

**EAST CENTRAL HOME, BUSINESS & COMMUNITY EXPO •  
APRIL 13 & 14, 2012**

Attention Exhibitors:

The 2012 East Central Home, Business & Community Expo will be held on April 13th and 14th at the Mora Civic Center on the Mora Fairgrounds. In its 29th year, this home and leisure show is the largest in East Central Minnesota.

To reserve a booth in the show, mail the enclosed application form along with a \$100 deposit per booth. See the enclosed map with pricing details. **RESERVE YOUR SPACE EARLY AS BOOTHS WILL BE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS.**

For 2012, the show hours will be from Noon to 8 p.m. on Friday, April 13th, and from 9 a.m. to 4 p.m. on Saturday, April 14th. This year's theme will be "CARNIVAL!". We hope to see what this theme stirs up at the Mora Civic Center! Again, we will be looking for best booth designs again this year - with prizes of 2013 Expo booths at extremely discounted prices.

All exhibitors **must** be out of the Civic Center on the 14th after the show. **Exhibitors please keep your displays up until the show closes at 4:00pm.**

We will be serving popcorn and pop on Thursday, April 12th, in the chamber booth (center ice area) for your enjoyment while you are setting up your booth display. You will be able to set up at the Civic Center after 2:00pm on April 12th. **We ask that all large or complicated displays be set up on Thursday (as the big overhead doors will only be open on Thursday) unless other arrangements have been worked out with the chamber directly.**

The chamber will once again be offering prizes. We encourage you to conduct your own registration for drawings.

A informative special flyer advertising the show will be delivered to well over 20,000 homes in the East Central Minnesota area. Upon request we will send you a poster for display in your business. It will help advertise the event as well as let your customers know that you will be participating in the show. We encourage you to use your local media to further enhance customer awareness to check out your booth at the show.

Along with your application, please fill out and send the additional forms enclosed. One requires you to send us a copy of your **Certificate of Liability Insurance** naming the Mora Area Chamber of Commerce as an additional insured covering the dates of the Expo. If you have questions regarding this, please contact your insurance agent. Doing this should not cost you anything. We are also now requiring any food vendors to show proof of food licensure prior to acceptance into the event.

Enclosed are all the show details and registration information. Assure yourself of booth space by mailing in your application and deposit today!

If you have any questions, please call us at 320-679-5792 or at 1-800-291-5792.

Sincerely,  
Karen Amundson, Executive Director &  
The East Central Home, Business and  
Community Expo Committee

Mail to:  
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