



Houston Gluten Free/Allergen Free Expos 2012

VENDOR INFORMATION PACKET

Gluten Sensitivity Seminars LLC, in collaboration with Echo Solutions, and Gluten Free Society is proud to present the Houston Gluten/Allergen Free Expo and Educational Event. The lead coordinator, Nikki Everett, has successfully managed the Charlotte Gluten/Allergen Free Expo and brought many Local and National vendors into the spotlight of the Charlotte, N.C. market. Her same successfully planned approach will be implemented in the Houston, Texas Medical Center:

February 4th, 2012 – Houston, Texas – Hornberger Conference Center at the Texas Medical Research Center

Vendors should be prepared to provide 1 oz. samples of their products with INGREDIENT LIST PROMINENTLY DISPLAYED.

**All vendors selling products are responsible for any and all sales tax..
Gluten Sensitivity Seminars LLC, nor Gluten Free Society clients are to be held responsible for unpaid sales tax.**

VENDOR BOOTH RATES

Pricing below includes table, linen & skirting.

The pricing does not include electrical as this varies per venue. Please contact Nikki Everett (see below) for electrical estimates for each individual event.

Standard Vendor Booth – 8x10	\$500
½ Table Vendor Booth – 8x10	\$300
Large Vendor Booth – 10x10	\$600
Extra Large Vendor Booth – 20x10	\$950
Support Groups – 8x10	\$250

COMMUNITY PROGRAMS FOR VENDOR BRANDING

SPECIAL DIET FOOD INITIATIVE

In the current economic climate, many people with a new dietary restriction are struggling to purchase foods which are gluten/allergen free because of their price averaging 2-3 times that of regular groceries. There is a growing need for special dietary needs foods for those who have to get their foods at a local food pantry or charity operation.

Because of this unfulfilled need, we ask that **each vendor please donate one unit(case) of their product** to this worthwhile cause. We will be working with support groups to facilitate developing a gluten/allergen free section in a centralized local food pantry for their recipients. We are an ethical organization that only chooses to do business with other companies that care about our nation's communities and their ability to have the basic human need of eating met. So join us in our initiative to help ease the burden of those who are struggling to eat foods which keep them healthy.

FUNDRAISING FOR RESEARCH

At the Charlotte Gluten/Allergen Free Expo 2010, several vendors donated products or services to a raffle of baskets which raised \$2500 to donate to the Center for Celiac Research at the University of Maryland. We will be continuing to support the CFCR with each of our events and hope each vendor will consider participating in this endeavor as it has proven to be vital to raising awareness and the quality of medical treatment for those with celiac disease and gluten intolerance.

Please let us know if you and your company will be participating and what/how much product or service will be offered. After receiving your commitment to participate, we will give you details on deadlines for shipping, etc.

ADVERTISING THAT WORKS

All vendors have an opportunity to buy advertising space in the full color Program/Recipe Booklet which will feature a schedule of events as well as space for companies to promote their product. It is an industry standard that attendees are more likely to keep program booklets if they can use coupons or recipes.

This marketing tool will help brand your company name and keep reminding those that attend where they can continue to purchase quality gluten/allergen free products or services.

Advertisement Booklet/Program Cost Graph

Advertising Section In Program Booklet	1/4 page Ad full color	1/2 page Ad full color	Full page Ad full color *including recipe w/product*
	\$150	\$300	\$500



FREE BONUS ADVERTISEMENT

In addition to Program/Advertising Booklet, we provide social media networking, a website for logo presentation, and coverage through national gluten/allergen free blogging community. Past events have also included local T.V. news and newspaper coverage in the Charlotte market. We have already confirmed news coverage of the Houston event with a major local news channel as well as several local radio stations in Houston and surrounding areas.

To become a vendor contact:

Nikki Everett

Email: irresistiblyglutenfree@gmail.com

Phone: 704-804-4090

Director of ECHO Event Solutions

Director Charlotte Gluten/Allergen Free Expo

www.charlottegfexpo.blogspot.com

R.O.C.K.(Raising Our Celiac Kids) Charlotte Chapter

www.glutenfreekidsrock.blogspot.com

Please take a look at the Charlotte GF/AF Expo Press page to see what kind of exposure our vendors and presenters get from participating in our events at www.gfexpopress.blogspot.com/