

An Exciting New Event  
From



Our Annual  
**Bar/Bat Mitzvah & Wedding  
Planning Expo**

Sunday  
OCTOBER 18, 2009  
White Flint Mall

11301 Rockville Pike  
North Bethesda, MD

Show Hours: 12:00 P.M. to 6:00 P.M.

410-549-5490

Call Toll Free 877-856-5490

Website: [www.bnaimitzvahguide.com](http://www.bnaimitzvahguide.com)



Milestone Media Group, Inc.

# Bar/Bat Mitzvah & Wedding Planning Expo

Washington DC Area • White Flint Mall • Sunday October 18, 2009

## EXHIBITOR INFORMATION

### Every Exhibitor Receives:

- 5' x 10' piped and draped exhibit space (Maximum height 8')
- One six-foot skirted table
- Two chairs
- Trash can
- Identification sign
- Listing in Expo Program, including a brief description of your business
- Admission passes for your customers
- Comprehensive mailing list of Expo attendees

### BASIC SPACE ONLY \$495

*Premium spaces and electric available at extra charge.*

### Double Your Exposure:

*Save \$\$ on two spaces*

### Increase Your Visibility

Advertise in our Full Size  
Planning Expo Program!

Affordable rates:

Full page .....	\$285
Half Page .....	\$150
Quarter Page .....	\$100
BIZCARD .....	\$60

*For Mechanical Specs see the 2009  
Planning Expo Ad Placement  
Agreement.*



**Toll Free 877-856-5490**  
Milestone Media Group, Inc.  
5360-E Enterprise St. / Eldersburg, Maryland 21784

### Promotional Activities

The expo is supported by  
extensive advertising including:

- Washington Jewish Week
- The Gazette
- The Washington Post
- B'nai Mitzvah & Jewish Weddings
- Synagogue Newsletters
- hundreds of fliers
- community signs
- exhibitors' store fronts
- JCCs
- exhibitor admission passes
- [www.bnaimitzvahguide.com](http://www.bnaimitzvahguide.com)
- [www.ShopWhiteFlint.com](http://www.ShopWhiteFlint.com)
- White Flint Shopping Center's electronic marquee along Rockville Pike
- Inclusion in all White Flint's September Advertising

### 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 planning expo program.

### Admission

Free to all attendees.

### Upon Registration

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

### Benefits

- The highest traffic mall in the area.
- High visibility in an upscale shopping mall location reaching affluent shoppers.
- Supported by B'nai Mitzvah & Jewish Weddings Magazine.

# Planning Expo White Flint

For Office Use

## EXHIBITOR REGISTRATION APPLICATION, WHITE FLINT MALL

### EXHIBIT SPACE PRICING:

- Exhibit Space- Category W1 (no electric) .....\$495
- Exhibit Space- Category W2 (electric) .....\$520
- Exhibit Space- Category W3  
(premium center court location with electric) .....\$595

### DOUBLE YOUR EXPOSURE:

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

### 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, OCTOBER 18, 2009

Reserve early, limited number of vendors will be accepted per category. Applications must be received by October 2, 2009 to be listed in the expo program. Vendors may arrive as early as 8:00 A.M. and **MUST BE** set up by 11:30 A.M. Participating exhibitors should bring their door prizes with them on the day of the Expo. **Note:** Takedown **MUST** occur after the Mall closes at 6:00 P.M.

### EXPO PROGRAMMING LISTING INFORMATION

Please complete information as it will appear in the Planning Expo Program. Application must be received by October 2, 2009 to be listed in the Planning Expo Program.

