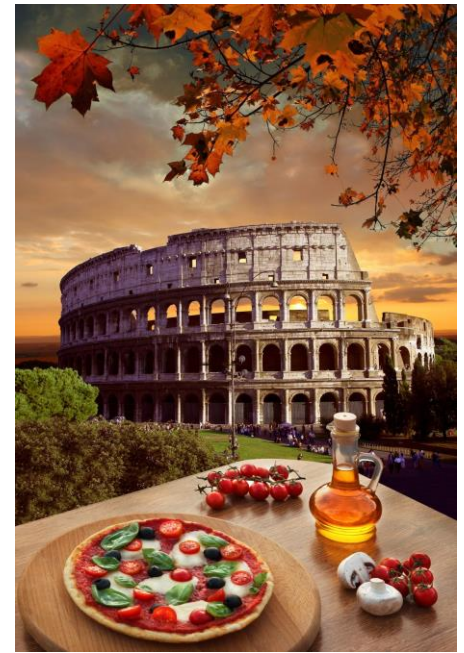


Western Pennsylvania  
**ITALIAN**



**THE LARGEST INDOOR  
 ITALIAN FESTIVAL IN PENNSYLVANIA**



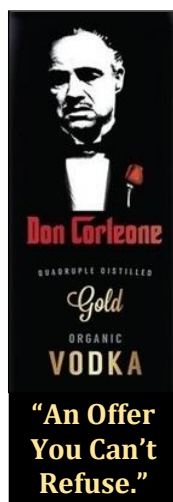
**FRIDAY, SATURDAY & SUNDAY**  
**May 29 – 31, 2020**



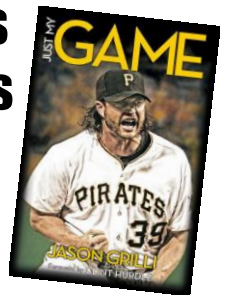
**Monroeville, PA**



**PLATINUM SPONSORS**



- Italian Food & Desserts
- Wine – Beer – Cocktails
- Local & National Bands
- Celebrity Appearances  
 Including Jason Grilli
- Marketplace Vendors
- Indoor Bocce Court
- Cooking Demonstrations



**50,000 SQUARE FEET OF FUN!**

**2020 EXHIBIT & SPONSORSHIP OPPORTUNITIES**

Western Pennsylvania

# ITALIAN

# Festival

## EXHIBIT SPACE

	RETAIL	FOOD	WINERY*
10 x 10	\$ 500	\$ 700	\$200
10 x 20	\$ 900	\$1,260	\$360
10 x 30	\$1,280	\$1,780	
10 x 40	\$1,600	\$2,240	
20 x 20	\$1,600		
20 x 30	\$2,300		

\*Complimentary sampling provided, sales by the glass or bottle with PLCB permit

## BOCCE COURT \$800

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the Bocce signs at the game area

You will also receive the following benefits:

- A full color, eighth page ad in the attendee direct mail brochure
- A full color, eighth page ad in the Show Program & Buyers Guide
- 20 Festival tickets for your customers

## CULINARY STAGE \$1,000

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the sign at the Culinary Stage

You will also receive the following benefits:

- A full color, 1/8 page ad in the attendee direct mail brochure
- A full color, 1/8 page ad in the Show Program & Buyers Guide
- 30 Festival tickets for your customers

## ENTERTAINMENT STAGE \$1,500

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the sign at the Entertainment Stage

You will also receive the following benefits:

- A full color, 1/8 page ad in the attendee direct mail brochure
- A full color, 1/8 page ad in the Show Program & Buyers Guide
- 40 Festival tickets for your customers

## SILVER SPONSORSHIP \$2,500

### Includes A 10 x 20 Booth Space

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the welcome signs at the entrance
- On the Festival tote bag that is distributed to attendees

You will also receive the following benefits:

- Continuous promotional announcements from the stage
- The opportunity to provide two banners for display at the entrance
- A full color, 1/4 page ad in the attendee direct mail brochure
- A 1/4 page ad in the Show Program & Buyers Guide
- 50 Festival tickets for your customers

## GOLD SPONSORSHIP \$4,500

### Includes A 20 x 20 Booth Space

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the welcome signs at the entrance
- On the Festival tote bag that is distributed to attendees

You will also receive the following benefits:

- Continuous promotional announcements from the stage
- The opportunity to provide two banners for display at the entrance
- A full color, 1/2 page ad in the attendee direct mail brochure
- A 1/2 page ad in the Show Program & Buyers Guide
- 100 Festival tickets for your customers

## PLATINUM SPONSORSHIP \$7,000

### Includes A 20 x 30 Booth Space

Your logo and sponsorship credit will appear:

- In all of the print advertising
- In multiple email blasts to a targeted group of attendees
- On the cover of the full color attendee direct mail brochure
- On the website with a link to your homepage
- On the cover of the Show Program & Buyers Guide
- On the welcome signs at the entrance
- On the Festival tote bag that is distributed to attendees

You will also receive the following benefits:

- Continuous promotional announcements from the stage
- The opportunity to provide one handout item to be distributed to all attendees in the Festival tote bag
- The opportunity to provide two banners for display at the entrance
- A full color, full page ad in the attendee direct mail brochure
- A full page ad in the Show Program & Buyers Guide
- 200 Festival tickets for your customers

