

HOLLISTER & SAN BENITO COUNTY

**BUILDING BUSINESS  
AGAIN IN 2010**

**EXPO & JOB FAIR**

**Thursday, May 13th**

**2:00 - 7:00 pm**

**FREE ADMISSION**

Veterans' Memorial Building, 7th & San Benito St.

**LOCAL COMPANIES & SERVICES**

A large crowd of silhouettes with their arms raised in the air, set against a dark background. The silhouettes are in various shades of brown and black, creating a sense of a large, energetic gathering.

**networking  
is good business**

**Sponsors names go here!**



Spotlight on Hollister & San Benito County

# EXPO & JOB FAIR

February 2010

## *The Business Expo and Job Fair is Coming!*

The New Year has brought with it many new challenges for San Benito businesses. While we don't claim to have all the answers, we do have a great networking and promotion opportunity that may provide some solutions.

We invite you to participate in "BUILDING BUSINESS AGAIN IN 2010"  
15th Annual Spotlight Business Trade Show & Job Expo  
Thursday, May 13, 2010  
Veterans' Memorial Building in downtown Hollister

This event is brought to you by a unique partnership of business organizations: Economic Development Corporation of San Benito County, City of Hollister, County of San Benito, Hollister Downtown Association, and San Juan Bautista Chamber of Commerce, San Benito Chamber of Commerce Green Business Committee as well as the San Benito County Water Resources Board.

Last year more than 2,000 people came to learn what our business community has to offer as well as hear how to save money and the environment by going "green". This year we will *highlight* companies that have served the San Benito area for 100 years as well as those companies whose products and services provide strong stewardship of the environment. We will be adding speakers and demonstrations to further encourage public attendance.

We have also teamed up with San Benito County Workforce Development to bring new information and job resources for our citizens. If you have opportunities for job applicants, their staff can assist you by receiving applications so that your booth personnel aren't diverted from promoting your company during the event.

Now is the time to secure your spot for participation with either a booth and/or sponsorship to ensure maximum exposure in our newspaper, TV, radio and flyer advertising campaign. Please review the attached information and reserve your space today! If you have questions, please call Bonnie Flores-Voropaeff at (831) 637-3347. We look forward to working with you to build awareness of your business.

Thank you and see you there!

Nancy A. Martin  
Building Business 2010 Chair



Spotlight on Hollister & San Benito County

# EXPO & JOB FAIR

## SPONSOR BENEFITS

**(FOR MAXIMUM MARKETING EXPOSURE - RESERVE EARLY VIA FORM, PHONE, OR FAX)**

**1. COMMUNITY LEADER:**  
(\$1,200)

- Name / Logo printed on event promotions including TV, Radio, Newspapers, Magazine, Posters and Inserts
- Receive FREE Half-Page Ad in show program (ad art supplied by sponsor)
- 250 word sponsor supplied description about your business or service for program
- Inside Booth: 8' x 7'6" with FREE 3 amps of electricity (when requested on form)
- Free insertion of your sponsor supplied flyer into attendee packets (approx. 1000)
- Community Leader badges for those staffing your booth

**2. MAJOR SPONSOR:**  
(\$600)

- Name / Logo printed on event promotions including Newspapers, Magazine, and Posters
- Receive FREE Quarter-Page Ad in show program (ad art supplied by sponsor)
- 150 word sponsor supplied description about your business or service for program
- Inside Booth: 8' x 7'6" with FREE 3 amps of electricity (when requested above)
- Free insertion of your sponsor supplied flyer into attendee packets (approx. 1000)
- Major Sponsor badges for those staffing your booth

**3. EVENT SPONSOR:**  
(\$300)

- Name / Logo printed on event promotions including, Newspapers, and Posters
- You will receive FREE Business Card Ad in show program (ad art supplied by sponsor)
- 100 word sponsor supplied description about your business or service for program
- Inside Booth: 8' x 7'6" with FREE 3 amps of electricity (when requested above)

## PARTICIPANTS / VENDOR BOOTHS OR TABLES

**(Space is on a first received, paid, then assigned basis, tables are limited)**

- 40 word participant supplied description about your business or service in program
- INSIDE BOOTH: 8' x 7'6" with skirted table, 2 chairs, booth sign and drapery
- TABLE SPACE, LIMITED: 5' skirted table, 2 chairs, sign
- OUTSIDE : Approx. 10' x 10' free standing booth with skirted table, 2 chairs, & sign

