

# The 29th SINGLES\* LIFESTYLE EXPY

## **South Florida**

**EXHIBITS, SEMINARS, SPEED DATING & DANCE** 

# At STAGE 305 at Magic City Casino

450 NW 37<sup>th</sup> Ave. Miami, FL 33125...(305) 649-3000 www.magiccitycasino.com **SUNDAY**, **AUGUST 10**, **2014 FROM 4 PM – 11 PM** 

#### DURING THE COURSE OF THIS EVENT YOU CAN:

SEE: Over 200 Exhibitors displaying products and services specifically

designed to enhance Single Living. 4-7 pm at the Trade Show

**ENJOY:** Speed Dating --your chance to meet lots of new singles while

experiencing this growing fun phenomenon!! 6-8 pm

**ATTEND:** Interesting, informative and entertaining seminars in a wide variety of

subjects from romance to finance or a combination of both!!! 5-8 pm

EXPERIENCE: South Florida's biggest and best Singles' Dance Party where you'll have a

chance to meet and mingle with hundreds of interesting, contemporary singles.

Exciting Music with live DJ with your favorite music 8-11 pm

PICK-UP: Your free copy of the Show Directory that will feature ads from singles'

groups and organizations, as well as listings for all our exhibiting companies

For exhibitor or attendee information contact:

Al Barry, Show Manager 305-448-7976 office • 305-448-4630 fax • or email: <u>albarry@bellsouth.net</u> or Lorraine Westreich, Assistant Show Manager 954-298-1504 • or email: <u>iwrite4you@att.net</u> www.multi-expo.com • 24 hr. hotline: 888-899-4074

#### **Dear Potential Exhibitor:**

Multi-Expo International, Inc. is proud to announce THE 29TH SINGLES' LIFESTYLE

EXPO — SOUTH FLORIDA "Single Living in Paradise," Sunday, AUGUST 10, 2014 from 4 – 7

pm at STAGE 305 at Magic City Casino, 450 NW 37 Ave. Miami, FL 33125. Our last South Florida
Singles' Expo drew over 100 companies and over 800 attendees. This new exciting venue promises to draw
an even bigger crowd. There is easy access to this venue from I-95, or 836. Singles from the Tri-County area
will be able to find it easily.. With the excitement building for this event which is fast becoming a "tradition" in
South Florida, this Show promises to be the most successful event of its kind. South Florida provides an ideal
site for this important public event, since it has close proximity and accessibility to some of Florida's most
affluent and growing single adult populations. The very popular STAGE 305, inside of the Magic City Casino,
known for big time performances by popular entertainers and artists, will provide an upscale, congenial and
stimulating environment for the best enhancement of your business presentation.

**Multi-Expo International, Inc.,** show management for **THE SINGLES' LIFESTYLE EXPO**—**SOUTH FLORIDA.** has begun to successfully announce the show via an aggressive promotional campaign. Press releases, ads, postcards, and exhibitor kits are already in circulation. In addition, Multi-Expo will be conducting an extensive telemarketing program, as well as advertising in various media outlets, such as newspapers, magazines, television, social media, radio and through an extensive email database. Thousands of free admission tickets will be distributed throughout the area with the support of our many sponsor singles' organizations and networking groups, to ensure a huge attendance. Our previous 28 shows have proved the success of our marketing techniques and ability. We have produced and managed trade shows nationally for almost 27years. In this e-kit is a flyer to be blasted to thousands of area singles. You can use it to send, too!

Strategically scheduled to increase sales in anticipation of the big holiday season and help your creative marketing display at this expo so you can get a head start on your seasonal profits. Our staff is available to advise you, if you wish, how best to entice this market of attendees. If you are excited about the potential we can provide you with this opportunity, to get exposure to this rapidly booming segment of today's adult population, this show is for you! In this economy, a trade show venue like ours affords you the best and largest face to face audience to present your business with the smallest ratio of business expenditure on your part. Whether you are an up and coming new company or an already established entity, THE SINGLES\*

LIFESTYLE EXPO will allow you to gain a competitive edge. This is your opportunity to reach the virtually untapped South Florida adult singles and divorce market.

