

The Colony Parks & Recreation Department presents the

2011 Liberty By The Lake



July 2, 2011 @ Stewart Creek Park

Spotlight your business at Liberty By The Lake!

Cost: \$60 for local The Colony businesses, \$100 for non-local.

Each participating business will be given a 12' x 12' plot and provided one 2.5' x 8' table. Any other supplies (chairs, etc.) are the responsibility of each participant. Shade structures must not exceed 10' x 10'. SEE ATTACHED ADDENDUM FOR FURTHER GUIDELINES AND EXPO TIPS.

**All registration is on a first come - first serve basis.
Table assignment will be done on 7/1 at 3:00pm at Stewart Creek Park in the order of registration received.
Festival sponsors are given preference. Vendors not present will be assigned their spot.**

**Register early
to ensure your spot.
Limited availability!**

**Registration accepted until June 30th, or until sold out.
Return registration and payment to:
PARC, 5151 North Colony Blvd., The Colony, TX 75056
For more information please call (972)625-1106.**

Business Name: _____

Contact Person: _____

Address: _____

Phone: _____ **Email:** _____

Type of product or service: _____

The type of product/service must match the product/service that you represent at your booth on the day of the event.
Only one business is allowed to be represented at each booth.

Total due: _____

Make check payable to Liberty By The Lake. Registration deadline: June 30th @ 5:00pm or until sold out. Return registration to The Colony Recreation Center, 5151 North Colony Boulevard, The Colony, 75056, or by fax to (972)624-2281. Fax registrations should be followed by a phone call to make credit card payment. For more information, contact the Parks & Recreation Department at (972)625-1106.

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Expo Guidelines

- 1) Set-Up: All exhibitors must be on site and set up by 3:30pm on July 2nd.
- 2) Shade structures: To ensure a safe and quality expo for our patrons and exhibitors, NO tarps, camping tents, or guide wires will be permitted. We encourage "Easy-up" style shade canopies.
- 3) Promotional vehicles with logos: If you are displaying a vehicle in the expo to promote your business or service, you **MUST** park the vehicle within your 12' X 12' exhibit area or reserve an additional plot to display your vehicle. If vehicles are not within your 12' x 12' plot you will be asked to remove it.
- 4) Attending your booth: Please do not leave your exhibit area unattended. Your exhibit area should be manned at all times.
- 5) Early tear-down: All exhibits must remain up and in tact until 8:00pm. Early tear-downs may result in prohibiting you from participating in future business expos.

Expo Tips

- 1) Spread the word: If you are exhibiting at this year's Expo, spread the word by letting your customers or business associates know they can visit you at the Expo. You may also want to consider advertising this with a counter display or announcement.
- 2) Email Notification: Email your customers and invite them to stop by your booth at the Expo or put a signature line at the end of your email that says, "Come see me at the 'Liberty By the Lake' Freedom Expo on July 2nd" with a link to the website, www.libertybythelake.com.
- 3) Giveaways/Promotions: Coupons, flyers, brochures, business cards and promotional giveaways are always great items to have on hand at the Expo. You may consider offering a raffle or door prize giveaway to attract visitors to your exhibit area.
- 4) Inclement Weather: In case of inclement weather be prepared to re-pack quickly. Bring plastic bags or storage tubs to safeguard your supplies from the elements of harsh weather (i.e. rain, wind, etc.). Exhibitors will be notified of specific inclement weather procedures on the day of the event but in case of sudden emergency weather situations exhibitors are encouraged to use their best judgement and take steps to protect themselves and their belongings.