



Macalester-Groveland
& Highland Area

Home Improvement Fair March 10, 2012

Macalester-Groveland
Community Council
320 South Griggs Street
Saint Paul, MN 55105
Phone: (651) 695-4000
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Highland District Council
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Saint Paul, MN 55116
Phone: (651) 695-4005
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hdc@visi.com

October 26, 2011

Dear Potential Exhibitor,

The 20th Annual Highland/Macalester-Groveland Home Improvement Fair will take place Saturday, March 10, 2012 at Cretin Derham Hall (550 South Albert Street) in Saint Paul from 10:00 AM to 3:00 PM. The Home Improvement Fair is one of our neighborhood's most popular events, bringing hundreds of area homeowners to attend and learn about your products, services, and/or educational efforts.

Register by filling out the enclosed application and returning it with the **\$150 exhibitor fee** to the Highland District Council at 1978 Ford Pkwy, Saint Paul, MN 55116. **The fee for booths that require electricity is \$175 (\$150 exhibitor fee + \$25 for electricity = \$175 total cost)**. Please note that electricity is *extremely* limited, so please only request electricity if it is absolutely essential to your presentation. Electricity will be made available on a first-come, first-served basis and each exhibitor is responsible for bringing a 25 foot extension cord. If we are unable to offer you electricity, your \$25 electricity fee will be refunded.

As an exhibitor you will receive the following:

- 1) Listing of your company/organization in the Fair's program that will be distributed to all attendees;
- 2) 8' wide x 6' deep booth space, including a 6' x 30" banquet table and up to 2 chairs;
- 3) Promotional announcement in the following publications:
 - *Villager* newspaper, distribution 63,000
 - Macalester-Groveland Community Council print newsletter, distribution 8,500
 - Macalester-Groveland Community Council & Highland District Council electronic newsletter, distribution 1400+
 - Posters displayed at local banks and businesses
 - Macalester-Groveland Community Council website (www.macgrove.org)
 - Highland District Council website (www.highlanddistrictcouncil.org)
- 4) An opportunity to present a workshop to communicate the importance of services or products your company provides. Workshop space is limited and workshops will be chosen by the event organizers.

The application deadline is **Monday, January 16, 2012**. Space is limited and applications are accepted on a first-come, first-served basis so don't delay! As we approach the application deadline, businesses that offer environmentally-friendly products and services may be given preference for acceptance at the discretion of the event organizers.

Exhibitors will be notified of their status no later than Friday, February 3, 2012. For sponsorship opportunities, guidelines, applications, or other Home Improvement Fair questions, please contact Kathy at hdc@visi.com.

Sincerely,

Lauren Anderson
Recycling & Environmental Coordinator
Macalester-Groveland Community Council

Kathy Carruth
Executive Director
Highland District Council