Recognizing that our mature attendees may also may be dealing with issues involving their elderly parents, or approaching retirement and elder issues themselves, we have included within the venue a substantial presentation of exhibitors in the realm of Elder Care.

Space and prime location is limited – so do not delay in reserving your spot!

See you on Sunday, AUGUST 10, 2014 at THE 29TH SINGLES' LIFESTYLE EXPO — SOUTH FLORIDA!!!

Sincerely,

Al Barry

**AL BARRY, Show Manager** 

#### **MULTI-EXPO INTERNATIONAL, INC.**

161 MADEIRA AVE. #101 CORAL GABLES, FLORIDA 33134 305-448-7976 office, 305-448-4630 fax, 24-hr. hotline 888-899-4074 albarry@bellsouth.net www.multi-expo.com

#### **MULTI-EXPO INTERNATIONAL, INC.**

#### CONVENTION PLANNERS & PROFESSIONAL MANAGEMENT GROUP

161 Madeira Ave. #101, Coral Gables, Florida 33134 www.multi-expo.com AL BARRY, President

Office: 305-448-7976 ■ 24 hr. hotline: 888-899-4074 ■ fax: 305-448-4630 ■ email: <u>albarry@bellsouth.net</u>
Lorraine Westreich, Assistant Show Manager, 954-298-1504, iwrite4you@att.net

#### **FACT SHEET**

Exposition Title: THE 29TH SINGLES' LIFESTYLE EXPO - SOUTH FLORIDA

held yearly in Miami, Ft. Lauderdale, Boca Raton, New England,

Long Island, New York, Orlando

**Exhibit Management:** Multi-Expo International, Inc. – Show Producers with nearly 28 years of

trade show experience in various markets & industries.

**Show Location:** STAGE 305 at Magic City Casino, 450 NW 37<sup>th</sup> Ave. Miami, FL 33125...

(305) 649-3000 www.magiccitycasino.com

**Show Date/Time:** Sunday, AUGUST 10, 2014 - 4 pm to 11 pm Expo (4 - 7 pm),

seminars (5 – 8 pm), speed dating (6– 8 pm) and Dance Party: 8 pm

– 11 pm

**Markets Represented:** Singles' groups & Singles' Events organizers, divorce industry

professionals, representatives from health, beauty, fitness, finance, travel, fashion, hospitality, service providers, wellness and spirituality, activity groups, chambers of commerce, business groups, charities, etc. A section

of exhibits representing services and products for the elderly will be

available

**Buyer Profile:** Single Adults: this is a public show. Anyone who is single, divorced,

separated or widowed is invited to attend. Historically, about 80% of attendees are between 35-65 years of age; ratio of women to men is

historically 60/40.

**Target Market**: The Show will draw the majority of attendees and exhibitors from the

Broward, Palm Beach and Miami area with some national companies

represented.

**Anticipated Exhibitor Participation: 200+** 

**Anticipated Attendance:** 1000+

Cost to Exhibit: \$300/regular table; \$500 - \$1000 Sponsorship Packages

Cost to Attend: FREE ADMISSION

Parking: free

**Amenities**: food/beverages available for purchase at the Restaurant or Bar.

THE 29th

# Singles' Lifestyle Expo

## South Florida

SUNDAY, AUGUST 10, 2014

# HEADING SOUTH TO THE EXCITING MIAMI AREA!! NEW VENUE!!

The fabulous STAGE 305 at Magic City Casino 450 NW 37<sup>th</sup> Avenue, Miami, FL 33125

(305) 649-3000 www.magiccitycasino.com

#### For Immediate Release

PRESS RELEASE: Contact: Al Barry, Multi-Expo International, Inc. 161 Madeira Avenue., #101, Coral Gables, FL 33134 (305) 448-7976, or Fax us at 305-448-4630, 24 hr. hotline 888-899-4074 <a href="https://www.multi-expo.com">www.multi-expo.com</a>, or email: albarry@bellsouth.net

South Florida: progressive, dynamic, diversified and home to one of the fastest growing single adult populations in the country, will play host to THE 29th SINGLES' LIFESTYLE EXPO - South Florida, on Sunday, AUGUST 10, 2014 at the beautiful STAGE 305 at Magic City Casino

