



The Small Business Expo For Women Business Owners & Entrepreneurs

Dear Empowerment Queen,

As the CEO of The Rose Garden Events, I'm honored and excited to announce the first annual VenDivA Expo, being held on Thursday, August 8th 2019 at the breathtaking, The Bordone LIC! Our VenDivA Expo is the expo created and organized by driven women, for driven women!

The VenDivA Expo is a networking event which will provide women business owners and entrepreneurs a platform to expand their professional relationships and gain new clientele. Our anticipated attendee count of 250+ will open new doors for all of our participating VenDivAs!

We offer a variety of packages to help market opportunities for your business and brand along with other perks. Our vendor packages include:

- ★ Social media acknowledgments
- ★ Branding on multiple marketing avenues (ie: Flyers, Websites, Blogs, etc)
- ★ TV & radio acknowledgements
- ★ Acknowledgments on digital press platforms

The VenDivA Expo will also include:

- ★ Inspiring Keynote Speakers addressing women's issues of today.
- ★ An expressive line up of creative women that are:
 - DJ's
 - Spoken Word Poets
 - Musicians
 - Artists & **MUCH MORE!**

Join us, as we make HERstory this Summer! Be the first to participate in one of the biggest annual women driven events in Queens! Refer to the following pages for details regarding VenDivA Expo, vendor packages and our registration form. We're looking forward to playing a part in your continued success!

Keep Growing,

Jasmine "JRose" Rosario

CEO, The Rose Garden Events - www.therosegardenevents.com



VenDivA Expo Event Details & Guidelines

Date: Thursday, August 8th 2019

Time: 5:00 pm - 12:00 am

Location: The Bordone LIC 43-10 9th St. Long Island City, NY 11101

Venue Info:

- ★ 5,000 sq ft Indoor Space & 6,000 sq ft Outdoor Space
- ★ Stunning View of Manhattan, Long Island City & The Queensboro Bridge
- ★ Street Parking Available
- ★ Near Public Transportation (Bus or Train)

Things To Know:

- ★ Expo will take place on the 3rd Fl.
- ★ Vendors will have 1 hour to set up their space. Please arrive by 4:00 p.m; ONE hour before the 5:00 pm event start time
- ★ 1 table and 2 chairs will be provided
- ★ Additional tables are subject to a per table fee (See page 3 for details)
- ★ Due to space, you are permitted to have only TWO people working at your table. Additional people are required to purchase tickets
- ★ Preferred vending space such as corner booths, outdoor space and outlet access are subject to additional cost.
- ★ For the outdoor space, tents will not be provided, Vendors can bring their own tents. **(8x8 or smaller ONLY) Please indicate on registration form if you are bringing a tent.**
- ★ Food Vendors will have access to the kitchen space on the 4th Fl.
 - Kitchen space contains: sink, convection oven, ice machine and commercial refrigerator & freezer
- ★ Venue Restricted Decor: glitter, confetti, smoke machines and any adhesives/items that may damage the floors or walls (Wall safe hooks are permitted)
- ★ We encourage men to attend our event as well. We ask that you also encourage your friends and family to come out and support our VenDivAs!

Press & Event Marketing:

In the months leading to the expo, The Rose Garden Events will partake in various promotional strategies. Our VenDivAs will have the opportunity to purchase packages that include acknowledgement on many of the following platforms listed below:



- ★ Our ads on paid social media posts (IG, FB)
- ★ Promo & interviews on: qns.com, 950 Lounge Show (iHeart Radio), Roku TV Stations, Various Blogs & Podcasts
- ★ Our ads in targeted Regal & AMC movie theaters during major movie opening weekends
- ★ Our promotional table set up at targeted Regal & AMC during major movie opening weekends
- ★ Our ads in local magazines & newspapers
- ★ Team of promoters known as our "Street Team" who will be promoting at other events
- ★ Our ads marketed via text & email marketing platforms

DEADLINES:

- ★ Sunday **March 31st** - Last day for early registration & full payment discount
- ★ Monday **April 15th** - Last day to submit registration form & 50% deposit
- ★ Tuesday **April 30th** - Last day to cancel - Cancellation Fee: 25% of deposit
- ★ *****DEPOSITS ARE NON REFUNDABLE AFTER APRIL 30th*****
- ★ Wednesday, **May 15th** - Last day to pay balance. Vendor space will be lost if balance is not paid in full by **May 15th**.

REGISTRATION APPROVAL:

Our goal is to have a healthy balance of different types of businesses. We want our VenDivAs to be able to do business without having to aggressively compete with too many vendors in the same field/industry. You will receive a participant agreement and invoice with payment details, once approved. Registration approval is based on a "first come, first served" basis. Lock in your spot before your field/industry fills up.

VENDOR PACKAGES

(10% off for registration and full payment by 3/31/19)

	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
	Sponsor Products or Services ONLY	\$200 - Indoors \$275 - Outdoors	\$550	\$950
Vending Space + (1) 4'-6' Table + (2) Chairs	N/A	✓	✓	✓
Contributor to VenDivA Swag Bag	✓	✓	✓	✓
Event Tickets w/ Priority Seating	2	2	3	4
Thank You Gift - VenDivA Swag Bag	2	2	3	4
Business Card in VenDivA Swag Bag	✓	✓	✓	✓
Tagged in All Social Media Promo Posts	✓	✓	✓	✓
Business Name/Logo on Event Webpage	✓	✓	✓	✓
Business Name/Logo on Event Flyer			✓	✓
Individual Promo Flyer w/ Business Name/Logo and/or Owner Photo			✓	✓
Business Name/Logo on Event Backdrop Banner (Step & Repeat)			✓	✓
Preferred Vending Table Space			✓	✓
Business Name/Logo on VenDivA Swag Bag				✓
Business Name/Logo Highlighted on Projector Slideshow Playing Throughout Event				✓
Business Name/Logo Highlighted on All Press & Event Marketing (See Press & Event Marketing details on page 2)				✓
DJ & Host Shout Outs Throughout Event	Beginning & End of Event	Beginning & End of Event	5x	Hourly (Approx. 7x)
COST FOR ADDITIONAL TABLES (per table)	N/A	\$30	\$20	FREE
COST FOR BOOTH W/ OUTLET ACCESS	N/A	\$40	\$30	FREE
COST FOR CORNER BOOTH (INDOORS)	N/A	\$50	\$40	FREE
COST FOR CORNER BOOTH (OUTDOORS)	N/A	\$75	\$65	FREE

HERE'S A SNEAK PEEK OUR VenDivA Expo VENUE, THE BORDONE LIC

