

OakWood Mall

PRIME RETAIL, UNLIMITED POTENTIAL

2012 SHOWS AND EXPOS AT OAKWOOD MALL



- Oakwood Mall is Western Wisconsin's Premier Shopping Destination with over 100 Retailers and nearly 10 Million Visitors per Year.
- Many Promotional Elements for each Event are Planned such as: In-mall Collateral, Oakwood Mall Website, The CLUB, Facebook Posts and Shopper's Line.
- Build Sales, Increase Market Share and Elevate your Brand Recognition.
- You will be in Front of a Captive, Accessible and often Impulsive Customer, all with Buying in Mind.
- A Variety of Dates Available to Suit your Needs. Sign up Early, as you not only Reserve your Space but you will Receive an Additional Discount.

What
brings
you
today?



www.OakwoodMall.com



Located at US Hwy. 53 at Golf Rd. Eau Claire, WI 54701 • 715-836-0101 • www.OakwoodMall.com

OakWood Mall

What brings you today?

February 11-12, 2012 Women's Weekend Out

Women can always shop 'til they drop at Oakwood Mall, but for this weekend, we want to help all the ladies find you. Does your business pamper women such as a spa or retreat? Do you offer a special hobby or group that women would find interesting to participate in? Do you sell products that no women should be without? Are you a home party planner professional? If so, this weekend needs you as a participant. Sign up quickly as space is limited.

(Special two day show rate is: \$200.00)



August 18-19, 2012 Back to School Blast Business Expo

It is that busy time of year again when kids are gearing up to go back to school and we would like to give you an opportunity to capitalize on all that back-to-school shopping traffic. The back-to-school season is one of the largest sales season, second only to the Christmas. So if you're looking for a way to market your business join the Back To School Blast Business Expo where you can generate leads, conduct sales or build your brand awareness. Direct sales, home based businesses and creators of homemade goods are welcome to participate.

(Special two day show rate is: \$200.00)



2012 Oakwood Mall Shows & Expos

Included in each show:

- 8' x 10' space in mall common area
- (2) 8ft maroon skirted tables with 2 chairs
- Facebook posts, website and mall advertising
- Need a larger space? Rent (2) spots and receive \$50 off second spot

Display Requirements

- No handwritten signage or banners
- No set up and take down during mall hours
- Retail displays must be staffed all mall hours
- Static displays are welcome if you are unable to staff
- Displays must be presentable on all sides—no backdrops
- 6ft height limit on all displays (unless pre-approved by mall management)
- We will be allowing only one participant per business (i.e., only one Mische or Avon per show)

Payment

- Payment will be required 1 week before show date.
- We accept MasterCard, Visa, money order or cashier check for payment.



Participation Form

2012 Oakwood Shows & Expos

The fee includes 8' x 10' space in the mall's common area, garbage, in-mall advertising, local advertising, table setup and tear-down. Only one business is permitted per space. Event runs during mall hours which are Saturday 10am to 9pm and Sunday 11am to 6pm. Oakwood Mall will create a License Agreement which will be sent to you for your signature via email 2 weeks prior to show. **Please send no money with the return of this form.**

Early Bird Discount - Get \$25 OFF
each show when you sign up for before December 31, 2011

	<u>Cost</u>	<u>Disc.</u>	<u>Total</u>
Women's Weekend Out — Feb. 11-12, 2012	\$200.00	- _____	\$ _____
Back to School Blast — August 18-19, 2012	\$200.00	- _____	\$ _____

Legal Name of Business: _____

Federal Tax I.D. _____ - _____ Wisconsin Sales Tax Number: _____

If you do not have a Federal Tax I.D. number please include your SSN: _____ - _____ - _____

Products to be Advertised or Sold: _____

Doing Business As: _____ Email Address: _____

Contact: _____ Phone Number: _____

Cell phone: _____ Website: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Electricity is available for a fee of \$10.00. Is electric required? YES or NO

Do you required two spaces per show? YES or NO Additional Cost:\$_____

Will you be able to supply commercial general liability insurance? YES or NO

Vendors with insurance will need to list Oakwood Mall as an additional insured. Exact language & requirements will be provided by Oakwood Mall. Vendors without insurance will need to sign a release of liability waiver provided by Oakwood Mall.

Will you be able to supply proof of Wisconsin Worker's Compensation Insurance? YES or NO

Vendors that are sole proprietors, partners or LLC members with no employees, unpaid volunteers or direct family are not required to carry worker's compensation insurance but must have a waiver and release of liability form signed by each person on premises. Form provided by Oakwood Mall.

Will you be staffing all mall hours? YES or NO

All vendors selling products on site must staff the table/tables all mall hours which are Saturday 10am to 9pm and Sunday 11am to 6pm. Staffing is not required if you cannot sell due to your company's restrictions or plan to have a static display to advertise your services or products. Occasional staffing will not be permitted so you will need to decide if you will staff all mall hours or will not staff all mall hours.

We can supply up to (2) 8ft maroon skirted tables at no additional cost. Would you like? One or Two

Vendors that are not staffing and require (1) table may be put back to back with another vendor.

**Completed forms can be faxed to (715) 839-8314, emailed to joy.brantner@ggp.com or mailed to:
 Oakwood Mall Management Office, Attn: Joy Brantner,
 4800 Golf Road, Eau Claire, WI 54701**