



# unwrap an opportunity

November 13<sup>h</sup>, 2010  
Lake Terrace  
Lakewood, NJ



**DAILY HAMODIA**  
THE DAILY NEWSPAPER FOR TORAH JEWRY

*Simcha*  
expo

# welcome

to the *Simcha* expo

A decorative graphic featuring a large pink calla lily flower on the right side, with several pink petals scattered in the upper right corner. The word 'welcome' is written in a large, dark red serif font, and 'to the Simcha expo' is written in a smaller, green and black font below it.

## 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 Lake Terrace, 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' ...\$720**

**CORNER BOOTH .....\$925**

\*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



don't miss...

the early bird  
special!



**10% off**  
simcha supplement and booths

**RESERVE BY OCTOBER 7<sup>TH</sup>, 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**