



Sponsored by:
The Star Radio Group



**5th Annual
Big Boy Toy Show
Saturday, June 23, 2007
Fredericksburg Expo & Conference Center
10am - 6pm
www.BmgEvents.com**

SALES KIT

**Reserve Your Space!
Call Adrian Silversmith
540-548-5555 xt 107**



A Production of



BALLANTINE MANAGEMENT GROUP of VIRGINIA



Fredericksburg
Expo & Conference Center
at CELEBRATE VIRGINIA!

2371 Carl D. Silver Parkway, Fredericksburg VA 22401
Phone: 540-548-5555 · Fax: 540-548-0552

93 WFLS
93.3 FM "Virginia's Best Country"

99 WYSK
the rock alternative

CLASSIC
ROCK 96.9

5th Annual

Big Boy Toy Show

June 23, 2007

It is time to start planning for the 5th Annual Fredericksburg Big Boy Toy Show, June 23, 2007, 10:00 am—6:00 pm.

The Star Radio Group has partnered with The Ballantine Management Group of Virginia (BMG of VA), the premier event production company in the region to take the 5th annual Big Boy Toy Show to the next level. The event is being moved from the fairgrounds to the world class Fredericksburg Expo Center. BMG of VA, owner and operator of the Expo Center, also produce many of the shows currently held at Expo such as The Home and Garden Show, RV Show, Boat Show, Outdoor Show and the Arts & Craft Show. When you combine the event expertise of BMG of VA with the marketing power of the Star Radio Group, you get the best show of it's kind in the country. Although moving indoors our goal is to maintain the "festival" atmosphere as found in years past.

The types of displays and events that we are looking to have include but are not limited to the following:

- Beverage Companies , Wineries
- Home theater equipment
- Adventure Trips (canoeing, kayaking, paint ball, etc.)
- Exercise Equipment, Fitness centers
- Poker Supplies
- Game Room Equipment (billiards, darts, bars, etc)
- Golf Equipment, Attire & Courses
- Jacuzzi's
- Adult recreational Sports Groups (softball, basketball, volleyball, etc)
- 9 ball tournaments, Chicken Wing Eating Contests, Texas Hold Em Tournaments, plus more

Bulk and Booth Space is being offered on a first come first serve basis. BMG has compiled an extensive list of exhibitors who have expressed an interest in being part of the 2007 Fredericksburg Big Boy Toy Show. Make sure to note on the contract the amount of bulk square feet or booth size required and locations you would desire. **A signed contract must be accompanied with full payment to receive a booth assignment.**

Checks are to be made payable to : Ballantine Management Group of VA.

Don't Delay...send in your contract today! Please contact Adrian Silversmith, at 540-548-5555 ext 107 or email asilversmith@feacc.com to join the 2007 Fredericksburg Big Boy Toy Show.

Respectfully Yours,

Ballantine Management Group



Fredericksburg BIG BOY TOY SHOW



Fredericksburg
Expo & Conference Center
at CELEBRATE VIRGINIA!

2371 Carl D. Silver Parkway, Fredericksburg VA 22401
Phone: 540-548-5555 · Fax: 540-548-0552



SATURDAY, JUNE 23 • 10:00 AM – 6:00 PM

BOOTH & BULK SPACE • SPONSORSHIP OPTIONS

Event is being supported by over \$60,000 in Publicity & Advertising

Our Total Marketing Commitment, which translates to QUALITY TRAFFIC for YOU!

IN ADDITION TO THE EXTENSIVE MARKETING AND PR THROUGH THE STAR RADIO GROUP

BMG of VA's Total marketing Commitment includes a variety of the following:

- e-mail Blast to our databases
- Cross-promotional posters, flyers & couponing
- Radio, TV, Internet and Numerous Ads in Newspapers & appropriate publications

SPONSORSHIP OPTIONS

Increased market visibility to thousands of attendees

- ✓ Product sampling
- ✓ Display opportunities
- ✓ Visible booth space
- ✓ "Show" discount pricing and couponing opportunities
- ✓ Booth giveaway and drawings
- ✓ Drive incremental sales • Increase your customer base
- ✓ Positive public relations
- ✓ Brand imaging with the event

Stage Sponsorship –\$2,500

- 2—3x5 banners on stage (provided by client)
- Company logo on web sites
- 20x40 booth space, 2 tables and 4 chairs
- PA announcements during the event

