



unwrap an opportunity

November 21st, 2010
Inwood Country Club
Inwood, NY



DAILY HAMODIA
THE DAILY NEWSPAPER FOR TORAH JEWRY

Simcha
expo

welcome

to the *Simcha* expo



A REMARKABLE EVENT THAT BRINGS YOUR TARGET CLIENTELE RIGHT TO YOUR DOOR!

The Simcha Expo will feature a complete range of respected vendors that are directly or indirectly related to all simchos. From basics such as caterers, florists, photographers and clothiers, to the less obvious like furniture retailers, hairdressers, cosmeticians and printers, all will be represented at this comprehensive Expo.

Conveniently located in the Inwood Country Club, the Expo is expected to attract enormous consumer participation. The Simcha Expo is an unprecedented opportunity for individuals planning a simcha to access a full palette of services, expert advice, discount and comparison shopping, all at one exciting and pleasant venue. The Hamodia Simcha Supplement will be released in conjunction with the Simcha Expo and will be distributed along with the Hamodia and to all Expo attendees. A sophisticated marketing strategy will be implemented well in advance of the event to ensure high consumer traffic.



lets get together



A PARTIAL LIST OF PARTICIPATING VENDORS & PRODUCTS

FURNITURE

HOUSE WARES

SHEITELS

PHOTOGRAPHERS

VIDEOGRAPHERS

JEWELRY

CHINA/FLATWARE

LINEN

GOWNS

JUDAICA

WINE & LIQUOR

PRINTING

COSMETICS

FLORISTS

THE SIMCHA EXPO WILL FEATURE:

HANDS ON CHEF DEMONSTRATION

HELPFUL PRESENTATION FROM

PARTY PLANNERS

VALUABLE COUPONS

RAFFLES

GIVEAWAYS

HAMODIA SIMCHA SUPPLEMENT

EXCLUSIVE EXPO DISCOUNTS

EXCITING CHINESE AUCTION

CHINESE AUCTION:

Be'er Miriam Hachnosas Kallah Fund will be running an exciting Chinese Auction at our Simcha Expo this year. The specially designed "Simcha Auction" will offer a large selection of valuable gifts with ticket prices for everyone! All the proceeds will go to help needy families defray the cost of marrying off their children.



A UNIQUE OPPORTUNITY TO GAIN MAXIMUM EXPOSURE FOR YOUR BUSINESS, & MAKE A POSITIVE IMPRESSION ON YOUR CLIENTELE!

Simcha
expo

exhibitor booth rate

STANDARD BOOTH SIZE 8'x8' ... \$1200

CORNER BOOTH \$1500

*Booths can be split between two exhibitors, with a maximum of two exhibitors per booth.

ADDITIONAL 10% DISCOUNT FOR PURCHASE OF BOOTH AND SUPPLEMENT ADVERTISEMENT

included in booth packages

- * **Back (10' high) rail draped**
- * **Side (3' high) rail draped**
- * **Booth identification sign**
- * **6' table, 2 chairs**
- * **Free listing in the Simcha Expo Directory**

advertise in the Hamodia Simcha Supplement

- * **Full Page\$1800**
- * **Half Page.....\$925**
- * **Quarter Page\$475**

ADDITIONAL 10% DISCOUNT FOR PURCHASE OF BOOTH AND SUPPLEMENT ADVERTISEMENT



sponsorship opportunities

Simcha expo



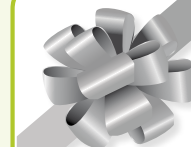
platinum
\$25,000

- Add your name to the 2010 Simcha Expo
- Recognition as the main sponsor of Expo
- Logo included on banners hung throughout the Expo
- An island of 4 booths in a choice location
- Logo included in all promotional materials
- Free listing in the Expo directory
- Four full page color ads in the Hamodia Simcha Supplement
- Logo printed on official Expo bag
- Sponsorship of a demonstration program
- Logo added to gift distributed to all attendees



gold
\$10,000

- Recognition as a sponsor of the Expo
- Logo included on banners hung throughout the Expo
- An island of 4 booths in a choice location
- Logo included in all promotional materials
- Free listing in the Expo directory
- Two full page color ads in the Hamodia Simcha Supplement
- Logo printed on official Expo bag
- Sponsorship of a demonstration program
- Logo added to gift distributed to all attendees



silver
\$5,000

- Recognition as a sponsor of the Expo
- Logo included on banners hung throughout the Expo
- Two booths in a choice location
- Logo included in all promotional materials
- Free listing in the Expo directory
- One full page color ad in the Hamodia Simcha Supplement



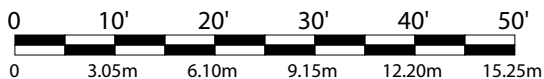
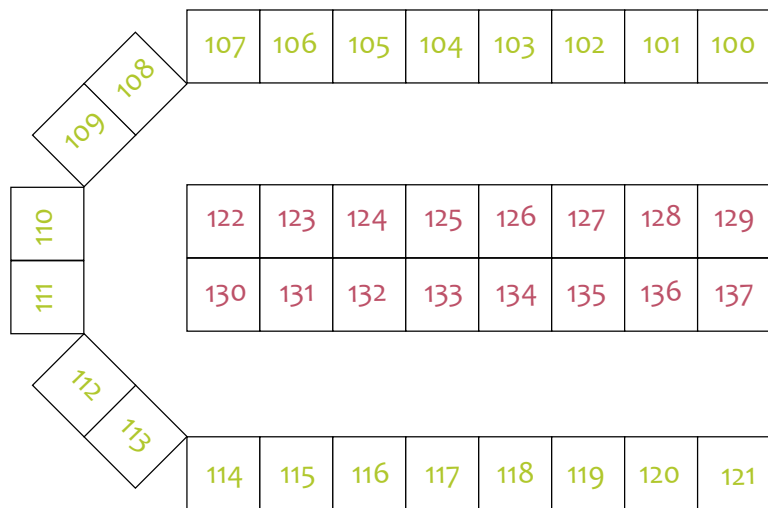
bronze
\$3,500

- Recognition as a sponsor of the Expo
- Logo included on banners hung throughout the Expo
- One booth in a choice location
- Logo included in all promotional materials
- Free listing in the Expo directory
- One full page color ad in the Hamodia Simcha Supplement

a location that
hits the spot



Inwood Country Club
floor plans



Bar - Demos

Chinese Auction

Food Court

Entrance

don't miss...

the early bird
special!



10% off
simcha supplement and booths

RESERVE BY OCTOBER 7TH, 2010

limited booths available

FOR MORE INFORMATION OR TO RESERVE A BOOTH, PLEASE CALL OR CONTACT US.

p: **877.9.SIMCHA • 732.901.1895** e: **info@simchaexpo.com** w: **www.simchaexpo.com**