

eas 2013



August 5 - 9, 2013

West Chester, PA

vendors

VENDOR THINGS YOU NEED KNOW!

EAS 2013 is being held at West Chester University in West Chester, PA. Vendors will be in the Sykes Student Union. We will have breaks and lunch in this building very near the vendor area to insure lots of traffic for you.

Booth. Each single booth includes one 6' table, plus two chairs. The cost for a single booth is \$100 and the cost for a double booth is \$175.

Meals. No meals are included in the cost of your booth. Lunch is available for purchase everyday. Please see the registration form for the pricing on this and our Special Events for Wednesday, Thursday and Friday. Some food service will be available on campus on a limited basis.

Electricity. There is no extra charge for electricity. However, for positioning purposes we do need to know if you need power, so please mark it on your registration form included in this packet.

Shipping to EAS 2013: If you are shipping items to West Chester University please use the following address:

Sykes Information Desk
Attention: EAS Meeting
110 W. Rosedale Avenue
West Chester, PA 19382

Shipped items cannot arrive before Friday, August 2. No exceptions. The university has limited storage space.

PA Sales Tax. It has become the norm the last several years that as vendors you have to deal with sales tax. Pennsylvania is no different. You are required to pay 6% sales tax in Chester County and you must have a sales tax license. The quickest and easiest way to do this is to go to www.pa100.state.pa.us/. PA has many items and services that are exempt from retail sales tax. See Retailers Information, PA rev-717, www.revenue.state.pa.us/portal/server.pt/document/755531/rev-717_pdf

Set Up. You can start setting up your booth any time Tuesday morning after 8:00 a.m. Vendor area will open Wednesday morning with the first break around 10:00 a.m. The vendor room is secure and will be locked at the end of each day.

Take Down. Friday take down can begin right after lunch, 1:00 p.m. and must be completed as quickly as possible, as this is the room that will hold our Friday night event. If you are shipping items back home please have them properly labeled and you'll be given instructions as to where to leave them.

Booths will be assigned on a first come, first serve basis.

Upon arrival at EAS you'll need to look for **Bob Talkiewicz**. He will be in charge of the vendor area and will help you locate and get settled into your space.

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SPONSOR A BREAK

Here's what EAS makes available to our attendees.

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Short Course

- Monday Morning Break
- Monday Afternoon Break
- Tuesday Morning Break
- Tuesday Afternoon Break

Main Conference

- Wednesday Morning Break
- Wednesday Afternoon Break
- Thursday Morning Break
- Thursday Afternoon Break
- Friday Morning Break

We appreciate the generosity of our vendors and would like to encourage you to sponsor one or more of the above listed breaks or contribute to a partial break. The cost to sponsor a Short Course Break is \$350 or a partial Short Course Break is \$200. A Main Conference Break costs \$500; or if you prefer to contribute to a partial break the cost is \$250. The Main Conference Breaks will be held in the vendor area, and signs will be prominently displayed identifying the vendor(s) who sponsored the break. Additionally your company's name will be listed in the conference program booklet. We hope you will take this opportunity to get your company's name before our attendees.

WHAT'S IN THE BAG? Here's the perfect way to get your catalog, special offer flyer or promotional items into the hands of our attendees. Small note pads with your company name and phone number and web page are ideal. They do get used, and your name is always right there. An inexpensive pen with your information on it is also a good idea (you'd be really surprised at how many I see toward the end of the week getting used in the workshops). If you're attending the meeting, this is your chance to offer a special – a coupon for 10% off, for instance. This gets people to your table. If you can't attend, this opportunity allows you to still have a presence at the conference.

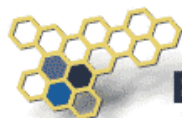
Send us 500 of whatever it is you want in the registration bag and we'll take care of it from there. We will distribute any extras to our Directors for their state meetings. All for only \$100.00.

This is the best way I know to reach this group of people if you can't attend. Queen and Package producers, suppliers too far away to attend, or small businesses starting out – the perfect way to reach distant customers. Please mark the box you send to the address below, "Bag Stuffer" or we won't know what it is, and it might not get in the bag.

BAG STUFFER ITEMS NEED TO BE RECEIVED BY JULY 15.

Please ship your bag stuffer items to:

SHARON MCDONALD
1871 POWELLS VALLEY RD
HALIFAX, PA 17032



EAS
Eastern Apicultural Society



vendors

PROGRAM ADVERTISEMENT OPPORTUNITIES

This year our program book will be 8½" x 11". Check out the ad sizes, costs and placement opportunities for this year's Program Booklet.

Your ad will need to be sent to Penelope Malish at ads@easternapiculture.org by July 15. Ads can be sent as a 300 dpi TIF or a high resolution, press quality PDF file at the final size. All color ads should be submitted in CMYK.

If you have any questions regarding the formatting or any questions about your ad you can email Penelope Malish at ads@easternapiculture.org.

PLACEMENT	DIMENSIONS	COST
Back Cover (Full Color)	8½" wide x 11" tall plus bleed	\$400
Inside Front or Back Cover (Full Color)	8½" wide x 11" tall plus bleed	\$350
Black & White Inside		
Full Page Inside	7" wide x 10" tall	\$250
Half Page Horizontal Inside	7" wide x 4.75" tall	\$150
Half Page Vertical Inside	3.25" wide x 10" tall	\$150
Quarter Page Inside	3.25" wide x 4.75" tall	\$100
Full Color Inside		
Full Page Inside	7" wide x 10" tall	\$300
Half Page Horizontal Inside	7" wide x 4.75" tall	\$200
Half Page Vertical Inside	3.25" wide x 10" tall	\$200
Quarter Page Inside	3.25" wide x 4.75" tall	\$150

Dorms

Dorms are available at West Chester University. Prices are \$54/single and \$84/double occupancy. These prices include linens. Dorms are air-conditioned. Please see your registration form.

