

Washington's Most Exciting  
Party Planning Event

Bar/Bat Mitzvahs, Weddings & More  
**Milestones**  
Party & Event Planning Guide

Presents Our Annual



**Milestones**  
**PARTY PLANNING EXPO**

Sunday  
February 26, 2017  
Hilton Gaithersburg

620 Perry Pky. Gaithersburg, MD

Show Hours: 11:00 AM to 3:00 PM

410-549-5490

Call Toll Free 877-856-5490

Websites:

[www.milestonesmagazine.com](http://www.milestonesmagazine.com) • [www.milestonesexpo.com](http://www.milestonesexpo.com)



Milestone Media Group, Inc.



# Milestones PARTY PLANNING EXPO

Washington DC Metro Area • Hilton Gaithersburg • Sunday February 26, 2017

## EXHIBITOR INFORMATION

### Every Exhibitor Receives:

- Admission passes for your customers
- Identification sign
- Listing in Show Program, including a brief description of your business
- Comprehensive mailing list of showcase attendees
- Eight-foot exhibit space
- One six-foot skirted table
- Two chairs

### **BASIC SPACE ONLY \$425**

*Premium spaces and electric available at extra charge.*

**Double Your Exposure:  
Save \$\$ on two spaces**

### Increase Your Visibility

Advertise in our Full Size Show Program!

Affordable rates:

Full page .....	\$185
Half Page .....	\$100
Quarter Page .....	\$65

*For Mechanical Specs see the 2016 Expo Program Ad Placement Agreement.*



**Toll Free 877-856-5490**

**Milestone Media Group, Inc.**

1341 W. Liberty Rd. / Sykesville, Maryland 21784

### Promotional Activities

The show is supported by extensive advertising including:

- Washington Jewish Week
- Baltimore Jewish Times
- Milestones Magazine
- Synagogue Newsletters
- local newspapers
- hundreds of fliers
- community signs
- exhibitors' store fronts
- JCCs
- exhibitor admission passes
- direct mail invitations
- our website, and more!

### Door Prizes

All exhibitors are encouraged to offer door prizes. Prizes will be announced regularly. Door prizes and contributing vendors will be listed in the show program.

### Admission

Free to families with magazine coupons or exhibitors' admission passes, or \$3 / family for Tzedakah (charity).

### At the Door

Families receive printed Expo program, printed souvenir bag and door prize tickets!

# Party Planning Expo Gaithersburg, MD

For Office Use

## EXHIBITOR REGISTRATION APPLICATION, HILTON GAITHERSBURG

### EXHIBIT SPACE PRICING:

- Exhibit Space- Category E .....\$425
- Exhibit Space- Category F .....\$475
- Add Electric to Category E & F (one 15 amp outlet) .....\$25
- Add Power Drop (for high amp equipment) .....\$150
- Exhibit Space- Category G (one 15 amp outlet) .....\$500
- Exhibit Space- Category H (one 15 amp outlet) .....\$525
- Exhibit Space- Category J (10 ft. wide, one 15 amp outlet) \$575

### DOUBLE YOUR EXPOSURE:

Two Spaces or More .....Deduct 5%

Space Preferences: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

### EXHIBITOR INFORMATION

COMPANY \_\_\_\_\_

AGENCY (if applicable) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Product or Service offered as a door prize \_\_\_\_\_

Describe your display/exhibit \_\_\_\_\_

### SUNDAY, FEBRUARY 26, 2017

Reserve early, limited number of vendors will be accepted per category. Applications must be received by February 13, 2017 to be listed in the show program. Vendors may arrive as early as 8:00 A.M. and **MUST BE** set up by 10:30 A.M. Participating exhibitors should bring their door prizes with them on the day of the show.

### SHOW PROGRAMMING LISTING INFORMATION

Please complete information as it will appear in the Expo Program. Application must be received by February 13, 2017 to be listed in the Expo Program.

COMPANY NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

PHONE (local) \_\_\_\_\_

PHONE (toll free) \_\_\_\_\_

WEBSITE ADDRESS \_\_\_\_\_

BUSINESS DESCRIPTION (1-2 sentences) \_\_\_\_\_

Caterers must include a copy of insurance certificate with application

### PAYMENT OPTIONS (All Terms – Must Accompany This Application)

Make Checks Payable To:



Milestone Media Group, Inc.  
1341 W. Liberty Rd..  
Sykesville, MD 21784

Office: 410-549-5490  
Toll Free: 877-856-5490  
Fax: 410-549-6467  
[www.milestonesexpo.com](http://www.milestonesexpo.com)

\$ Total \_\_\_\_\_

VISA     MC     AM EX

Card # \_\_\_\_\_ Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

I have read and agree to all the Terms and Conditions listed on other side. I understand that acceptance in the Expo is a temporary license to display my product(s)/service(s) and does not constitute endorsement by Milestone Media Group, Inc. or the host Hotel.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

