



Majestic Divas Social Club, Inc. ®
Cupcakes & Cocktails® Exhibitor Application & Contract

Dear Potential Exhibitor:

Join us on **Saturday, August 4, 2012 from 3:00pm – 8:00 p.m.** at AIT Festival Hall, 421 Maiden Lane, Fayetteville, NC as Majestic Divas Social Club, Inc. Hosts the 3rd edition of Cupcakes & Cocktails® “A Diva Soiree” (*An Annual Women- Focused Event*) which showcases women business/organizations, while benefiting women focused charities.

We are expecting more than 300 sophisticated and stylish women of all colors, shapes and sizes to attend this fabulous event to honor and celebrate Purple Ribbon Charities (*The Lupie Chick Project & Lupus Foundation of America*), and Mahogany Girls (*a volunteer led nonprofit organization, which aims to empower girls between the ages of 11-18, to make positive life choices that enable them to maximize their potential*). The day's events will include Shopping, Complimentary Spa Services & Mini Make-Over's, Fashion Show, Natural Hair Show, Natural Hair & Loc Styling Demonstration, Natural Hair Discussion Panel, Zumba Fitness Demonstration, Line Dance Demonstration, Musical Entertainment, Old School Dance Contest, Wine Tasting, Spoken Word, Keep Sake Photos, Door Prizes, Raffles, and of course Complimentary Cupcakes and Cocktails!!!!

What types of vendors would likely do well at Cupcakes & Cocktails®?

Since Cupcake & Cocktails is a women-focused event, we are seeking participation from:

- Women-Owned businesses (95% of the participating businesses will be women-owned)
- Organizations or businesses that provide services/products to women

You should consider participating as a vendor at Cupcake s & Cocktails® if your business falls into any of these categories below:

- Fashion/Clothing
- Accessories
- Beauty Services
- Health & Wellness
- Cosmetics/Make-up
- Spa/Salon
- Fine Art
- Consulting Services for Women
- Packaged Specialty Food Items
- Personal Chef Services
- Novelty items
- Decorative Items
- Candles & Other Scented Items
- Jewelry and/or Accessories
- Professional Services that provide services to women
- Unique product or service for women

PLEASE NOTE:

If your business does not fit into any of the above categories & you would like us to consider your request to be a vendor, please **contact us at 240-390-MDSC (6372)**. We are happy to consider you vendor request.



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We only accept one (1) vendor per company that has independent representatives (i.e. Mary Kay, Avon, Traci Lynn, etc). Exhibitor tables are first paid first reserved basis, so please move quickly to secure your spot.

Exhibitor Payment/Application Deadline: July 21, 2012 - No Exceptions

Event Sponsorship - \$150.00 Includes: One (8) foot table, three (3) chairs, three (3) vendor passes, feature in the online and print ad campaign (*including logo inclusion on flyer **restrictions apply***) that features event details, ticket sales, and a vendor listing with vendor contact information. Cost also includes insertion of promo items in swag bags & participation in any of the events activities. Sponsors will also receive a 1 year complimentary listing on the Cupcakes & Cocktails® "A Diva Soiree" Website to include a short summary of your business, as well as a link to your website. **** Logo & Payment must be received ON or BEFORE print deadline of May 4, 2012** Swag bag items must be received by July 21, 2012.**

Exhibitor Package - \$75.00 Includes: One (6) foot table, two (2) chairs, two (2) vendor passes, feature in the online campaign that features event details, ticket sales, and a vendor listing with vendor contact information. **For an additional \$10.00, you can have Swag Bag inserts such as marketing material, product samples, brochures, or business cards inserted into swag bags given to attendees. Swag bag items must be received by July 21, 2012.**

Author Exhibitor Package - \$50.00 Includes: One (6) foot table, two (2) chairs, two (2) vendor passes, feature in the online campaign that features event details, ticket sales, and a vendor listing with vendor contact information. **For an additional \$10.00, you can have Swag Bag inserts such as marketing materials, product samples, brochures, or business cards inserted into swag bags given to attendees. Swag bag items must be received by July 21, 2012.**

