



November 25th, 2009

Dear Potential Vendor:

Time flies when you are having fun, they say. The Plymouth Yard and Garden Expo is celebrating its 10th year in 2010. Come join us in the flowery dome to help make this the best year yet. In 2009 we had about 1,200 people coming to experience the Expo. The experience is what sets our expo apart from the rest. We will have the Farmers Market back this year and our keynote speaker will be Brenda Langton. Brenda Langton, pioneer restaurateur, owner of Café Brenda and Spoonriver will be speaking on Friday night about Healthy Eating, Healthy Living.

A community exposition of outdoor living presented by the City of Plymouth.

New in 2010 is the added opportunity to become a Sponsor Vendor. For an additional cost to your booth price we will add your logo to all our promotional materials. This is limited to the first five applicants.

We are going to rework the door prizes. This year we had so many generous door prizes donated that it made the punchcard system a challenge for the attendees. 100 people got their entire cards filled, but we want to make it more streamlined for the vendors. Indicate on the form if you are interested in donating a door prize. We will contact you about it again closer to the show, as we do for name tag information. Some things are hard to know five months in advance.

The setting, the customers, and the widespread event marketing through TV, direct mail, and newspaper ads, with reasonable booth rates makes this a "can't miss" business opportunity.

As an exhibitor you will receive:

- A 10'X10' fully draped space, with 8' X 2' skirted table and a chair with ID sign
- \$100 Savings for "Early Bird" registration by Dec 31st
- An opportunity to sell your products directly from your booth for no additional fee
- Promotional material including
 - Exhibitor listing featured on Cable TV, newspaper ads and web site
 - Exceptional rates for newspaper display ads

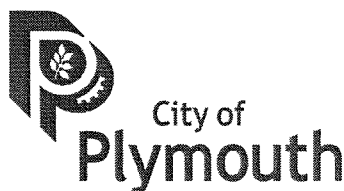
Event Coordinators
Regina Michaud 763-509-5228
Paul Buck 763-509-5944
Erica Chua 763-509-5225

Vendor Coordinator
Lara Newberger 763-509-5945

The 10th Annual Plymouth Yard & Garden Expo will be held at the Plymouth Creek Center and athletic dome, 14800 34th Avenue, Plymouth, Minnesota. Proceeds from this event will be donated to Plymouth's Millennium Garden. We appreciate your support and look forward to your participation.

Sincerely,

Lara Newberger
Vendor Coordinator
763-509-5945
Lnewberg@ci.plymouth.mn.us



10TH ANNIVERSARY

YARD & GARDEN EXPO



Event Registration & Info: Lara Newberger, Vendor Coordinator
763-509-5945 | lnewberger@c.plymouth.mn.us | www.c.plymouth.mn.us

THE EXPO OFFERS

- **OVER 1000 ATTENDEES**
- Friday night Keynote Speaker: **Brenda Langton**
- **FREE** Informative Presentations
- An **AWESOME** plant sale
- **CHILDREN'S PLAY AREA & ACTIVITIES**
- Flower **BOUQUETS**
- A **GARDEN** refuge
- **MN MARKETPLACE:** Fresh & Local Products!
- Quality **EXHIBITORS**—like **YOU**

STRETCH YOUR ADVERTISING

DOLLAR: SAVE \$90

Register by Dec 31: \$175

Regular Booth Fee: \$265

Registration Deadline: Friday, March 26

YOUR BOOTH INCLUDES

- Professionally designed exhibit layout ensures the best exposure and access to customers
- A 10' x 10' booth with curtain and drape additional booth space may be purchased
- An 8' x 2' table and a chair
- An identification sign
- Refreshments on both days in the hospitality room

BE A SPONSOR VENDOR

- **THOUSANDS** will see your company name & logo
- Only available to the **FIRST FIVE** received!
- Registration fee: **\$350** Deadline: **DEC 31**
- Includes regular **BOOTH** and **SET UP**
- **PLUS** your company's name and/or logo on **ALL** advertising materials: posters, news releases, household mailings (**SENT TO 31,000 HOUSEHOLDS**), sponsor boards & **MORE!**

EXHIBITOR TESTIMONIALS

"We had many good leads and the turn out was very good. We will definitely be back next year."

"I liked the flowers and openness. One of the best shows I have been to this year as far as atmosphere goes."

SOME PAST EXHIBITORS

- Gregor Farms & Greenhouse
- Masterpiece Landscaping
- Hedberg Landscape & Masonry Supplies
- Rainbow TreeCare
- Precision Decks
- PatioTown
- Naturalawn of America

Plymouth Creek Center
14800 34th Avenue North

Friday, April 9, 6-9 pm
Saturday, April 10, 9-1 pm

**KEYNOTE SPEAKER:
BRENDA LANGTON**

Award winning chef and restaurateur of Cafe Brenda fame. A pioneer of the fresh, local sustainable food trend. Brenda is also the creator of the Mill City Farmer's Market.

REACH THE WHOLE COMMUNITY

- This event has become a community favorite
- No fees charged for exhibitor sales at the EXPO
- Extensive promotion: newspaper, TV, City web site and local publications
- Direct mail marketing to all Plymouth residents
- Cooperative advertising opportunities
- Posters and other promotional materials available to all exhibitors

Increase your exposure by contributing door prizes or items to decorate the EXPO (i.e., walkways, gazebos, plants, furniture, fountains, birdbaths...).

EVENT SPONSORS

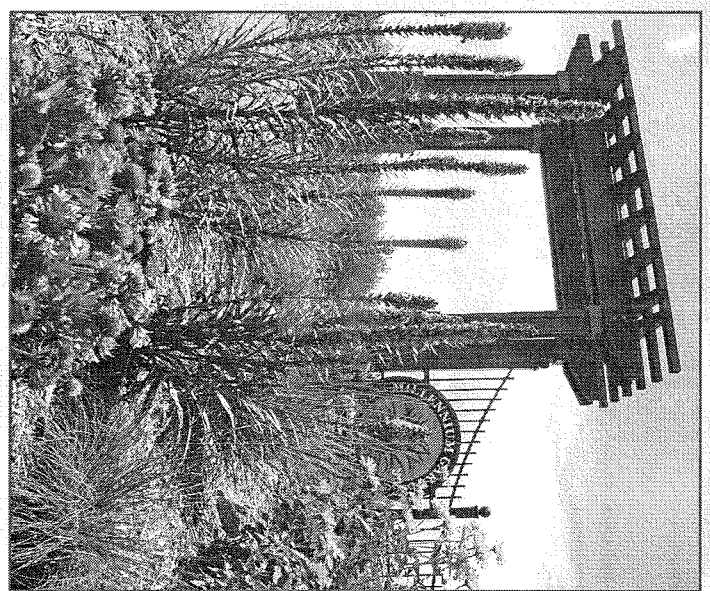


Adding Quality to Life



**YOUR LOGO HERE,
BE A SPONSOR VENDOR!**

SEE INFO INSIDE & ON THE RESERVATION FORM



**YARD & GARDEN EXPO
PLANNING COMMITTEE**

EVENT COORDINATORS

- Regina Michaud 763-509-5228
- Paul Buck 763-509-5944
- Erica Chua 763-509-5225

VENDOR COORDINATOR

Lara Newberger 763-509-5945

The expo is a fundraiser for the Plymouth Millennium Garden. Recent improvements to the garden include the addition of a waterfall observation deck and walkways around the ponds. The garden is located adjacent to the Plymouth Creek Center and is open to the public.

Thank you for your support.