The overwhelming success and popularity of the past twenty-eight **Singles' Lifestyle Expos** proved the need for a show that brings together exhibitors of products and services specifically related to single adults with their unique lifestyles, and attendees who are single adults, whether divorced, separated, widowed, male or female, young or old, all searching for a fulfilling single lifestyle. The last South Florida show drew over 100 exhibiting companies and over 800 attendees and because this new venue is larger we expect an even stronger turnout this time. Our attendees will enjoy the extensive variety of exhibits (almost 200 companies to be present!), the fun and educational seminars, the Speed Dating Sessions, the live entertainment, the huge Dance Party, and all of this is with FREE ADMISSION! Never before have singles had so much opportunity to meet, learn and enjoy a day together at no cost!.

Multi-Expo International, Inc., the Miami-based Convention Planning and Professional Management Group that owns and operates the Expo is directed by Al Barry, President, and administered by Lorraine Westreich. Both will co-manage the Expo and be on hand to supervise the show's operations. As former manager of The New York Pizza & Fast Food Show, the New York Adventure Travel Expo, Leisure Expo, The Florida Food Show and the Sunshine State Eldercare Expos, Mr. Barry brings 27 years of trade show experience and expertise with him. Ms. Westreich has been show manager of the 7 previous Sunshine State Eldercare Expos, and will incorporate exhibits in that field within the Singles' Lifestyle Expo. In addition, we will have special sections for groups of exhibitors with common demographic targets.

The theme of **THE SINGLES' LIFESTYLE EXPO** is "Single Living in Paradise." The goal of the show is to provide today's single adults with an ideal environment in which to learn about new products and services and developments in the singles scene, network with peers, discuss issues that concern them, share ideas, obtain information, relax and have fun, meet and mingle with new

people and possibly find their mate!! In addition, this Expo provides a base whereby all groups and organizations providing services to single adults can unite, network and share ideas!

Singles attending **THE SINGLES' LIFESTYLE EXPO** will be able to meet with almost 200 companies in the exhibit hall, attend free educational seminars, try Speed Dating and dance the night away to live music & entertainment in one of South Florida's most exciting new venues with a huge dance floor, food and beverages available, and the opportunity to spend a little time in the Casino, if desired!

Singles, regardless of their age or cultural background, are welcome to attend **THE SINGLES' LIFESTYLE EXPO.** The Expo promotes singles meeting each other in a positive, healthy, upbeat, safe and friendly atmosphere.

The anticipated approximately 200 companies exhibiting will represent products and services such as: singles organizations, dating services, singles publications, matchmakers, financial advisors, travel agencies, support groups, health clubs, restaurants, insurance companies, employment agencies, schools, dance studios, clothing stores, gift-giving services, jewelry, cosmetics and accessories representatives, diet and wellness centers, divorce attorneys, mediators, financial planners, realtors, mortgage brokers, psychologists, psychics, dating coaches, life coaches, plastic surgeons and much more. This Expo promises to be the most successful event of its kind. There is abundant free parking on site. Recognizing that our mature singles also may be dealing with issues involving their elderly parents, or approaching retirement and elder issues themselves, we have included within the venue a substantial presentation of Eldercare exhibitors.

The Singles' Expo is open to the general public. There will be no admission fee, but we will register all attendees. Exhibitors can purchase exhibit space at \$300.00 per regular table or \$500.00 - \$1000.00 for a sponsor table package.

# The 29th SINGLES' LIFESTYLE EXPO SOUTH FLORIDA

SUNDAY, AUGUST 10, 2014

#### **Schedule of Events:**

**2-4 pm:** Exhibitor Set-up

4 pm: Registration Opens

4 – 7 pm : SINGLES' LIFESTYLE EXPO TRADE SHOW EXHIBITS OPEN

**5 - 8 pm:** Singles Seminar Series

6 - 8 pm: Speed Dating Sessions

**8 pm – 11 pm:** South Florida's best Singles' Dance Party with a Rockin' DJ and Live Entertainment

#### **SPONSORSHIP PACKAGES AVAILABLE**

**FOR** 

#### THE 29TH SINGLES' LIFESTYLE EXPO — SOUTH FLORIDA

SUNDAY, AUGUST 10, 2014

STAGE 305 at Magic City Casino, 450 NW 37<sup>th</sup> Ave. Miami, FL 33125... (305) 649-3000 www.magiccitycasino.com