Spa Service Provider- \$50.00 Includes: One (6) foot table, two (2) chairs, two (2) vendor passes, feature in the online campaign that features event details, ticket sales, and a vendor listing with vendor contact information. **For an additional \$10.00, you can have Swag Bag inserts such as marketing materials, product samples, brochures, or business cards inserted into swag bags given to attendees. Swag bag items must be received by July 21, 2012.**

Information Table- \$35.00 Includes: One (5) foot table, two (2) chairs, and two (2) vendor passes. **For an additional \$10.00, you can have Swag Bag inserts such as marketing materials, product samples, brochures, or business cards inserted into swag bags given to attendees. Swag bag items must be received by July 21, 2012.**

Swag Bag Inserts- **Non-Vendor Package - \$20.00** Includes: 1 complimentary event ticket (*to attend the event*) recognition on invite and at event. Allows you to put marketing materials (*brochures, coupons, business cards*) and product samples into swag bags to be given to attendees. **Swag bag items must be received by July 21, 2012.**

For more information or to reserve your sponsorship, please contact Altonia (Mz. Sixx) at:

(Phone) 240-390-(MDSC) 6372

(Email) cupcakes.cocktails.soiree@gmail.com

(Website) www.majesticdivas.org

Application Received on: _____ Received by: _____ Approved Declined



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EXHIBITOR APPLICATION DEADLINE IS JULY 21, 2012 AT 5:00 PM – NO EXCEPTIONS

Unable to attend but still want your company to participate: For just \$20, you can have Swag Bag inserts such as product samples, giveaways or business cards inserted into all the attendee bags.

COMPANY NAME: _____

COMPANY _____ CONTACT PERSON: _____ PHONE: _____

CONTACT EMAIL: _____ WEBSITE: _____

FACEBOOK: _____ TWITTER: _____

COMPANY ADDRESS: _____

WHERE YOU REFEREED BY SOMEONE? _____ IF SO, WHO: _____

DESCRIPTION OF YOUR PRODUCT OR SERVICE: (Exhibitor agrees that there will not be any changes in products/services as described above without permission from Altonia Dugar)

Event Sponsorship	# of tables _____	X \$150.00 per table	= _____ Total
Exhibitor/Vendor Package	# of tables _____	X \$75.00 per table	= _____ Total
Author Exhibitor Package	# of tables _____	X \$50.00 per table	= _____ Total
Spa Service Provider	# of tables _____	X \$50.00 per table	= _____ Total
Information Table	# of tables _____	X \$35.00 per table	= _____ Total
Vendor Swag Bag Inserts	<i>Swag Bag Inserts **If you're vending**</i>	X \$10.00	= _____ Total
Swag Bag Inserts	<i>Swag Bag Inserts **if you're not vending**</i>	X \$20.00	= _____ Total
Electricity	<i>Electricity (0-110 Watts) plugs & extension cords are not included</i>	+ \$15.00 per plug	= _____ Total
		TOTAL DUE	=

*I am applying for participation as a vendor at The 2012 Cupcakes and Cocktails® "A Diva Soiree" Event as shown by my selected choices above. By signing below, I agree to the governing guidelines of Cupcake & Cocktails® as outline on page 2 & 4.) I understand that all fees paid are **non-refundable**. Payment must accompany the application.*

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Signature _____

Date _____

Terms & Conditions

Basic Information: Only the business/company/organization responsible for the vendor contract may occupy the space. Your booth/table must represent only the business that is contracted with Majestic Divas Social Club, Inc. for the Cupcakes & Cocktails® “A Diva Soiree”. More than one business may occupy a double vendor space, determined at the sole discretion of Majestic Divas Social Club, Inc. Please note, in the event that double business occupancy is granted, each business must complete a separate vendor application and the applications should be submitted together. _____ (please initial)

Payment: Payment must accompany this application and is **non-refundable** once application is accepted. _____ (please initial)

