

Idaho Sampler Expo

May 1-2, 2010 • Expo Idaho

A blend of the best products and services available in the great state of Idaho!

Dear Fellow Idahoan:

At the Idaho Business League, we are contacted several times a week by Idahoans, either residents new to the state of the Boise Metro area. These persons are asking us for information and a recommendation on products and services available in the Treasure Valley. Callers want information on everything you can imagine! You name it and we've been asked about it. Why so many inquiries to the IBL? We can only guess it's because we've been a local business reference source for 20 years! Plus, we understand over 180,000 people moved to Boise - Nampa - Caldwell between 2000-2008!

So, we decided it was time to acquaint Idahoans (new or native) to some of the outstanding companies here in this great state. Companies that deserve recognition and introduction to Idahoans looking for that 'just right' product or individual service for their home or business. With this idea in mind, 4 years ago we created The Idaho Sampler Expo an array of the many excellent companies available in the Treasure Valley..

As a recognized leader among your peers, we invite you to participate with us in this 4th Annual Idaho Sampler Expo, May 1-2, 2010 at Expo Idaho. Introduce your business to Idahoans looking for the best choice for their family or business. The variety of products and services displayed will amaze you. *The Idaho Sampler, a hands-on informational event, attracts "heads of household" decision-makers who buy local products and services for all members of the family.*

Idahoans are spending an estimated \$49.300,000,000.00 a year on their families, homes and businesses. To participate in the Idaho Sampler Expo and *get your share of the \$49 billion plus and growing market*, review the information on the following pages and contact the Idaho Business League, Inc. 208-323-4464.

Sponsors:	The Idaho Business League Inc., KBOI
Promotion:	Advertising/PR/Publicity -Television, radio, newspaper, direct mail, posters, magazines, internet, coupons.
Booth Fees:	A variety of options are available. See Page 2.
Sampler Program:	Gain an additional profile by advertising in the show program
Flyer Handout:	Distribute flyers in guest goodie bags \$100.00
Web Link:	Website Hotlink \$25 Annually

We welcome the opportunity **to introduce your company to thousands of Idahoans looking for that "just right" product or service..** Please call us to reserve your place in Idaho's Sampler Expo May 1-2, 2010.

Contact Anna Marie Aldinger or Lee Hudson

208-323-4464 ph, 208-375-2688 fx

annamarie@idahobusinessleague.com, league@idahobusinessleague.com



Idaho Sampler Expo

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Date and Location

- May 1-2, 2010
- Expo Idaho

Show Hours

- Saturday, May 1: 11am - 5pm
- Sunday, May 2: 11am - 4pm

Booth Sizes 10x8 / Cost

- Corner Booth \$625
- Booth \$525

Booth Sizes 6x10 / Cost

- Corner Booth \$395
- Regular Booth \$350

Move-in / Move-out times

- Move-in: Friday, April 30: 9-3pm
- Move-out: Sunday, May 2: 4pm-6pm
- *Booths must be fully set-up by 3pm Fri April 30th*

· **All booths include:**

Curtained with Rods / Drapes (Black & White)

· **Booths do not include:**

Table, Chairs, Electrical Service,
Extension Cords.

Available for rent - request Exhibitor's Info.

Exclusive Sponsorship Packages Available Upon Request

A Sampling of Products and Services Available at the Idaho Sampler Expo will include:

Clubs, Associations, Pet Supplies, Banks, Arts & Crafts, Computers, Outdoor Recreation, Automobiles, Cellular / Wireless/ Telecommunications, Cable, Remodeling, Windows, Plumbing, Heating / AC, Appliances, Food, Nutritional Supplements, Groomers, Clothing, Specialty Foods, Veterinarians, Fencing, Housing, Cleaning, Education, Lawn Care, Building Construction, Health Care, Jewelry, Art, Spas / Salons, Photography, Travel, Books, Child Care, Furniture, Flooring, Outdoor Equipment, Summer Camps, Events, Caterers, Fitness, City / County Services, Non-Profit Organizations, Realtors, Mortgage Co.s, Investments, Insurance, Demonstrations and more.