**Community-Based Sponsorship Opportunities  
For Your Company!**



**APPLICATION  
& CONTRACT**

**1** DATE \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

**2** COMPANY DESCRIPTION (for YOUR FREE LISTING in Show Program & Buyers Guide)

\_\_\_\_\_

\_\_\_\_\_

**3** **EXHIBIT SPACE**

	RETAIL	FOOD	WINERY
10 x 10	___ \$ 500	___ \$ 700	___ \$200
10 x 20	___ \$ 900	___ \$1,260	___ \$360
10 x 30	___ \$1,280	___ \$1,780	
10 x 40	___ \$1,600	___ \$2,240	
20 x 20	___ \$1,600		
20 x 30	___ \$2,300		

**BOOTH PRICES INCLUDE:**  
8' High Backdrop, 3' High Side Drape,  
Tables / Covered & Skirted, Chairs,  
Exhibitor ID Sign, Staff ID Badges,  
Listing in the Show Program,  
Listing On Website And Link To Your Site,  
Free Parking  
*Electric Is Available Through The Convention Center*

**4** **PREMIUM LEVEL SPONSORSHIPS**

Select Your Sponsorship:

Bocce Court	___ \$ 800
Culinary Stage	___ \$1,000
Entertainment Stage	___ \$1,500
Silver Sponsor	___ \$2,500
Gold Sponsor	___ \$4,500
Platinum Sponsor	___ \$7,000

**5** **TOTALS**

Exhibit Space \$ \_\_\_\_\_

Sponsorship \$ \_\_\_\_\_

**TOTAL** \_\_\_\_\_

----- FOR OFFICE USE ONLY -----

Date Received \_\_\_\_\_

Amount Received \_\_\_\_\_

\_\_\_ Credit Card \_\_\_ Check # \_\_\_\_\_

Balance Due \_\_\_\_\_

Date Received \_\_\_\_\_

Amount Received \_\_\_\_\_

\_\_\_ Credit Card \_\_\_ Check # \_\_\_\_\_

**6** **PAYMENT METHOD:** \_\_\_ Credit Card  
\_\_\_ Check (Fax or scan and email with Application - checks are processed electronically)  
**MAKE CHECKS PAYABLE TO: SIMON EVENT MANAGEMENT**

I agree to have Simon Event Management charge me by: \_\_\_ MasterCard \_\_\_ VISA \_\_\_ Discover \_\_\_ AMEX

Amount of charge \$ \_\_\_\_\_ Account # \_\_\_\_\_

Expiration date \_\_\_\_\_ 3-digit code \_\_\_\_\_ Billing address zip code \_\_\_\_\_

Billing address \_\_\_ Same as above \_\_\_ Other \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**7** I understand that I have contracted for exhibit space by signing this contract. I understand that the final booth location will be determined by show management upon receipt of payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations of this contract.

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_ Kelly Simon / Doug Mariani Initials \_\_\_\_\_

**PAGE 2: 2020 SIMON EVENT MANAGEMENT RULES AND REGULATIONS • Please Read and Sign Page 1**

1. **SET-UP AND TEAR DOWN:** Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the day prior, or the morning of the opening of the show, as provided by Simon Event Management. Final preparation must be completed by the starting time on the opening day of the show. A \$250 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. **LOCATION / DATES:** Simon Event Management reserves the right to determine an exhibitor's final location, the location of the Show and the dates of a show. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the show.
3. **SUBLETTING:** An exhibitor may not share or sublet any portion of their booth space with another company.
4. **FIRE HAZARD:** All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to the use of materials which would pass a fire inspection.
5. **HEIGHT RESTRICTIONS:** Exhibits, back walls and decorations shall not exceed 15 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.
6. **LOUD SPEAKERS AND SOUND DISPLAYS:** Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. **NON-CONFORMING EXHIBITS:** Simon Event Management reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the show.
8. **SOLICITATION:** Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
9. **MISCELLANEOUS:**
  - (a) Serving alcoholic beverages by exhibitors in any part of the show premises is prohibited.
  - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
  - (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline.
  - (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
  - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
  - (g) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the show is prohibited.
10. **SIGNS AND NOTICES:** All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. **HANDWRITTEN SIGNS ARE PROHIBITED.**
11. **SECURITY AND LIMITATIONS OF LIABILITY:** Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Simon Event Management solely as a courtesy. Exhibitor further agrees that Simon Event Management shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Simon Event Management shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Simon Event Management shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor's responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.
12. **BREACH OF CONTRACT:** If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. **NO REFUNDS WILL BE ISSUED.** Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.
13. **CANCELLATION:** In the event that a show is not held for any reason and rescheduled, Simon Event Management will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, Simon Event Management will issue a credit for all monies paid for exhibit space rental to be applied to another trade show. The credit amount does not have an expiration date and may be used at any time. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation of refund of money paid to Simon Event Management except to the extent agreed to above.
14. **UNETHICAL CONDUCT:** Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Simon Event Management shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
15. **DISPUTE RESOLUTION:** Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
16. **AGREEMENT TO TERMS:** By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.