

THE "RED HOT EVENT FOR WOMEN" OVERVIEW:

This is an event primarily for women. The vendors chosen to participate offer services and goods for women which attendees can purchase for themselves or as Christmas/holiday gifts. The attendees will receive various gifts, coupons, etc. while at the event. Food and beverages will be available as well.

THE "RED HOT EVENT FOR WOMEN" DETAILS:

1. **Date and hours:** Because we realize some of you have Saturday business hours, there are two choices of dates and times noted on the attached registration form. The final date and time for the event will be finalized by July 7, 2010 and selected vendors notified by July 10, 2010. The date/time selection will be based on the majority of vendors invited who can participate, but may result in us holding both a week night and weekend events.
2. **Vendors:** Nearly forty vendors have been asked to participate. They fall into one or more of the following categories: Health (Massage, chiropractic, nutrition, health-foods and supplements, health clubs); Beauty (Beauticians, estheticians, nails, permanent cosmetics); Food (caterers, bakers, convenience) and Clothing & Accessories (clothes, shoes, purses, jewelry, etc.) Of the vendors invited, we will select app. 15-20 to participate in this event with the intention of helping them to promote their business and local shopping during the holidays.
3. **Location:** The event will be held at the Red Cross Chapter at 301 2nd Street South in Marshall, MN and on both floors.
4. **Vendor Fee:** There is no registration or participation fee. However, we ask each vendor who participates to sell a minimum of ten (10) tickets to potential attendees through their businesses in order to participate. Vendors can also opt to purchase said tickets for a total of \$100.00 in lieu of selling same.
5. **Admission:** Pre-sold tickets available from the Chapter directly or from participating vendors. No tickets sold the day of the event.
6. **Sales and solicitations:** Vendors can solicit business in a number of different ways. **At the event:** We encourage you to give out coupons, sell products, demonstrate and talk about your products/services. **For the event:** We encourage vendors to provide product samples which will be included in the gift bags given to each attendee and/or contribute a major raffle prize (value of \$25.00 or more - product or service-related) to be given away during random drawings throughout the event.
7. **Ticket price:** We will provide pre-numbered tickets for each vendor to sell for \$10.00/each. (All proceeds will go to the local American Red Cross Disaster Relief Fund and help families displaced by home fires or other disasters during the winter season.)
8. **Attendees:** Every person who purchases a ticket will receive the following on the day of the event: A gift bag containing vendor coupons, vendor giveaways and a small gift for attending and supporting our cause. This bag will be large enough to add vendor info and other small items the attendee may collect during the show. In addition, we will be offering free food and beverages (of some sort - to be determined) for all vendors and attendees.
9. **Raffle drawings:** One ticket per attendee to be done hourly. Raffle items will be provided by the vendors.
10. **Additional items and information:** This event is in the planning stage. Additional items to benefit attendees will be developed during the next several months and finalized prior to ticket sales being implemented.
11. **Future events:** This first event will lay the ground work for a similar event in the Spring and Fall of 2011.