

Dear Valued Vendor,

We're excited to introduce our Inner Circle, a select group of vendors committed to working together to create incredible shows. Early access to booth spaces and streamlined approvals can distinguish between a good and outstanding show. This plus other perks. Please do not share; this is by invitation, or they must request this privilege. As part of the Inner Circle, you'll enjoy:

- ✔ **Priority Booth Selection & Approvals** – We've added a special tab on our website that allows selected vendors to bypass the approval process, ensuring you secure prime spots as soon as a floor plan opens.
- ✔ **Dedicated Promotion**—We will create at least one dedicated post featuring your business, including photos and details, to help boost visibility before the show. Depending on the number of vendors participating, we'll do even more.
- ✔ **Advertising Support** – If you run a paid ad announcing your participation in a show, we'll help cover the cost! Show us your ad and receipt at the show, and we'll reimburse 50% of your ad spend (up to \$100 annually). We'll cover up to \$200 annually if you participate in more than five shows. For major advertisers, reach out to discuss additional support. To keep it simple, we'll apply credits directly to your account.
- ✔ **Inclusion in Our Magazine**—We are launching a vendor magazine, and Inner Circle members will be featured if they actively help promote and enhance our shows.

If you are joining us, start working on your article to get to us. Our people will edit the article. We need information like how long you have been in business, why you started, what sets you apart, and if there is something special you want to share. We will need your website and social media information and the personal contact information you want in the article. If you do not wish to share your phone number or email, don't put it in the information you send us by email.
- ✔ **Boosted Social Media Exposure**—When we feature you on Facebook, we will invest at least \$100 in boosting your post to ensure maximum visibility. Additionally, engaging with our posts by liking and commenting will help increase reach for everyone!

In return, we ask our Inner Circle members to:

- ◆ Engage with Us Online – Please keep an eye on our Facebook page and interact with our posts to help boost visibility for everyone. Like, comment, and share. While we appreciate it when vendors click on boosted ads, direct engagement on our feed keeps us from paying for your clicks and helps manage our advertising costs for customer reach.

- ◆ Enhance Your Profile & Booth Presentation – Your vendor portal should have high-quality photos—this is what customers see when they click on the event map. If you're unsure about your images, let us know! Additionally, we encourage you to put effort into your booth setup to create a visually appealing shopping experience.

- ◆ Pay booth fees on time. We spend a tremendous amount of time calling and texting. We know vendors may need extensions, especially with a lot of shows, but please reach out to us if you need time. Follow rules like parking. If you don't know where the vendor parking is, ask us. Parking in customer spaces will result in one warning and removal from the inner circle.

- ◆ Commit to Your Booth Space—If you take advantage of priority renewal, please only book spots you intend to keep. If cancellations become an issue, we may remove priority access privileges. We know there are times you need to cancel. Please reach out and cancel the booth opening online so other vendors can book your spot. When we are busy at shows, utilizing the button we created to cancel your booth is helpful. We can get with you later for credits to another show if we fill your booth and you cancel on time.

- ◆ Leave a Review—A Google and Facebook review (or even having a friend or spouse leave one) greatly helps our overall reputation and visibility. If you can't do both, ask others, even customers at the show. What helps the show helps you.

If you'd like to join the Inner Circle, please sign the form below to confirm your understanding and commitment and email it or bring it to the show. We're excited to grow together and create amazing shows with a strong team of dedicated vendors!

If you have questions, feel free to reach out. Stacie, Katelyn, Tammy, Rob, Noah & Kaden

Show phone: Text is best; if you need a call, please text us to call. 281-788-4297

Best Regards,

[Your Name]

[Your Contact Information]

[Your Business Name]

*Please include the information you want in a vendor preview and in the magazine article.