# READ THIS BEFORE YOU SIGN

## Milestone Media Group, Inc. Milestones Party Planning Expo Exhibitor Registration Application.

### Terms and Conditions:

1. Placement is first-come first-served, subject to restrictions listed below.
2. Expo Exhibitor Registration Application must be accompanied by PAYMENT IN FULL (Check, Visa, Master Card, or Amex.) to reserve the Expo space. Upon acceptance, you will receive a floor plan showing available spaces for your selection. Milestone Media Group, Inc. reserves the right to restrict or make placement based upon exhibitor type. This application, when properly executed by Exhibitor and approved by Milestone Media Group, Inc., constitutes a legally binding license agreement.
3. DESCRIPTION OF SPACE. A standard space includes 8' wide along the aisle by approximately 7' deep (some spaces are more, some are less), a 6' skirted table with tablecloth, two chairs (as available), and standard identification sign. Additional tables and chairs are available only from supplies at the Hotel. License fee also includes listing in the show program directory if application is submitted by the due date. Exhibitor agrees that Milestone Media Group, Inc. will not be liable for errors and omissions.
4. All caterers are subject to approval by the Hotel. Hot foods may not be allowed.
5. All vendors, products, services and displays are subject to approval. Applications not accepted will receive a full refund. Sharing or splitting exhibit space, even multi-booth space, between exhibitors offering different services, MUST have prior approval of Milestone Media. This will avoid placing similar services in close proximity to one another on the exhibit floor. Electrical service, if purchased, is limited to one 10 amp outlet. Exhibitors must supply additional extension cords/outlet extenders if desired. Milestone Media Group, Inc. and the host Hotel are not responsible for providing additional electrical capacity.
6. EXHIBIT REGULATIONS:
  - a. Setup will be accomplished by the time stated on the application on the day of the Expo, and breakdown will not begin before 3:00 P.M. If Exhibitor is not set up by the stated time, Milestone Media, at its discretion, may reassign that space, fill the space or otherwise make the space unavailable. Late arrivals are subject to being reassigned to new spaces with no refunds or additional compensation. No-shows are not eligible for refunds or credits.
  - b. Exhibit shall be so arranged as not to obstruct the general view nor hide the other exhibits. No exhibit will be permitted to interfere with the use of other exhibits or impede access to them or free use of aisles. Plans for specially built displays not in accordance with regulations should be submitted in writing to Milestone Media Group, Inc. before construction is ordered. All construction shall be neat and professional.
  - c. USE OF SPACE. A description of the display construction and a list of exactly what products or services will be displayed must be submitted no later than 30 days before the date of the event. If over-the-counter sales will be conducted, Exhibitor is responsible for collecting and remitting taxes in accordance with federal, state, and local requirements. Exhibitors shall only display merchandise or services as listed to Milestone Media Group, Inc. Exposition Manager reserves the right to prohibit the display of any product or signage that it deems inappropriate or out of character with the show. No representations are made herein regarding exclusivity of any merchandise or service.
  - d. PROHIBITED USE. (1) Circulars, advertising matter, etc., may be distributed and patronage solicited only within the space assigned to the Exhibitor presenting the material. (2) Exhibit space may not be occupied or shared by any firm other than that firm which originally contracted for said space. (3) Exhibitor shall not make any promotional efforts, or provide transportation, that has the effect of drawing attendees away from the main show area, except as allowed by Milestone Media Group, Inc. in regard to authorized workshops, demonstrations, and displays. (4) Volume levels will be kept reasonable, as determined by Milestone Media Group, Inc., and displays/entertainers will not will not block traffic or detract from other exhibitors' displays.
  - e. Space will be left clean. Nothing will be used within the Hall that will injure, mar, or in any manner deface any surface of the Hall or any equipment contained herein, such as nails, hooks, tacks, or screws, adhesives, tapes, signs, posters, notices, or graphics of any description into or onto any part of the surfaces. Exhibitor assumes responsibility for all damage to facility.
  - f. Displays and personnel are restricted to assigned spaces. No other space may be used without permission of Milestone Media Group, Inc.
7. Cancellation policy: If Exhibitor desires to cancel all or part of the exhibit space, the Exhibitor acknowledges that Milestone Media Group, Inc. would be harmed and suffer loss, but that the precise value of that harm would be difficult to calculate. Therefore any payment required herein shall be considered reasonable pre-agreed liquidated damages and not a penalty. **All cancellations, withdrawals, or reductions in space by Exhibitor must be in writing, by certified mail, return receipt requested.** Fee not refundable after February 13, 2017. A 25% cancellation fee applies prior to this date.
8. CANCELLATION OF EXPOSITION. In the event of cancellation or postponement of the Expo due to fire, strikes, government relations, terrorist acts, or other causes beyond the control of the Milestone Media Group, Inc., Milestone Media Group, Inc. will refund as large a portion of the exhibit fee as it deems consistent with the expenditures and commitments already made.
9. Exhibitor may be required to provide proof of insurance before the start of the event. All vendors offering food must provide verification of insurance coverage at least 30 days before the start of the event. The Certificate of Insurance shall indicate: (a) Broad Form Public Liability Insurance with a minimum of \$1,000,000 combined single limit per occurrence, (b) name Milestone Media Group, Inc. as additional insured, and (c) list the insurance agency issuing the certificate.
10. LIABILITY. The Exhibitor is entirely responsible for the space leased and has the sole responsibility of keeping said space free from any conditions dangerous to persons visiting or working the exhibition floor. Exhibitor agrees to hold Producer, Exhibition Manager, Hall Manager, and their employees, agents and partners harmless from any and all claims and expenses for any injury, loss, or damage that may occur to Exhibitor, or to Exhibitor's employees, guests, or property from any cause whatsoever, as a result of the use of the rented space, or the actions or failure to act of any party associated with the Exhibitor, and agrees to indemnify the above parties from all such claims. In no event shall Producer or any of its affiliates be held liable for any damages arising out of or in connection with this Agreement. Exhibitor recognizes that no other party holds insurance that relieves him from liability of damages as a result of use of the rented space. Exhibitor is solely responsible for damages to the premises and for violation of any law, code or regulation.