Event Presenter – priced case by case

Your Company sponsors one of the many activities occurring during the event, i.e. 9– Ball, Wing Eating, Texas Hold em, etc

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BOOTH SPACE PACKAGE	
10 X 10.....	\$450.00
10 X 20.....	\$800.00
10 X 30.....	\$1,150.00
20 x 20.....	\$1,500.00
20 x 30.....	\$1,850.00

BULK SPACE	
\$2.25 PER SQUARE FOOT (minimum 600 sq feet)	

- Booth Space Package:**
- (1) exhibit space as indicated on contract
 - (1) 6ft skirted table
 - (1) personalized I.D. sign. (if needed)
 - Free listing in the show program
 - Free listing on the Show Web Site

Electric & Decorating is additional and is available through the Expo Center

BMG and the Star Radio Group are combining their resources to make the 5th annual Big Boy Toy Show the biggest and best show yet.

Ballantine Management Group of VA • 2371 Carl D. Silver Parkway, Fredericksburg VA 22401
Phone: 540-548-5555 • Fax: 540-548-0552 • www.bmgevents.com
Contact: Adrian Silversmith 540-548-5555 xt 107 • asilversmith@feacc.com

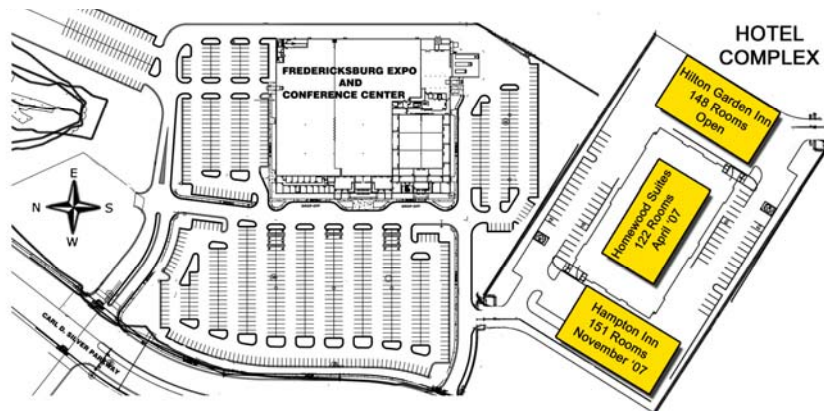
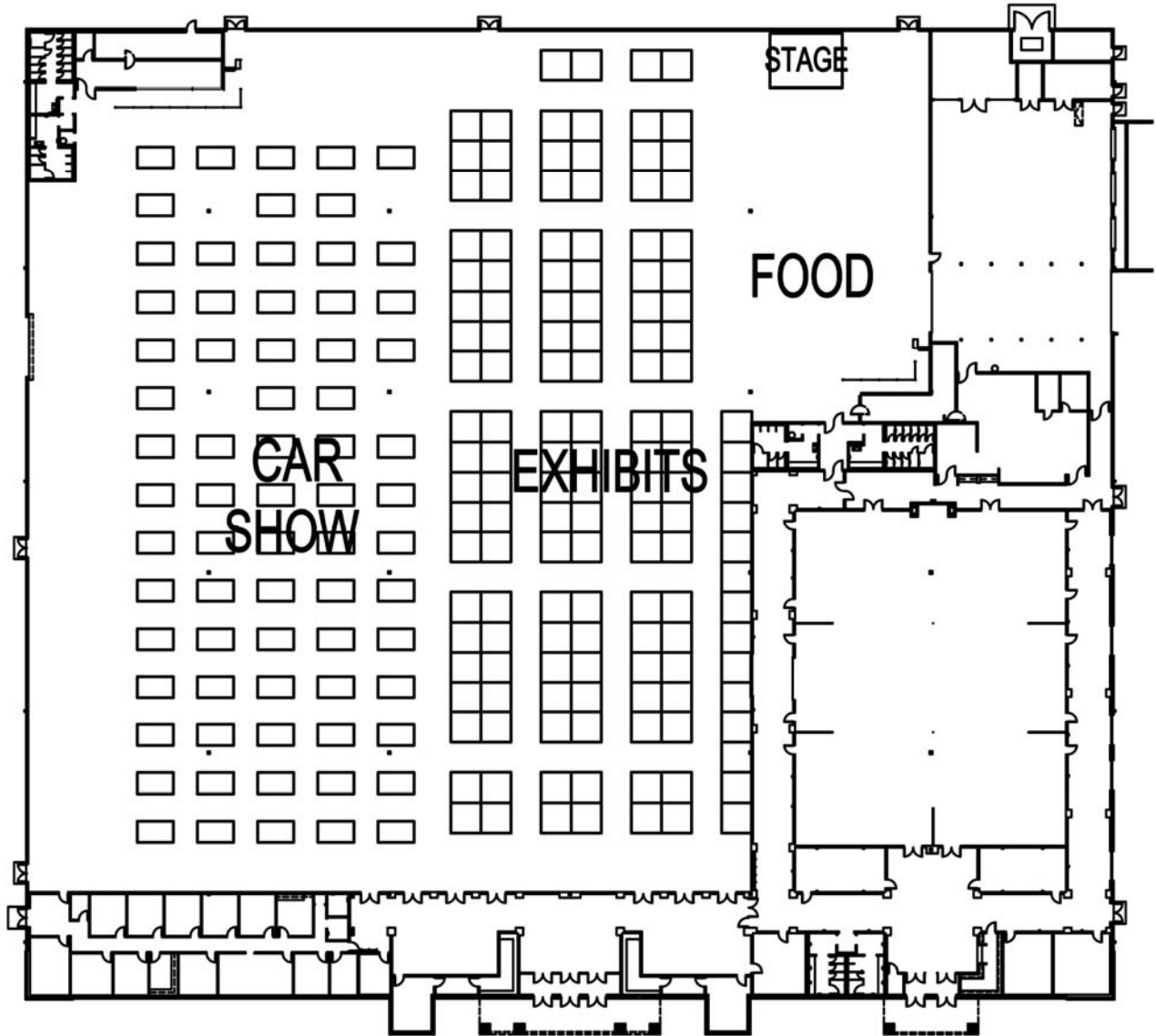