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

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

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

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

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

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

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

Make Checks Payable To:



**Milestone Media Group, Inc.**  
5360-E Enterprise St.  
Eldersburg, MD 21784

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

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

- VISA
- MC
- AM EX

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

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

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

### MUST ACCOMPANY THIS APPLICATION:

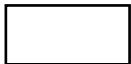
- Full Payment
- White Flint Hold Harmless Agreement - signed
- White Flint Event Exhibitor Guidelines - signed

# READ THIS BEFORE YOU SIGN

## Milestone Media Group, Inc. Bar/Bat Mitzvah & Wedding Planning Expo Exhibitor Registration Application.

### Terms and Conditions:

1. Placement is first-come first-served, subject to restrictions listed below.
2. Planning Expo Exhibitor Registration Application must be accompanied by PAYMENT IN FULL (Check, Visa, Master Card, or Amex.) to reserve the Expo space. 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 5' x 10' piped and draped exhibit space, a 6' skirted table with tablecloth, two chairs (as available), trash can, and standard identification sign. Additional tables and chairs are available only from supplies at the Mall. License fee also includes listing in the show program directory. Exhibitor agrees that Milestone Media Group, Inc. will not be liable for errors and omissions.
4. Hot food must be prepared in advance. No Sterno hot-plates. Cooking on premises prohibited.
5. All vendors, products, services and displays are subject to approval. Applications not accepted will receive a full refund. 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 White Flint Mall is 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 Planning Expo, and breakdown will not begin before 6:00 PM.
  - 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. This will only be allowed with the permission of White Flint Mall. 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 expo. 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 block traffic or detract from other exhibitors' displays.
  - e. Space will be left clean. Nothing will be used within the Mall that will injure, mar, or in any manner deface any surface of the Mall 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 September 20, 2009. A 25% cancellation fee applies prior to this date.
8. CANCELLATION OF EXPOSITION. In the event of cancellation or postponement of the Planning 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. and White Flint Mall 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, Mall 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.
11. White Flint Mall Rules: All vendors must sign White Flint Mall's Hold Harmless agreement and Event Exhibitor Guidelines.



# SHOWCASE PROGRAM AD PLACEMENT AGREEMENT

### AD PRICING:

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

- Full Page . . . . . 7 1/4" x 9 5/8".....\$285
- Half Page . . . . . 7 1/4" x 4 5/8".....\$150
- Quarter Page . . . . . 3 1/2" x 4 5/8".....\$100

### BIZCARD (B/W ONLY)

- Scanned business cards . . . 3 1/2" x 2".....\$60

### PLACE MY AD IN THE FOLLOWING SHOWCASE PROGRAMS:

- White Flint Mall . . . . .Deadline: October 2, 2009
- Gaithersburg, MD . . . . .TBD
- Baltimore, MD . . . . .TBD

### 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. Bar/Bat Mitzvah Simcha Showcase Exhibitor 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 its 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 Showcase 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.  
5360-E Enterprise St.  
Eldersburg, 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: 7 1/4" W by 9 5/8" H  
Half Page: 7 1/4" W by 4 5/8" H  
Quarter Page: 3 1/2" W by 4 5/8" H



## HOLD HARMLESS AGREEMENT

Independent Contractor/Exhibitor shall and does hereby indemnify and hold harmless White Flint Mall, LLLP, Lerner Corporation, Lerner Enterprises Limited Partnership and Taleco Partners, L.L.C. from and against all liabilities, fines, claims, damages and actions, costs and expenses of any kind or nature, including attorney fees, of anyone whomsoever, including loss of life and injuries to persons, or loss of property, arising in whole or in part from participating in activities and functions at White Flint.

Independent Contractor/Exhibitor does hereby release the above parties on behalf of itself and of those persons under its direction and control from any and all liability whatsoever arising from delivery, installation, operation, removal or exhibit display and participation in activities at White Flint.

In the event of cancellation of the special event, promotion or expo due to inclement weather or other unforeseen occurrence, White Flint Mall, LLLP, Lerner Corporation, Lerner Enterprises Limited Partnership and Taleco Partners, L.L.C. shall not be obligated to refund any portion of the exhibit fees paid by exhibitor.

