

These are just SOME of the Daffodil Festival Weekend Highlights:

- ⊗ 2 hour parade on Saturday morning
- ⊗ Huge variety of food vendors
- ⊗ Over 30 continuous musical performances at 3 separate stages
- ⊗ Arts & Crafts Section and Carnival Amusements
- ⊗ Special Activities & Programs for Children
- ⊗ FREE ADMISSION to festival AND expo tent

Our 2 Day exhibitors take advantage of a leisurely Friday afternoon setup from 2:30 p.m. to 6:30 p.m. *at no additional charge*. Set up early, go home and rest and come back on Saturday morning refreshed and ready to connect with the crowds!

REMEMBER, Midstate Chamber is also YOUR CONNECTION to:

- ⊗ TIPS on HOW TO set up your BOOTH
- ⊗ SIGNAGE / BANNERS for your exhibit
- ⊗ PROMOTIONAL PRODUCTS & Giveaways

...We have Members that can help you with this & more!

We are pleased to accommodate special displays such as vehicles, tractors, hot tubs, motorcycles, and more **INSIDE** the tent! Call us to learn more.

2018 EXPO Hours of Operation

- Setup on Friday – 2:30 p.m. to 6:30 p.m.
- Exhibit Saturday - 10 a.m. to 6 p.m.
Festival activities continue until 9:30 p.m.
- Exhibit Sunday - 10 a.m. to 5 p.m.

This Expo is produced by: The Midstate Chamber of Commerce, Inc.
546 So. Broad St., Unit 2C, Meriden, CT 06450
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and

The Meriden Daffodil Committee dba Festivals in Meriden, Inc.
producers of the 40th Annual Daffodil Festival!
www.daffodilfest.com



Featuring Title Sponsor:



April 28th & 29th

***This is THE VENUE to
PROMOTE your Business:
THE LARGEST SPRING
SHOWCASE
of Area Businesses in Central CT!***



**Hubbard Park
West Main Street, Meriden, CT**

*In partnership with the
40th Annual
Daffodil Festival*



Sponsorship & Vendor Info

**Why our Members exhibit and ...
keep coming back each year!**

**Sell Products & Services | To Make Valuable Connections
Gain Maximum Exposure | Increase Market Share and Visibility
To HAVE SOME FUN!!!**

Our First Title Sponsor is

**Expo Title Sponsorships
\$2,975 Early Bird Rate**



Includes COMPANY NAME on Expo Tent!

- ⊗ Promotion **STARTS NOW** – press release with “Naming of 2018 expo tent”
- ⊗ Banner at Entrance of EXPO tent & Logo on Continuous Slideshow at Chamber Booth
- ⊗ *Double Prime* Exhibitor Booth for 2 days – Electricity included!
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page (40,000 unique visits to the website on average/month), & vendor maps at event
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ One Year Premier Web Ad (chamber home page or internal pages)

Presenting Sponsorships - \$1,975 Early Bird Rate

- ⊗ *Double Prime* Location Exhibitor Booth with or without electricity for 2 days
- ⊗ Name Inclusion on promotional materials
- ⊗ Company Name/Logo on all materials such as press releases, e-minders, Expo newsletter flyers, and Chamber website special event page
- ⊗ Company banner displayed inside the tent in a key location
- ⊗ Prime Sponsor Signage (18x24)
- ⊗ One Year Top Banner Ad on chamber website (\$550 value)

Prime Location Sponsors From \$895 Early Bird Rate

Prime Location Exhibitor Booths are located near the entrances and at the ends of aisles for 2 days. Prime Location Sponsors also receive a single prime space, Prime Sponsor 18 x 24 signage, and recognition on the Chamber's website.

All Other Vendors – 1 or 2 Days From \$495 Early Bird Rate

Lots of exposure *inside a climate controlled tent!* Perimeter locations have access to electricity. All locations provide our vendors with excellent visibility and traffic.



The Midstate Chamber of Commerce, Inc. invites your business to take advantage of the **2018 Business Expo** *under the big tent* to promote your business, organization or products! The Expo, at the regional **Daffodil Festival**, features displays from a variety of companies and organizations who want to connect with a huge and diverse audience of **over 50,000** people over two days.

Whether you are a *new business, a seasoned company, a general contractor, financial institution, non-profit, technology company, insurance company, car dealer, etc.*, this two-day event is the **PERFECT** venue to advertise to a wide audience and the exposure connects you with a large population from all over New England.

Look at what our past and returning exhibitors have said:

“A valuable opportunity to reach new customers”

“You can't afford NOT to be there”

“I received so many leads for my business...”

“Very organized – ALL businesses should exhibit”

“The BEST venue in central CT...very generous space!”

“The Return on Investment is incredible”

“Can't wait until next year”



DON'T MISS THIS VALUABLE OPPORTUNITY

- This event is held in conjunction with the 40th Annual Meriden Daffodil Festival drawing attendees from all over New England.
- The exhibit tent is secured by Security Guards and assisted by Mule Security Systems during the off hours of Friday and Saturday nights so displays are protected and items do not have to be brought back and forth daily.
- Easy on and off the highway with many area hotels available.
- All Expo Exhibits are in a 100' x 120' enclosed tent on the tennis courts. All exhibits are out of the elements and off the dirt ground.
- All exhibits requiring electricity are on the perimeter of the tent.
- The Festival Food tent is across from the EXPO tent.
- Restrooms are available for exhibitors just steps away from the EXPO tent.