first-come, first-serve basis only. Extension cords and power strips must be provided by the exhibitor. No internet connection is available.

The venue will be set-up for tabletop displays only. Please do not bring full size pop up booths or large props.

Booths are required to be completely set up and have a representative present when the show begins at 1:00 PM and throughout the entire event. Breakdown of booths will not be allowed until the show is closed at 5:00 PM.

Booth set-up: 10:00 AM – 1:00 PM
Show Hours: 1:00 PM – 5:00 PM
Booth break-down: 5:00 PM – 6:00 PM

For questions regarding exhibits or registration please contact
Tarek Naser at tarekn@ci.waco.tx.us , (972) 948-1565 or **Susan Morton** at susanm@ci.waco.tx.us ,
(254) 750-8610.



Showcase Waco!
Sunday, October 18, 2009
The Palladium
1:00 – 5:00 PM
Exhibitor Registration Form

Organization/Company: _____

Contact Name: _____

Address: _____

_____ City State Zip Code

Phone: _____ Fax: _____

E-mail Address: _____

Do you need access to electricity? Yes No

(Electricity access is limited and will be available on a first come first serve basis, we must be informed ASAP.)

Registration Deadline: August 12, 2009

Please fax or mail the signed form to:

Waco CVB – Showcase Waco!

Attn: Tarek Naser

Waco, Texas 76702

Fax: (254) 750-5801

A confirmation email will be sent once your registration form has been received and approved. A final email including set-up information will be sent out one (1) week prior to the event.

For questions please contact Tarek Naser at (972) 948-1565, Tarekn@ci.waco.tx.us or Susan Morton (254) 750-8610 Susanm@ci.waco.tx.us or visit www.wacocvb.com

HOLD HARMLESS AND INDEMNITY AGREEMENT SHOWCASE WACO!

IN CONSIDERATION OF THE OPPORTUNITY TO PARTICIPATE IN THE SHOWCASE WACO! EVENT THE UNDERSIGNED AUTHORIZED REPRESENTATIVE, HEREIN AFTER, "PARTICIPANT" DOES HEREBY AGREE TO ASSUME FULL RESPONSIBILITY AND LIABILITY FOR PARTICIPATION IN SHOWCASE WACO! AND HEREBY AGREES TO INDEMNIFY, HOLD HARMLESS, AND DEFEND THE CITY OF WACO, ITS OFFICERS, AND EMPLOYEES FROM ALL CLAIMS, DEMANDS, AND CAUSES OF ACTION OF EVERY KIND AND CHARACTER, INCLUDING THE COST OF DEFENSE THEREOF, FOR ANY INJURY TO, INCLUDING DEATH OF, PERSONS AND ANY LOSSES FOR DAMAGES TO PROPERTY CAUSED BY OR ALLEGED TO BE CAUSED, ARISING OUT OF OR ALLEGED TO ARISE OUT OF, OR IN CONNECTION WITH PARTICIPATION IN SHOWCASE WACO! WHETHER OR NOT SAID CLAIMS, DEMANDS, CAUSES OF ACTIONS ARE CAUSED BY THE SOLE NEGLIGENCE OF THE CITY OR AGENTS OR EMPLOYEES OF THE CITY OR CAUSED BY OR ALLEGED TO BE CAUSED BY, OR ARISING OUT OF OR ALLEGED TO ARISE OUT OF, THE NEGLIGENCE OF THE PARTICIPANT OR AN OFFICER AGENT OR EMPLOYEE OF THE PARTICIPANT IN CONNNECTION WITH THIS EVENT OR THE ACTIVITIES HEREUNDER.

Signature

Date



Showcase Waco! Sponsorship/Partnership Opportunities

Presenting Partner: \$4,000

Equal billing as partner on all materials as follows:

“Showcase Waco, presented by [partner name] and the Waco Convention & Visitors Bureau”

Platinum Sponsor: \$2,000

- Name/link on Showcase Waco! page on Waco Convention & Visitors Bureau website
- Company name on sponsor placard (show signage)
- Certificate recognizing your sponsorship level
- Company name/logo on event poster and other materials (Largest size)*

Gold Sponsor: \$1,000

- Name/link on Showcase Waco! page on Waco Convention & Visitors Bureau website
- Company name on sponsor placard (show signage)
- Certificate recognizing your sponsorship level
- Company name/logo on event poster and other materials (size proportional)*

Silver Sponsor: \$500

- Name/link on Showcase Waco! page on Waco Convention & Visitors Bureau website
- Company name on sponsor placard (show signage)
- Certificate recognizing your sponsorship level
- Company name/logo on event poster and other materials (size proportional)*

Bronze Sponsor: \$100

- Name/link on Showcase Waco! page on Waco Convention & Visitors Bureau website
- Company name on sponsor placard (show signage)
- Certificate recognizing your sponsorship level
- Company name/logo on on Showcase Waco! Poster and other materials (size proportional)*

* For sponsors who commit and pay by **September 1, 2009** printing deadline. Logo needed in electronic form. Please send to Lori Jarvis at Lorij@wacocvb.com.



Yes! I would like to become a sponsor or partner for Showcase Waco!

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____ **Phone:** _____

Email: _____

Sponsorship/Partnership level you are interested in:

- _____ **Platinum Sponsor: \$2,000**
- _____ **Gold Sponsor: \$1,000**
- _____ **Silver Sponsor: \$500**
- _____ **Bronze Sponsor: \$100**

Fax to:
(254) 750-5801

Or mail to:
Tarek Naser
Waco CVB, Showcase Waco!
PO Box 2570
Waco, TX 76702-2570

Questions? Call Tarek at (972) 948-1565 or email Tarekn@ci.waco.tx.us
Or Susan Morton, Event Co-Chair, 750-8610 or email Susanm@ci.waco.tx.us

Upon receipt of this form, your organization will be billed for the sponsorship. Payment must be received by September 1, 2009 to be included in marketing materials. Payment may be made by check or credit card.