**Event Name:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Authorized Signature :** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_



## EVENT EXHIBITOR GUIDELINES

White Flint requires that all EXHIBITORS adhere to the following guidelines for shows, performances and exhibits when using the facility:

1. Exhibitors may only set up displays during hours in which White Flint is not open for business (before 10:00 a.m. and after 9:30 p.m.) Monday through Saturday, and before 12:00 p.m. and after 6:00 p.m. on Sunday.) All loading and unloading will be done from pre-assigned loading zones.
2. Take down and packing up is to be done only after the close of the event. No exhibitor may pack up or leave before the event scheduled closing.
3. Exhibitors must park in perimeter lots located outside the White Flint ring road, away from prime customer parking. Your vehicle should be moved to designated locations after unloading at loading zones.
4. All tables must be fully clothed and skirted on all sides.
5. All supplies, cartons, boxes, etc. must be fully concealed at all times. Materials not being used should be returned to Exhibitor's vehicle.
6. It is the responsibility of each Exhibitor to breakdown and expose of any empty cartons/boxes into proper receptacles at Loading Zones only. Please do not pile boxes onto interior trash receptacles.
7. Folding Abridge chairs are not allowed.
8. Display lighting must be cleared in advance with management. Exhibitors must supply their own extension cords. **Orange cords are not allowed.** All cords must be taped down securely and neatly. You must provide and use gray duct tape to tape down your cording.
9. **No work or products may be displayed leaning against anything or standing on the floor. Displays may not be placed in front of any store windows or entrances.**
10. **All signage, press releases, advertisements, etc. with regard to the show must be approved by management prior to distribution.**
11. **Handwritten signs are not allowed.** No signs or displays may be attached to shopping center property. Any signage found objectionable by management will be removed immediately.
12. **Each exhibit must be fully manned during the complete hours of the show.** White Flint management is not responsible for any loss, damage, injury, etc. to merchandise when the exhibit is attended or unattended, and whether or not this should occur during show hours.
13. Each exhibitor will keep his space in the same condition in which it was found. The exhibitor will be responsible for damages to White Flint property.
14. Management may ask an exhibitor to leave for reasons of conduct or any other reason, if in management's sole judgment, the exhibitor's continued presence would be potentially detrimental to other exhibitors, White Flint merchants or visitors to White Flint.
15. Exhibitors are expected to present a professional appearance.
16. No promotional items with adhesive backing, such as bumper stickers may be distributed.
17. Helium balloons are not allowed unless they are **INDIVIDUALLY** weighted. Helium tanks are prohibited.
18. Snow Cone machines are not allowed.



19. Loud music or distractions, such as strobe lights are not allowed.
20. **No selling, unless otherwise approved. Handbills may not be distributed anywhere in the center or in the parking lots.**
21. White Flint has the right of refusal for all exhibitors and their work, products or services.
22. Distribution of tasteful, professionally produced literature or brochures will be allowed; however, it must be distributed within the confines of the dealer's exhibit area only.
23. Banners are not permitted, unless approved by management prior to exhibit.
24. **All exhibitors will be expected to sign a Hold Harmless Agreement and/or provide appropriate Certificate of Insurance.**
25. If displaying a vehicle at White Flint, the following rules apply:
  - \* Automobile batteries must be disconnected.
  - \* The gas tank must have a locking gas cap & less than 1/8 of a tank of gasoline.
  - \* A pan or pad to catch oil drips must be placed under the vehicle.
  - \* Tire pads must be placed under all tires.

I agree to follow the above policies and procedures. By signing below, I recognize that failure to comply will disqualify me from participation in future White Flint Events.

---

Company Name

---

Contact Signature

---

Date

*If you have special needs or questions regarding any of the above,  
Please contact Robbin Davlin, Planning Coordinator,  
at 410-549-5490 or 1-877-856-5490.*

*Thank you for your compliance with these guidelines, which will ensure a professional,  
safe and successful experience for  
White Flint and all event exhibitors and guests.*