**For ADS or additional information contact:**

Bonnie Flores-Voropaeff, DL&G Printing  
bonnie@dlgprinting.com or 831 637-3347  
*Supplied ads should be sent in pdf format.*

**EVENT: THURSDAY - MAY 13, 2010**



Spotlight on Hollister & San Benito County

# EXPO & JOB FAIR

Presented by:  
The City of Hollister  
Economic Development Corporation  
San Benito Co. Chamber of Commerce  
San Juan Bautista  
Chamber of Commerce  
Hollister Downtown Association

**MAIL TO:**  
SPOTLIGHT - City of Hollister  
Attn: Geri Johnson  
375 5th Street, Hollister, CA 95023  
Info: Bonnie Flores-Voropaeff  
(831) 637-3347 637-6332 FAX

## RESERVATION FORM - PLEASE PRINT

**SPONSOR RATES *\*\* (SEE BENEFITS BELOW)***

1. COMMUNITY LEADER .....\$1,200

2. MAJOR SPONSOR .....\$600

3. EVENT SPONSOR .....\$300

4. ELECTRICITY (UP TO THREE AMPS) ..... FREE

5. ADDITIONAL ELECTRICITY .....CHECK IF NEEDED

TOTAL # \_\_\_\_\_ AMPS (\$30 PER ADD'L 3 AMPS)

TOTAL ENCLOSED \$ \_\_\_\_\_

MAKE CHECK PAYABLE TO: EDC / SPOTLIGHT

**PARTICIPANT RATES *\* (SEE BENEFITS BELOW)***

1. 8'x7'6" BOOTH (INSIDE) .....\$170

2. 10'x10' (OUTSIDE TENT, STAND ALONE) .....\$275

3. TABLE SPACE (LIMITED) .....\$100

4. TABLE SPACE (LIMITED, NON PROFIT) ..... \$75

5. ELECTRICITY (UP TO THREE AMPS) ..... \$30

TOTAL ENCLOSED \$ \_\_\_\_\_

MAKE CHECK PAYABLE TO: EDC / SPOTLIGHT

P  
A  
R  
T  
A

COMPANY OR SERVICE NAME	CONTACT	PHONE ( )
ADDRESS	CITY	STATE ZIP
TYPE OF BUSINESS / SERVICE OR ORGANIZATION (DESCRIBE)		EMAIL

Complete Part A now, & mail with check. Fax program & sign info: Part B & C before April 3rd.

### GENERAL INFORMATION SPONSOR AND PARTICIPANTS / VENDORS:

You can expect a cloth covered 5 foot table and 2 chairs. Signage identifying your company name will be provided if paperwork requests and information is received on time. **Complete Part B & C of the application.**

**NETWORKING IS A VERY IMPORTANT PART OF THIS SHOW.** You must be ready by noon on Thursday. We will have water, pizza, and salad available for you and your staff. Our intent is to give you some nourishment while you spend time visiting with the other booths/ tables and learn about what they do or how you can benefit each other. This will last until 2 pm, when we open to the public. We are open to the public 2 pm to 7 pm. Food vendors will provide samples from 5:30 to 6:30 approximately.

**BOOTH INFORMATION:** Each inside booth is 8' x 7'6" .Vendors must provide their own display and must conform to the assigned space. If you need power, complete the information above. Power cords will not be supplied so please supply your own. Outside booths will be stand alones and you should prepare for weather hot, cold or rainy.

**DECORATIONS:** Term and Conditions: "Nothing may be affixed to the walls, windows, ceilings, furniture, fixtures or any other property unless approved prior to the function. The company or person in charge will pay costs of any damage done as a result of unauthorized decorations. The participant is responsible for the removal of all decorations. Watch for theme information.

**REGISTRATION:** Baked goods & Coffee will be available at 9 am at registration on Thursday. If you have not shown up by 11:30 a.m., you will be deemed a no-show, without refund, and the adjoining booths will absorb your space. All booths shall be completely set up and ready for business by 11:30 a.m. on Thursday.

**SET-UP:** Sponsors, Vendors/Participants can set-up 3 pm - 6 pm on Wednesday OR starting at 9 am on Thursday. Your space must be completely set up for business by 12 pm.

**TEAR DOWN:** All vendors agree to participate for the entire event and understand that tear down before 7 pm on Thursday is not allowed for any reason. At the conclusion of the Faire, all vendors are required to be completely torn down by 8 pm.

Date Received	Booth #	CHECK #	\$
_____	_____	_____	_____

