



February 6, 2012

Dear Sir or Madam:

Spring is fast approaching and so is the annual **Spring Home and Lifestyles Show** at Beaver Valley Mall. This TWO day show features home improvement displays and is FREE to the public. The show will run Saturday, March 17 – Sunday, March 18 just in time for people to start thinking about those Spring and Summer home improvement projects.

You will have the opportunity to have your company's name on the mall's electronic marquee. As cars travel the busy Brodhead Road corridor in front of the mall en route to I-376 or Monaca, they will be able to see your business's name as being part of this year's Fall Show.

The show features:

- **Individualized Advertising On the Electronic Marquee!**
- **Radio Advertising of the event on KDKA AM!**
- **The Show will be featured on the mall's web site and Facebook page!**
- **Signage advertising the show will be displayed throughout the mall!**
- **An opportunity to reach people from Beaver County to Ohio and West Virginia!**

This is a great opportunity for you to grow your business and reach additional shoppers through Beaver Valley Mall. Enclosed is a registration form, as well as a sample certificate of insurance detailing all of the required coverage necessary for participation. Please return the completed registration form by **Monday, February 27, 2012**. In order to reserve your space, please include your check of \$175 made payable to Beaver Valley Mall.

Remember space is limited and is on a first come first serve basis, so please return your form **as soon as possible**. We will then contact you with more information.

If you have any questions, or need further assistance, please feel free to contact us at (724) 774-5639.

Sincerely,

Lori Reda
Marketing Director

**Beaver Valley Mall
Spring Home and Lifestyles Show 2012
Reservation Form**

Contact/Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Tax ID #(for filing on License Agreement): _____

E-mail: _____

Description of Business: _____

What are you bringing in for your booth (beyond Literature)? _____

**Booth Reservation
Please Check one.**

_____ \$175 – Single Booth (10' x 10') _____ \$200 – Double Booth (20' x 20')

**Please check if you would like to have your company's name advertised on the Mall
Marquee!**

_____ Yes, please advertise my company's name on the marquee for an additional \$25

Number of Tables needed: _____ Number of Chairs needed: _____

Do you need electricity for your booth? _____

Do you have any other special needs? _____

**PLEASE RETURN THIS FORM VIA MAIL OR
FAX TO (724) 774-4841
570 Beaver Valley Mall Blvd.
Monaca PA 15061**

- ◆ *Non-Refundable Corporate Check or Money Order Due No Later than February 27, 2012 for general registration.*
- ◆ *Certificate of Insurance listing the entities that own the mall as additional insured will need to be included with registration. Sample insurance included. All coverage listed on sample must be met, including Workers Compensation.*
- ◆ *License Agreement will be mailed for signature upon receipt of this form.*