



THE MIDWEST'S PREMIER MOTORCYCLE FESTIVAL

WWW.DETROITBIKEWEEK.COM

Dear Potential Vendor,

We are writing about a unique opportunity for quality vendors like you to join forces with the Detroit Bike Week to be held on July 26-29, 2012 in Commerce Township, Michigan.

Every year motorcycle season is celebrated by the country's millions of dedicated riders who flock to every bike event they can. Attendance at these types of events is massive, which presents sponsors on site with the opportunity to offer their products to an unending stream of enthusiastic festival goers.

Situated in one of the wealthiest counties in the United States, surrounded by population of millions, and with nearly 750,000 registered motorcyclists within a few hours, the Multi-Lakes Conservation Association, with over 130 acre site, is the ideal location for the Midwest Premier Motorcycle Festival.

This year's Detroit Bike Week will welcome some of the country's top entertainment acts, as well as a non-stop series of fun and exciting activities to keep attendees entertained and involved.

Let's talk about bringing you into the Detroit Bike Week family of vendors. It is our sincere wish to create a long-lasting relationship with you as the smashing success of this year's event will guarantee it becomes one of the country's most popular motorcycle-related festivals.

If you would like to become a vendor at our event please fill out and return the enclosed application and contract and/or fax or mail it to Top Notch Entertainment & Events, Inc. P.O. Box 1598 Warren, Michigan 48090-9991

PH: 248-953-1117 Fax: 888-801-4662.

Sincerely,

Lisa Wilson
Sales

DETROIT BIKE WEEK

JULY 26 - JULY 29, 2012

EXHIBITOR PRICING

VENDOR SPACE COST

BOOTH SIZE	COST	ADDITIONAL 10' DEPTH
10 X 10'	\$500	\$100
20' X 10'	\$600	\$150
30' X 10'	\$700	\$200
40' X 10'	\$800	\$250
50' X 10'	\$900	\$300
60' X 10'	\$1000	\$350
NON PROFITS RECEIVE 50% DISCOUNT ON BOOTH SPACES		

ELECTRICAL COST

ELECTRICAL	COST
110	\$200
VENDORS MUST SUPPLY THEIR OWN EXTENSION CORD	

EXAMPLES

10' X 20'
NO ADDITIONAL DEPTH
110 ELECTRICAL
SERVICE

BOOTH SIZE/COST	ADDITIONAL DEPTH	ELECTRICAL CHARGES	TOTAL CHARGES	50% DEPOSIT	BALANCE DUE 6/15/12
\$600	\$0	\$200	\$800	\$400	\$400

10' X 10'
10' ADDITIONAL DEPTH
NO ELECTRICAL
SERVICE

BOOTH SIZE/COST	ADDITIONAL DEPTH	ELECTRICAL CHARGES	TOTAL CHARGES	50% DEPOSIT	BALANCE DUE 6/15/2012
\$500	\$100	\$0	\$600	\$300	\$300

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Detroit Bike Week, 2011 VENDOR SPACE CONTRACT: The undersigned vendor hereby submits this application to Top Notch Entertainment & Events, Inc. for display space as a vendor at Detroit Bike Week in Commerce, Michigan. The event indicated below subject to the rules and regulations established by the show and management including but not limited to the terms of this agreement which includes the rules and regulations printed in vendor packet.

COMPANY _____

WEBSITE FOR LINK _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CONTACT PERSON _____

TITLE _____ **PHONE #** _____

FAX# _____ **EMAIL** _____

PRODUCTS	PRODUCTS	SERVICES/DISPLAYS

List ALL products/services to be displayed and/or sold:

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DEPOSIT AND PAYMENT: 50% deposit must be submitted with the signed contract in order to reserve booth location. Any unpaid balance is due (6/15/12) forty five (45) days prior to show move-in. A finance charge of 1 1/2% per month will be charged for all invoices paid late. Returned checks will incur a charge of fifty dollars (\$50.00) for service fee.

NO GUARANTEE: Top Notch Entertainment & Events, Inc. (TNEE) makes no representation, guarantee or promise to vendor that the rental of exhibit or commercial space will be financially successful or even return to the vendor the cost of the space. DBW cannot be responsible for adverse weather conditions.

DISPLAY SPACE: Space is assigned at the discretion of show management on a first come basis (as determined by payment date). There is no guarantee on booth location. Certain categories of products/services (e.g. graphics, sunglasses, and pin striping) may be limited to a set number of vendors per show as determined by show management.

ACCEPTANCE: This application constitutes a contract between the named vendor and TNEE when accepted by TNEE. Acceptance occurs when a copy of this application is signed by a representative of TNEE and deposited in the U.S. Mail, first class to the vendor's address noted above. Upon acceptance by show management, this application becomes a legally enforceable contract. Please contact our Sales Department with any questions at (248) 202-4662.

As the responsible party for this application, I acknowledge that I have read and understand this application and the show rules and regulations of this contract and agree to abide by them and further shall be responsible for all fees due under this agreement. The minimum deposit as required (see deposit/payment above), must be received with contract or it will not be accepted by show management.

I have included or will provide a copy of my Insurance Policy listing MULTI-LAKES CONSERVATION ASSOCIATION, TOP NOTCH ENTERTAINMENT & EVENTS, DETROIT BIKE WEEK, AND SUBSIDIARIES, AFFILIATES, OFFICERS, AND DIRECTORS AS ADDITIONAL INSURED.

SIGNATURE _____ DATE _____

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YOUR COST

BOOTH SIZE/COST	ADDITIONAL DEPTH	ELECTRICAL CHARGES	TOTAL CHARGES	50% DEPOSIT	BALANCE DUE 6/15/12

IF PAYING BY CREDIT CARD PLEASE COMPLETE THE FOLLOWING:
(a service charge of 3% will be applied to your credit card)

COMPANY NAME: _____

CARD HOLDER: _____

BILLING ADDRESS: _____

CITY _____ STATE _____ ZIP CODE _____

TYPE OF CARD	CREDIT CARD NUMBER	EXPIRATION DATE	SECURITY CODE	AMOUNT TO CHARGE

This charge will appear on your statement as Top Notch Entertainment & Events, Inc.

BALANCE WILL BE CHARGED ON ABOVE CARD ON 6/15/12

Authorized Signature _____ Date _____

All vendors must supply proof of liability insurance with application. All vendors must carry \$1,000,000 liability insurance and it must name the Multi-Lakes Conservation Association, Top Notch Entertainment & Events, Inc., Detroit Bike Week, and subsidiaries, affiliates, officers, and directors as additional insured. Attendance will not be allowed if this is not supplied upon arrival to set up.

Please return contract with deposit (cash, check, or credit card) & proof of insurance to:

TOP NOTCH ENTERTAINMENT & EVENTS, INC.
 P.O. BOX 1598 WARREN, MICHIGAN 48090-9991
 Fax: 888-801-4662 Attention: MARY RUSSO