



Mid Willamette Valley Travel Show

To: Prospective Businesses, Organizations and Attractions
From: Travel Salem & Lancaster Mall
Subject: **FREE** Mall - Wide Travel Show
Dates of event: June 19, 2009

An exciting event has been scheduled at Lancaster Mall, in celebration of all the wonderful attractions the Mid Willamette Valley has to offer its residents and travelers. Travel Salem and Lancaster Mall have partnered to hold this event at Lancaster Mall and are inviting local attractions, businesses and organizations to participate in a 1 day show inside the mall to promote their businesses/services.

The Mid Willamette Travel Show is scheduled for **Saturday, June 19, 11am-3pm**. It offers your organization an opportunity to have a display area and feature your products, services and information as part of a larger event. This is the first time we've held an event like this so we are open to new ideas or discussing alternative ways your business/organization can get involved. Please don't hesitate to call or email with any questions or ideas.

Each organization that wishes to be included in the show will be asked to provide the following:

- A representative to staff the exhibit. This event is for promotional purposes only. No cash registers or selling will be allowed from the exhibit area. If a representative isn't available we can discuss the possibility of an unstaffed display.
- Supply the Marketing Department with the completed common area agreement and an insurance certificate. The agreement and insurance information will be emailed to you within one week of receiving the registration form. (If you are a small organization and cannot provide insurance please contact us for alternatives).
- Opportunity to provide promotional items/coupons etc. for "goody" bags. (please ask for more details).
- Opportunity to provide items for an "Enter to Win" Travel Prize Package.

Lancaster Mall will provide the following:

- One six foot table, skirted and two folding chairs to be set up within a 6x6 display area. We can be flexible with space, let us know if you need more, extra table or chairs.
- Electricity will be provided if necessary on a first come first serve basis.
- Lancaster Mall will advertise the event in the Mall and in community advertising including newspaper, website, in-mall signage, database etc.

If you would like to be part of this exciting event, please complete and return the attached form to the Marketing Department prior to May 26th. You will then receive a common area permit form to complete and specific insurance requirements. If you have any questions, please telephone Katie Brogan, Marketing Director at 503-585-1338.



TRAVEL SALEM & LANCASTER MALL Mid Willamette Valley Travel Show

Yes, include my business in the Travel Show at Lancaster Mall, June 19, 2010.

Organization: _____

Contact person: _____

Tel: _____ Fax: _____

Email: _____

Address: _____

Does your display need Electricity? (please circle): YES or NO

**Please complete this form and return to the Marketing
Department prior to June 1st.** (Space is available first, come first
served)

Mail to: Lancaster Mall Management Office
Attn: Katie Brogan
831 Lancaster Dr. NE #63
Salem, OR 97301

or

Fax to: 503-362-7297
Attn: Katie Brogan

Within one week of reception, the Marketing Department will email you the rest of the paperwork.

Lancaster Mall reserves the right to screen and reject any applicants to avoid conflict of interest with any mall businesses prior to the show. If you have any questions, please telephone Katie Brogan at 503-585-1338.