5th Annual Fredericksburg Big Boy Toy Show June 23, 2007



FLOOR PLAN



Drive in Loading available on North and South Side of Expo
Drive-in Door clearance: 16' high x 20' wide
Ceiling Heights 30' middle with slope to 26' on sides



Fredericksburg Big Boy Toy Show

Fredericksburg Expo & Conference Center
June 23, 2007



Produced by:
Ballantine Management Group of Virginia



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 (minimum 600 sq feet)

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RETAIN A COPY AND MAIL THE ORIGINAL WITH YOUR CHECK MADE PAYABLE TO:
BALLANTINE MANAGEMENT GROUP of VA
 INCLUDE "2007 Big Boy Toy" ON CHECK.

Mailing Address:
BALLANTINE MANAGEMENT GROUP of VA
 2371 Carl D. Silver Parkway
 Fredericksburg VA 22401

Big Boy Toy / Contract for Exhibit Space

PLEASE TYPE OR PRINT CLEARLY

Company Name (as it should appear in all printed materials)

CONTACT NAME & TITLE

Contact person's E-mail address

Street

City, State, Zip

Phone

Fax

Web Site Address:

Describe your product/service (required) - Provide via email if convenient

Payment Information -

Make Checks and Money Orders out to Ballantine Management Group of VA

SHOW LOCATION/ DATE Fredericksburg Expo, June 23, 2007	AMOUNT/Type OF SPACE REQUESTED	PRICE	COST
Bulk Space		X \$2.25	=
BOOTH SIZE 10x10, 10x20, 10x30, 20x20, 20x30		\$ _____	=
SPONSORSHIP or EVENT PRESENTER		\$ _____	=
		GRAND TOTAL	=

This document constitutes your application and contract for the use of exhibit space(s) at the 5th Annual Fredericksburg Big Boy Toy Show to be held at the Fredericksburg Expo and Conference Center, June 23, 2007. Space assignments are based on a first-come, first-served basis, upon receipt of this application/contract and deposit/ full payment in the Ballantine Management Group, Fredericksburg Expo Center office. Ballantine Management Group reserves the right to change the floor plan (including, but not limited to aisle space) and the hours and date of the show without notice, to provide a more attractive and successful show. Ballantine Management Group reserves the right to remove/expel the above applicant without refund. Ballantine Management Group has the absolute discretion to exercise these rights at any time. **No space assignment will be made unless this application is accompanied full payment unless Show Management has agreed upon other payment arrangements in writing. All monies received are non-refundable.** A \$25 returned check service charge will be assessed for each dishonored check the bank returns to BMG.

Signature _____ Company _____ Date: _____