



Hello,

In an effort to treat all vendors equally and give everyone equal opportunity to participate at our upcoming Feis, we have taken a slightly different approach this year. An email will be sent to all vendors on our list to layout the vendor options for this year. It will include a vendor location map and three option levels of participation. Vendor spaces will be filled based on a first come, first served priority. Spaces are limited so I would encourage you to respond as soon as you can.

We understand that you come to a feis to carry-on business and make money. So, we have created options that will provide the basics that most are familiar with, along with some additional options that will provide your business with more exposure and increased sales. We have raised our cap this year to 800 and are launching an aggressive promotional campaign to attract the maximum. This will ensure you have the customers you need to make the day a successful one for your business.

We have moved our event to a new location this year. Vendor spaces will be located in the "Irish Marketplace" section of our feis. This is located in close proximity and within view of our results area and the Championship Stage. This will mean that everyone will pass through the marketplace area as they travel to the results or main show area. The area will not be congested but it will remain busy. We have also added a Vendor Hospitality Representative to our ranks who will be available to you on the day of the feis. This volunteer will be able to provide you with information, responses to your questions, follow-up on requests and even pickup your lunch from our tea room so you don't have to leave your space. We do hope that the improvements we have added to our vendor package for this year will prove valuable to you and your business. After the event is completed, we will be asking for your ideas and suggestions for the 2007 event, so be prepared and be honest.

Once you have decided your preferences you will be given an opportunity to select a 2nd and 3rd preference as well. These will be used if another vendor has already claimed your selected space. Payment is not required immediately at the time of selection. However, it is due to be received within 10 working days in order that you do not lose your preference.

Please anticipate our contact and we look forward to hearing from you soon.

Ian Sharp

Chair - York Simcoe
Irish Performing Arts Association

VENDOR OPPORTUNITIES

The following packages have been designed to give you the maximum exposure. However, we are happy to work with you on individually designed packages that may better meet your needs—our goal is to ensure that your objectives are exceeded! Please feel free to discuss alternatives with the Vendor Strategy team.



Primary Vendor (\$300) - only one available

Dominant display of corporate logo on vendors page of event programme
Half page (B&W) advertisement in event programme
Banner ad/link on event web site
100 sq. ft. booth space—includes 2 tables and 1 chair—**first choice of location**
Opportunity to Contribute up to two “FEATURED” Silent Auction items
Opportunity for 1 item addition to participants “goodie bag” (i.e. promotional item, coupon, draw opportunity, etc.)

Standard Vendor (\$150)

Prominent display of corporate logo on vendors page of event programme
Quarter page (B&W) advertisement in event programme
Logo/Link on event web site
100 sq. ft. booth space—includes table and chair—\$20/additional table
Choice of location after primary vendor
Opportunity to Contribute one “FEATURED” Silent Auction items

Vendor (\$100)

Business Name displayed on vendors page of event programme
Eighth Page (B&W) advertisement in event programme
Business Name displayed on event web site (no link)
100 sq. ft. booth space—includes table and chair—\$20/additional table

Additional Promotional Opportunities

In addition to the vendor packages, the following value-added promotional opportunities are available to maximize your company’s presence at the event:

Participants Bags

Add your corporate identity to an item in the participants “goodie bag” (i.e. Promotional Item, Coupon, Raffle Opportunity, Etc.) - Cost \$50 plus the item (900 pieces required). Our Strategy Team has direct access to suppliers of promotional items and would be happy to help you source an item that will give your business the best impact within your budget requirements. (This option can be exercised for as low as \$150 including the fee and the cost of an item imprinted with your company info.).

Activity/Special Areas Sponsorships

There are several high traffic side features that allow for corporate exposure. These sponsorships are being offered to our vendors first. Other “Sponsor Prospects” will be offered these soon and they will be assigned on a first come first served basis. These include the following:

\$150—Tea Room/Concession Area	\$ 75—Volunteer Area
\$100—Irish Arts Competition Display	\$ 75—Lucky Wish Pond
\$100—Colouring Contest	\$ 50—Irish Costume Display Wall
\$100—Hands On Kids Craft Area	\$ 30—Web site link to your corporate site

Advertising/Sponsorship Opportunities

Standard advertising rates and Pre-Packaged Sponsorship Packages are available on request.

***We Look Forward To Your Participation At This Event—Confirm As Soon As You Are Able
Please Do Not Hesitate To Contact Us With Special Requests Or Additional Questions***

Vendor Contract ¹



This agreement dated _____ is made By and Between

York Simcoe Irish Performing Arts Association
referred to as the "York Simcoe Irish Cultural Festival"
1111 Davis Drive, Suite 243 Newmarket, ON L3Y 7V1

AND

Vendor _____ referred to as "Vendor."

(Vendor Address)

Vendor Services "York Simcoe Irish Cultural Festival" hereby authorizes the vendor to perform the following services in accordance with the terms and conditions set forth in this agreement: The vendor will consult with the "York Simcoe Irish Cultural Festival" representative(s) with any matters relating to the "York Simcoe Irish Cultural Festival".

Terms of Agreement This agreement will begin September 29, 2006 and will end September 30, 2006. Either party may cancel this agreement on thirty (30) days notice to the other party in writing, by email, certified mail or personal delivery.

Time Devoted by Vendor It is anticipated the vendor will spend approximately 1 day in fulfilling its obligations under this contract. Vendors must be set up prior to Feis opening on Saturday September 30, 2006 at 8:00 a.m.

Feis Location. The vendor will offer their services and/or products in accordance with this contract at Cardinal Carter Catholic High School located in Aurora Ontario. Vendor space will be allocated at the discretion of the "York Simcoe Irish Cultural Festival" on a first come first served basis.

Vendor The Vendor will be pay the base fee of \$100 for rental of exhibit space, one table and a chair. Any additional tables or any special accommodations (if needed) must be requested in writing at least 30 days prior to the event date. Additional tables may be supplied by the vendor to be contained within the allotted exhibit space. Additional tables are available for \$20 per table. Failure to indicate additional tables will result in a surcharge of \$35 per table requested.

Payments will be made to the "York Simcoe Irish Performing Arts Association".

Program Ad as an additional benefit, vendors will be provided a display ad in the event programme. Additionally a discount will be offered at 50% off the standard ad fees for additional display ad space *Festival* programme. To qualify for the included and/or discounted ad options, all ads must be submitted to "York Simcoe Irish Cultural Festival" by August 15, 2006. Vendors who purchase additional ad space are provided opportunity to have a highlighted link included on the "York Simcoe Irish Cultural Festival" website at no additional charge. Links should be included with payment and will be added to the website within 10 days of the date received.

Independent Vendor Both the "York Simcoe Irish Cultural Festival" and the vendor agree that the vendor will act as an independent contractor in the performance of its duties under this contract. Accordingly, the vendor shall be responsible for their own property and payment of all Provincial and Federal taxes. The "York Simcoe Irish Cultural Festival", or their affiliates will not be held responsible for lost or stolen items.

Signatures. Both the company and the vendor agree to the above contract.

Vendor: _____

Date: _____

York Simcoe Irish Cultural Festival"

Date: _____

NOTE:

Numbered Vendor Exhibit Areas Measure 10' X 10' or 10' X 5'