#### GOLD PACKAGE - COST: \$1000.00

2 x 6' Sponsor tables in prime visibility area – (Sponsor area)
1 FULL PAGE color (or b/w) ad in Show Program
RECOGNITION of Show Sponsorship in printed materials and website
45 minute Keynote Seminar presentation in prime time
Free electric access

#### SILVER PACKAGE - COST: \$750.00

1 x 8' Sponsor table in Sponsor area (prime visibility)
1 FULL PAGE black and white ad in Show Program
RECOGNITION of Show Sponsorship in printed materials and on website
30 minute Seminar presentation opportunity
Free electric access

#### **BRONZE PACKAGE - COST: \$500.00**

1 6' Sponsor table in Sponsor area (high visibility)
 ½ page ad in Show Program
 30 minute Seminar presentation opportunity
 RECOGNITION of sponsorship in printed/email materials and on website
 Free electric access

Note: STANDARD TABLE = \$300.00, IS 6 FT. with 2 CHAIRS, ID SIGN, LISTING IN SHOW PROGRAM, ELECTRIC IS \$25. EXTRA

POSITION YOUR COMPANY ABOVE THE REST!!!

AL BARRY, SHOW MANAGER 305-448-7976 albarry@bellsouth.net

LORRAINE WESTREICH, Asst. SHOW MANAGER: 954-298-1504

<u>lwrite4you@att.net</u>

<u>www.multi-expo.com</u>

#### **EXHIBIT SPACE CONTRACT FOR**

# ▼ THE 29th SINGLES' LIFESTYLE EXDO ▼ SOUTH FLORIDA—SUNDAY, AUGUST 10, 2014 4-7 DM at

STAGE 305 @ Magic City Casino, 450 NW 37 Ave. Miami, FL 33125

Company name		
Street address		
City, State, Zip		
Phone		
Email:		
Key Contact Person/Title		
Type of Product/Service exhibiting		
Our company requests assignment of Table (s) # (Please see floor plan)  *Note: table locations assigned on a first-come, first-served basis. If electrical outlet access will be needed, you must reserve a perimeter table. Show management will have final decision on placement.		
EXHIBIT SP	ACE FEES	
Table(s) @ <b>\$300.00</b> per 6 ft. table for Sing		
Special Sponsors' exhibit area \$500 - \$1000. packa	ges. Call for pricing.	
<b>ELECTRICAL ACCESS</b> (perimeter tables only) \$2	5.00 additional =	
EXHIBIT CHARGES TOTAL	=	
Minus deposit submitted with this application (minir	mum 50%) =	
YES, WE WOULD LIKE AN AD IN THE SHOW PROGRAM:		
□\$150. full page (8.5" w X 11" h) □\$75. ½ page (8.5"w X 5.5" h) □\$25. business card = Camera-ready ads must be emailed to <u>iwrite4you@att.net</u> by Aug. 1, 2014 (above prices are for standard ads call for details on premium ads)		
BALANCE DUE by Aug. 1, 2014 (CASH/CREDIT CARD AFTER THIS DATE) =		
l acknowledge that my signature on this contract represents that I understand the following: a) I have an unconditional obligation to pay the <u>full contracted price</u> of assigned table space and that failure to fulfill this obligation will result in collection action for which I agree to pay any reasonable collection fees, court costs, attorneys' fees and interest until the obligation is fulfilled; b) exclusivity will require an additional fee and will not be granted unless by written agreement with the Show manager; c) that there is a <u>no refund</u> policy; d) that if I offer a food or other ingestible product sample or offer samples of topical products, I will sign a Waiver and Indemnification Agreement furnished by the Show Management; e) that I will abide by the Rules & Regulations set forth; f) in the event the Expo is cancelled due to hurricane, all deposits and monies paid and/or due will be credited toward a rescheduled date within 6 months; g) that no guarantee as to attendance was made, but that all reasonable efforts to promote the Show will be made by the management. All published estimates of attendance are projections based on history and current promotional efforts and h) all photos taken of the event may be used at the show management's discretion.		
Signature	Title	Date
MAKE CHECKS PAYABLE TO: <u>MULTI-EXPO INTERNATIONAL, INC.</u> 161 Madeira Avenue. #101, Coral Gables, FL 33134 (www.multi-expo.com)  PHONE Al Barry at 305-448-7976 ■ FAX 305-448-4630 ■ <u>albarry@bellsouth.net</u>		

