



Seasons Events

The Next Generation Of Quality
Arts & Crafts Shows



Look what's coming up:

Heart Of Texas Holiday
Arts & Crafts Show
October 8 & 9, 2005
Frisco Conference Center
Frisco, TX



Heart Of Texas-Richardson 2006

- March 25 & 26
- July 29 & 30
- November 4 & 5

Richardson Civic Center
Richardson, TX



*Complete 2006 Schedule available soon.
Check our website for updates!*

Volume 1, Issue 4
H.O.T. Special Edition

Contact Us!!

Seasons Events
4251 FM 2181
Ste 230-304
Corinth, TX 76210

www.heartoftexasshow.com
www.shoppingseasons.com

Vendor info:

972-965-4749
vendorinfo@shoppingseasons.com

Visitor info:

972-965-6699
visitorinfo@shoppingseasons.com

Vendor Referral Bonus-Bonus!!

Have you applied for the Heart Of Texas Holiday Show in Frisco yet? Do you know a great vendor with quality products that you would like to have at that show too? How would you like to have 10% of your booth fee returned to your wallet? Well, here's your chance! **Seasons Events is offering 10% back** for each vendor referral to the Heart Of Texas Holiday Show on October 8 & 9. This one-time-only special is offered to our Preferred Vendors as a way to say thank you for helping us achieve the quality of show that you want to participate in!! For more details on our Vendor Referral program, see the back side of this newsletter.

Early Booking Bonus-This Weekend Only!!

Thinking of your 2006 show schedule yet? Apply for any 2006 Seasons Events show by the end of this weekend and **receive a 5% discount** on your booth fee! This offer expires on Monday, July 25, 2005 so don't delay; turn in your applications today!

Seasons Events

Preferred Vendor Program

The most important aspect of our shows is our vendors! We like to reward our vendors with our Preferred Vendor Program. It is easy to become a part of this group. After you have attended your first show with us, we review our experience with you. We look at several key elements including on-time setup, product display, backdrop, overall booth presentation, and on-time (not early) breakdown. Being a Preferred Vendor has its benefits!

BOOTH FEE DISCOUNTS:

Preferred Vendors are entitled to a 5% discount on the booth fee at all Seasons Events Shows. The discount must be requested on each application and does not include extra show expenses such as electricity, meals, table rentals, etc.

BOOTH LOCATION PRIORITY:

Preferred Vendors will receive the highest traffic locations possible at each show. In the case of more than one Preferred Vendor, priority is given in the order the completed applications and contracts are received.

REFERRAL BONUS:

Get a refund on the day of the show! Preferred Vendors are able to reduce their show expenses by submitting referrals to Seasons Events. To be eligible, both companies must be present at the show. The referred vendor must include the referring company name on the show application form. The referred company must be accepted by Seasons Events and all payments by both companies paid in full. The Preferred Vendor will receive a 5% discount off of booth fees only, per company referred. A Preferred Vendor may submit up to 20 companies (100% of booth fee) per show. **Note:** Seasons Events will refund the Preferred Vendor by check on the day of the show.

FREE GIFTS!

Preferred Vendors will receive a free gift at each show attended. This is just one more way for Seasons Events to say Thank You!

www.shoppingseasons.com

Or call for info:

972-965-4749

972-965-6699



*New Website
Link Feature!!!*

Swap links with Seasons Events!!

Add your link to our website for free!! For each Seasons Events show, we will publish a list of the participating vendors on our website.

To have your website link added to your company name, simply follow the directions for a link swap found at the bottom of the vendor list page.

The Seasons Events website is published in all display ads, press releases, show posters, and more before each show. More hits to your website means more sales for you!!

SPOTLIGHT VENDOR

At each show, Seasons Events highlights one company as our Spotlight Vendor. This title gives a select company top billing on all print advertising. From flyers to major newspaper ads to press releases, our spotlight vendor is listed and described along with all the show details. Each spotlight vendor supplies us with a fantastic give-away that anyone would love to win. The entry ticket that the customers complete has an option to be added to that company's mailing list. Then, all requests are given to that company for future contacts. Plus, Seasons Events works with each spotlight vendor by reducing or waiving booth fees, electricity, table rentals, meals, or backdrops.

With this arrangement, everyone wins!

Why be a Spotlight Vendor?

- Top Line Advertising
- A Customer Database
- Reduced or Free Show Expenses