Set Up: Set up will begin 2 hours prior to the event start time on the day of the event. All vendors **MUST** enter the venue through the appropriate loading area which will be communicated. **DO NOT** use tape, tacks, nails or anything similar to attach signs or products to the walls, columns, glass or mirrors. No items can be hung from the walls or fixtures. _____ (please initial)

Security: You may leave your booth/table at your own risk; we will not be responsible for your belongings and therefore suggest you have someone at your booth/table at all times. _____ (please initial)

Hours of Operation: Your table must be open by 2:30 P.M. (30 minutes prior to the event start time) and remain open until **8:00P.M.** _____ (please initial)

Check In and Out: All vendors must check in prior to the event opening and must have space inspected before leaving. _____ (please initial)

Parking and Vehicles: Vehicles will need to be parked in the parking lot during the event. We ask that vendors park toward the back of the parking lot in order to keep the front open for other business establishment occupants and event attendees. _____ (please initial)

Cleanliness, Housekeeping and Conduct: All refuse must be disposed of. Your space (front, back, and surrounding area) must be kept free of garbage and debris and always be neat and clean. _____ (please initial)

Solicitation: All exhibitor activities must be maintained within the allotted exhibitor space. No exhibitors may distribute materials or solicit business from an area other than their designated table space. _____ (please initial)

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Electricity: Please make a request if you have a need for table lighting or electricity. You will need to bring a heavy-duty extension cord(s). **\$15.00** (Per outlet) _____ (please initial)

Severe Weather: In the event of severe weather conditions, the event will **NOT** be cancelled. Exhibitor's fees will not be refunded. _____ (please initial)

Promotions: As an exhibitor I understand that I must help promote the event through word-of-mouth, email blasts, Facebook, blogs (if applicable), flyers (provided by MDSC) and twitter. The more you market the more money you will make! _____ (please initial)

Dress Code|Behavior: Although we do not have a written dress code, we expect everyone associated with this event to be neat, clean, have good personal hygiene, and unfailingly courteous and friendly. We reserve the right to have anyone removed from your table/booth that we believe is not a credit to the event or your business and/or close down your table permanently. _____ (please initial)

Hold Harmless: By signing the Release and Indemnity Agreement, you affirm and agree to hold harmless Majestic Divas Social Club, Inc., Majestic Divas Event Staff, Altonia Dugar aka Mz. Sixx, venue, its directors, officers, employees, agents, volunteers, and assigns from any and all loss, claim, action, suit or liability to third persons (including attorney fees at trial and appeal), from any cause whether directly or indirectly related to this event or this agreement including but not limited to claims for injury to persons including death or destruction of property; whether intentional, negligent or consequential as result of any act or omission or yours, or the officers, director, employees or agents of your business. _____ (please initial)