Lorraine at 954-298-1504 iwrite4you@att.net or to pay by phone use numbers above

#### JOIN THE GROWING FAMILY OF COMPANIES WHO HAVE BENEFITTED BY EXHIBITING AT THE SINGLES' LIFESTYLE EXPOS

A FRIENDLY DIVORCE AAA AUTO CLUB SOUTH AAA PEST PROTECTION

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AMERICAN SINGLES GOLF ASSOC.

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ANTHONY TRIANA MUSIC ENTERTAINMENT

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YES TO CHRISTMAS!

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#### Hey, single people of South Florida THIS IS FOR YOU!

# SINGLES LIFESTYLE EXPO-

SINGLE LIVING IN PARADISESS

**AT STAGE 305 @ MAGIC CITY CASINO** 

450 NW 37<sup>th</sup> Ave. Miami, FL 33125...(305) 649-3000 www.magiccitycasino.com

SUNDAY, AUGUST 10, 2014 FROM 4 PM -11 PM

TRADE SHOW --with 200 exhibitors geared toward YOU!!/4-7 pm

**SEMINARS**--- everything from romance to finance!! From /5-8 pm

SPEED DATING SESSIONS! One-on-one and lots of fun!/ 6-8 pm and then....

**DANCE** the night away!!! 8 pm – 11 pm

With over 1000 singles and our DJ and LIVE entertainment, playing

the kind of music your ears and feet require!!!

## ALL THIS IS OFFERED WITH FREE ADMISSION !!!!!

Plenty of free parking---- food/beverages available for purchase

We had so much fun at our last expos in Boca we are presenting it again in a new area!!

FOR AN IDEA WHAT IT'S ALL ABOUT, WATCH THIS VIDEO!

**English:** <u>https://www.youtube.com/watch?v=VZsQyyk8OQ4</u> copy/paste if it doesn't open

**Spanish:** <a href="http://www.youtube.com/watch?v=2CPYhEEMzxk">http://www.youtube.com/watch?v=2CPYhEEMzxk</a> copy/paste if it doesn't open

AND FOR PICTURES: <a href="http://landymarketing.com/singles-expo">http://landymarketing.com/singles-expo</a>

#### Need more info?/ want to be an exhibitor?

CALL 305-448-7976 or 954-298-1504 Or 24 hr. hotline 888-899-4074

Or online: www.multi-expo.com

# 29th Singles' Lifestyle Expo – Aug. 10, 2014 4-7 pm RULES & REGULATIONS

- 1. Expo exhibits must be staffed at all times throughout the event by qualified representatives of the exhibitor. Exhibitors are also expected to keep their exhibits attractive and clean throughout the course of the event. 2. Each exhibiting company has liability for loss, theft, property damage or destruction and personal injury in their exhibit
- A. Exhibitor hereby waives any and all claims against the Show Management, their agents or representatives resulting from loss, theft, damage or destruction to its property, of from personal injuries to it, its agents, and/or employees
- B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility, or destruction of property of others or exhibitors participating in the consumer show. Exhibitor hereby waives any right of indemnification which it may have against the show management, their agent or

representatives for any and all claims arising from exhibiting.

3. Insurance: It is expressly acknowledged that the show management has not purchased insurance of any kind for the

- benefit of the exhibitor, nor is it under any obligation to do so.