To Participate Contact



The Idaho Business League PO Box 536 Boise, ID 83701-0536
Ph 208- 323-4464, Fax 208-375-2688 E-mail annamarie@idahobusinessleague.com
View IBL expositions, professional meetings and seminars - www.idahobusinessleague.com

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Sponsors



Food Service

Restrooms

Office		119	216		218	315		317	416		517	
		120	215		219	314		318	415		516	
	113	121	214		220	313		319	414		515	
	112	122	213		221	312		320	413		514	
	111	123	212		222	311		321	412		513	
	Door		124	211		223	310		322	411		512
			125	210		224	309		323	410		511
	110	126	209		225	308		324	409		510	
	109	127	208		226	307		325	408		509	
	108	128	207		227	306		326	407		508	
107	129	206		228	305		327	406		507		
106	130	205		229	304		328	405		506		
105	131	204		230	303		329	404		505		
Closed Exit											Exit	
			132	203		231	302		330	403	504	
	104		133	202		232	301		331	402	503	
	103		134	201		233	300		332	401	502	
	102										501	
		100	135	200	Information			333	400	500		
					Exit		Entrance					

IDAHO SAMPLER EXPO

May 1-2, 2010 - Expo Idaho

SAMPLER SHOW PROGRAM

Increase your profile at the Idaho Sampler Expo! Our greeters will hand deliver your company message, brochures or coupons to hundreds at the entrance.

BACK PAGE.....	\$795.00	7 x 9	(Color cost included)
INSIDE FRONT COVER...	\$575.00	7 x 9	(Color cost included)
INSIDE BACK COVER.....	\$575.00	7 x 9	(Color cost included)
FULL PAGE.....	\$475.00	7 x 9	(Color add \$75)
1/2 PAGE.....	\$325.00	7 x 4	(Color add \$75)
1/4 PAGE.....	\$225.00	3 1/4 x 4 3/4	(Color add \$75)
1/8 PAGE..(Business Card Size).	\$115.00	3 1/4 x 2 1/4	(Color add \$75)

(Add readership to your message with color. Contact us for details 208-323-4464.)

AD CONTRACT

Name: _____
Company: _____
Address: _____
City: _____ St: _____ Zip: _____
Phone: _____
Credit card: _____

Date of Contract: _____
Ad Size: _____
Amount Due \$ _____
Customer's Signature _____
Exp: _____ V-code: _____

Deadline: Your camera-ready ad is due no later than April 13th (No bleed).

Minimum resolution of 300 dpi. Please email to
annamarie@idahobusinessleague.com in PDF, jpeg, or tiff format.

Advertisers are required to provide all information to be posted. All ads must be in a camera ready format, either in a hard copy or on disc. If not camera ready a \$50.00 minimum charge will be applied toward ad cost for layout and design. If alterations are necessary, the Idaho Business League assumes no liability for any loss or damage caused by error or omissions. Maximum liability is limited to a free corrected posting. If the advertiser contracts and then fails to provide information by the deadline, the full contracted amount indicated above is due in full. This contract shall not be changed, modified or cancelled after signature by exhibitor. The advertiser acknowledges full and complete understanding of the terms contained herein. Verbal agreements are not recognized. This contract is subject to final acceptance by the Idaho Business League, Inc. Performance delays resulting from any cause beyond The Idaho Business League, Inc.'s control shall not constitute grounds for contract cancellation. Payment terms: Balances due must be paid in full within 10 days after notification of posting. In the event of default by the advertiser, in the performance of any of the terms and conditions hereof, The Idaho Business League may thereupon proceed to collect from the advertiser any fees associated with the collection of the amount due. A late fee of \$125 will be added to the amount past due. A finance charge of 1.5% per month (18%APR) will be charged on all past due accounts over 30 days. Make checks payable to: The Idaho Business League, PO Box 536 Boise, ID 83701, 208-323-4464, 208-375-2688 fx, league@idahobusinessleague.com.

Mail or Fax to: The Idaho Business League PO Box 536 Boise, ID 83701-0536
Questions: Ph 208- 323-4464, Fax 208-375-2688 E-mail annamarie@idahobusinessleague.com