Authorized Vendor Rep (please print) _____

Vendor Signature _____ **Date** _____

MDSC Signature _____ **Date** _____

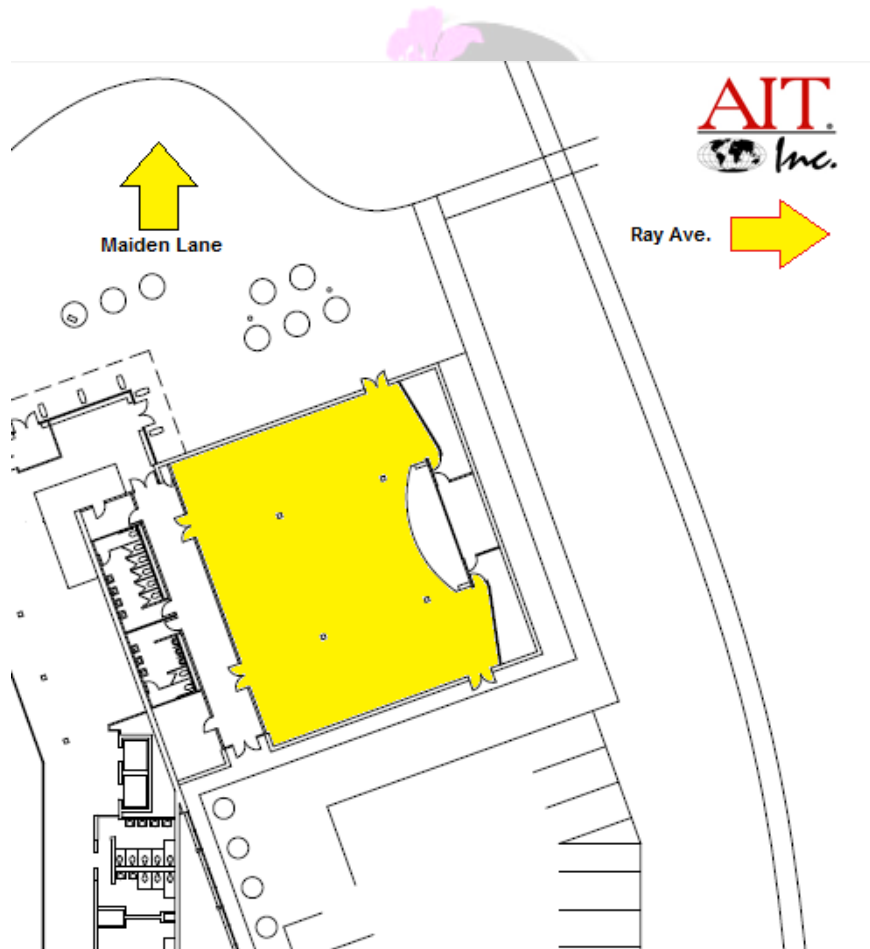
TO APPLY VIA REGULAR MAIL, submit this form with your money order (or proof of online payment) to: Majestic Divas SC, Attn: Cupcake & Cocktails, 9708 Whiskey Run, Laurel, MD 20723



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TO APPLY VIA FAX, submit this form with proof of online payment by faxing to Altonia Dugar, Attn: Cupcakes and Cocktails (fax) number 240-568-1739.

TO APPLY VIA EMAIL, submit this form with proof of online payment by sending email to: cupcakes.cocktails.soiree@gmail.com



AIT Festival Hall
421 Maiden Lane, Fayetteville, NC 28301

- **Conveniently located in the heart of downtown Fayetteville**
- **3,300 Square Feet**
- **Air Conditioned**
- **Wireless Internet/ WIFI**
- **Handicap Accessible**
- **Abundance of FREE parking**

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VENDOR/EXHIBITOR/SPONSOR TIPS
For
Cupcakes & Cocktails® “A Diva Soiree”

Now that you have paid for your Vendor or Exhibitor space for Cupcakes & Cocktails ®“A Diva Soiree”, it is time to turn your attention, over the upcoming weeks, to help make this event a success.

It is therefore important to take the following action:

- Design your table layout so that it will look inviting to the Attendees of the Event
- Determine which inventory items you are going to display and sell at the event
- Plan how you are going to let others know that you will be a participant at the event. The effort that all vendors/exhibitors put into promoting the event will be of benefit to everyone involved.

Basic reasons for being a vendor/exhibitor/sponsor at Cupcakes & Cocktails ®“A Diva Soiree”

- To generate product or service sales
- To introduce the public to a new product or service
- To educate the marketplace about your product or service
- To establish your presence in the marketplace
- To reach and develop a special clientele or customer base
- To promote and enhance the visibility of your brand in the marketplace
- To recruit and sign up new marketers and or distributors
- To create sales leads
- To increase your contact list

All of your reasons for taking part in Cupcakes & Cocktails® “A Diva Soiree” may or may not be listed here; however regardless of what your reasons are it is imperative that you are clear in your mind on why you want to be a participant.

To plan effectively so that your expectations can be realized, you must identify those expectations and visualize what a successful show looks like to you. It takes patience, nurturing and time to build a loyal clientele. We look forward to your participation and to meeting you at the event.

Majestic Diva’s Event Staff
240-390-MDSC (6377)
www.majesticdivas.org