  4. No part of any exhibit or any signs relating theretofore, shall be pasted, nailed or otherwise attached to the walls, doors, etc., without the written approval of Show Management and in any way as to deface same, damage arising by failure to observe the unless shall be paid by the exhibitor. PLEASE NOTE: Exhibitors must use Theast to protect the exhibit observe these rules shall be paid by the exhibitor. PLEASE NOTE: Exhibitors must use measures to protect the exhibit hall, exhibit booth partitions, tables, chairs, wall columns, and floors from all damages. The exhibitor will be held responsible and charges by the facility for any damage to their equipment, building, ground, or for cleanup caused by paint, grease, oil abrasives, or excess debris left in exhibitor's space. Show Management has the right to dismantle and pack any property exhibitor has failed to pack by move-out deadline, or may order such work to be done, at the sole expense of the exhibitor. The show management shall have the right and the authority to remove such property from the exhibit premises, designate carriers from its return, send it to public or private storage, or otherwise dispose of it, without incurring liability therefore. All cost of such removal, return, storage and other disposition shall be charged to and paid by
- 5. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view, or interfere with, the exhibits of others. Exhibitors having displays requiring greater height than 8' may arrange with management for space on the perimeter. All exposed parts of display partitions must be covered so they do not perform the perimeter and provided the perimeter of the perimeter of

6. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made inside the exhibitor's space. If shows or demonstrations are planned within the exhibitor space, the space must be able to contain a reasonable sized audience. Aisles cannot be blocked and

canvassing outside of the space is forbidden.

7. Advertising material, or signs of firms other than those who have engaged space are prohibited. CANVASSING, SOLICITATION OR ANY BUSINESS IN THE INTEREST OF ANY FORMS OTHER THAN THOSE EXHIBITING, IS PROHIBITED. THE SHOW MANAGEMENT WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS

- 8. Unethical conduct or infraction of rules, on the part of an exhibitor or their representatives, or both, will subject the exhibitor or the representatives to dismissal from the exhibit hall, in which event, it is agreed no refund shall be made by the exhibit manager and further that no demand for redress will be made by the exhibitor or their representatives.
- 9. The Show Management will not be liable for the fulfillment of this lease as to delivery of space if non delivery is due to any of the following causes by reason of; the building being destroyed by fire, acts of God, strikes, the authority of the law, or for any other cause beyond the Show Management's control.

  10. Your company representatives.
- and all debts incurred, for all exhibits costs, fees or changes.

  11. Exhibits and Public Policy: Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participation in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
- 12. Loud speakers, MC systems, radios, television sets, or the operation of any machinery or equipment which is of sufficient volume as to be annoying to neighboring exhibitors, interfere with casual conversation will not be permitted. General announcements will typically not be allowed, unless previously approved by Show Manager.

  13. Subletting of space: The exhibitor shall not assign, sublet, or share space assigned or have representative, equipment or materials from firms of the Show Management.
- 14. Soliciting for exhibits or any other reason by registered or unregistered persons, firms, or associations is strictly forbidden. Violation of this regulation will result in removal from the show premises immediately and is subject to any and all remedies available by law.
- 15.Show Management has the right to refuse an exhibitor on the grounds of non-compatibility with the event.
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  Management reserves the right to approve the character and contents, including signs and placement of signs, in all exhibits. Any exhibit which does not meet Management's approval may be removed from the show.

  16. Exhibitor's exhibit must be set up and ready for business prior to opening of expo. Exhibitor agrees to keep their exhibits open and staffed during expo hours and not dismantle prior to expo closing.

  17.. Sale or sampling of food or beverages requires approval by Show Management and signed Food and Substance Waiver. Approved Exhibitors may distribute bite-size specialty food samples, relative and pertinent to its business.

  18. Raffles, contests, or drawings appropriately relating to all exhibit s are allowed when no money changes hands. Under laws governing games of change, every exhibitor operating games of change, lotteries, etc. is charged with the laws governing games of chance, every exhibitor operating games of chance, lotteries, etc., is charged with the knowledge of national, state, and local legal restrictions on such operations.
- 19. There will be no refunds.
- 20. Show Management reserves the right to modify the floor plan at any time .
- 21. All points covered herein are subject to settlement by Show Management.
- 22. Late fees apply to accounts over 30 days past due.