Party Planning Expos at Hilton Gaithersburg



EXPO PROGRAM AD PLACEMENT AGREEMENT

AD PRICING:

BLACK & WHITE ADS - Check One (prices are per Expo)

- Full Page . . . . .4 5/8" x 7 1/8".....\$185
Half Page . . . . .4 5/8" x 3 1/2.....\$100
Quarter Page . . . . .2 1/4" x 3 1/2".....\$65

PLACE MY AD IN THE FOLLOWING EXPO PROGRAMS:

- Gaithersburg, MD . . . . .Deadline: February 13, 2017

SUBMITTAL OPTIONS (select one)

Mechanical Specifications on other side.

- Electronic File Submittal - on disk or e-mail to production@bnaimitzvahguide.com
Enclosed is my business card or hard copy to scan. (Do not staple or clip paper).
Use my existing ad on file.

BILLING INFORMATION

COMPANY \_\_\_\_\_

AGENCY (if applicable) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Milestone Media Group, Inc. Party Planning Expo Program Ad Placement Agreement Terms and Conditions:

- 1. Black and White line art ads are preferred; photographs (including electronic files) and color submittals may not reproduce at magazine quality.
2. All ads are printed Black and White only.
3. Ad placement in the showcase program is at the discretion of Milestone Media Group, Inc.
4. Milestone Media Group, Inc. does not endorse advertisers and does not guarantee the accuracy of any claims made by it's advertisers.
5. All orders are subject to publisher's acceptance. The publisher reserves the right to reject or cancel any advertisement that does not conform to the editorial or graphic standards of the publication.
6. Milestone Media Group, Inc. endeavors to provide completely accurate information in all advertising. Scanned/reproduced images and artwork/ads submitted electronically will be published as received.
7. The publisher shall not be liable for failure to publish or distribute all or any part of the Expo Program because of labor dispute, accident, fires, acts of G\_d, or any other circumstances beyond the publisher's control. Further, in case of error or failure to print an advertisement, liability is limited to the cost of the advertisement.

PAYMENT OPTIONS

(All Terms - Must Accompany This Application)

Make Checks Payable To: \$ TOTAL \_\_\_\_\_



Milestone Media Group, Inc.
1341 W. Liberty Rd..
Sykesville, MD 21784

- VISA
MC
AM EX

Office: 410-549-5490 • Fax: 410-549-6467 • TOLL FREE: 877-856-5490

Card # \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

# MECHANICAL SPECIFICATIONS

## ELECTRONIC FORMAT

- Operating System: Macintosh OS

*NOTE: Many Windows files will open in Macintosh, call for more information.*

- Programs: QuarkXPress 6.5, Photoshop CS, Acrobat 6.0, or Illustrator 10
- Type of files accepted:
  - TIFF – Save all photos in 300 dpi, line art in 600 dpi.
  - EPS – Create Outlines for type and strokes.
  - PDF – Use Acrobat 6.0 compatibility and save as 300 dpi Press Optimized.
- Save all black and white files in GRAYSCALE, not in color.
- Newspaper and magazine art and photos are not acceptable for reproduction.
- Fonts: PostScript fonts ONLY, including printer and screen fonts. No TrueType fonts accepted.

## HARD COPIES & PICTURES

Wording and designed art in clean black and white images may be sub-

mitted in the specified dimensions, but may be subjected to ad scan and size adjustment fees (see other side).

### PLEASE NOTE:

QUALITY/SHARPNESS OF AD  
COULD BE COMPROMISED IF NOT  
SUBMITTED ELECTRONICALLY.

- Original emulsion-based photos reproduce better than printed copies. Please submit originals. They will be returned without harm after the publication is finished.

## BIZCARDS

Scanned business cards must have sharp black line art. No photos will be accepted. Quality not guaranteed for scans of color art and cards printed on color stock. If you do not have a business card with the desired information on it, we can design a BIZCARD ad in our standard format for no additional charge. Call for details.

## AD SIZES

Full Page: 4 5/8" W by 7 1/8" H  
Half Page: 4 5/8" W by 3 1/2" H  
Quarter Page: 2 1/4" W by 3 1/2" H