



Dear Business:

Correlations Personal & Professional Training Development will host its Red Velvet Event Planning Expo on June 4, 2011 from 11:00 AM-4:00 PM at the Cobb Galleria located at 2 Galleria Parkway, Atlanta, Georgia 30339. Correlations is a National Training Company headquartered in Atlanta, which offers an exclusive Event Planning Certificate Program for new and aspiring Event Planners.

The Red Velvet Event Planning Expo will provide a variety of opportunities for Event Planners throughout the state of Georgia. The Expo is expected to attract hundreds of new and seasoned Event Planners. The goal is to provide essential resources, event planning seminars and ignite their passion for planning events. As a part of this event, Correlations will have onsite exhibitors promoting their services and products to the local Event Planners.

You are invited to help make this event a success by participating! Participation will give you valuable exposure to hundreds of potential consumers, clients and professional contacts. We have also enclosed the sponsorship opportunities available for this event. Exhibitor applications must be **submitted no later than May 2nd**.

Send your enclosed application to [info@correlationsllc.com](mailto:info@correlationsllc.com) and make your payment through Event Brite at <http://redvelveteventplanningexpo.eventbrite.com>.

From now until May 2nd, the exhibitor cost is \$300.00. Because of limited space, your fee, along with the enclosed vendor application must be received on or before May 2<sup>nd</sup> for the regular fee. Once your application and payment has been received, you will be contacted via email (if provided) or by phone.

**Exhibitor setup information:**

**Location:** Cobb Galleria  
2 Galleria Parkway  
Atlanta, GA 30339

**Date and time:** Saturday, June 4, 2011  
Event Time 11:00 a.m.-4:00 p.m.  
Vendor Time 10:00 a.m.-5:00 p.m.  
Setup 10:00 a.m.-11:00 a.m.  
Break down 4:00 p.m.-5:00 p.m.

Tables with skirts are 6' X 30" with one chair provided. They will be setup inside the reserved space at the Cobb Galleria. Please contact me at (404) 358-1567 or [info@correlationsllc.com](mailto:info@correlationsllc.com) if you have questions. Thank you in advance for your support!

Sincerely,

Helena Paschal  
Event Manager



## Exhibitor Application

Saturday, June 4, 2011 from 11:00 am-4:00 pm (vendor time is 10:00 am-5:00 pm)  
Cobb Galleria. 2 Galleria Parkway. Atlanta. GA 30339

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip code: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell #: \_\_\_\_\_

Email address: \_\_\_\_\_ Website: \_\_\_\_\_

**\$300 exhibitor application fee includes (1) table rental, (2) chairs, plus (2) complimentary gift bags for exhibitor and guest.** Each additional person accompanying exhibitors will be required to pay a \$15 fee.

**What types of product(s) and/or service(s) are being displayed and/or sold?** (gifts, music, floral designs, desserts, bite size food, invitations, event planning, event insurance, etc) Only one company/product/service category per exhibitor table is allowed. If displaying from two different categories/companies, exhibitor will be responsible to pay for a separate exhibitor table being used per category. Please describe:

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Name on Credit Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_ Security code: \_\_\_\_\_

Please email this form to:  
info@correlationsllc.com

If you prefer not to provide your credit card information on your form,  
please pay online through Event Brite  
<http://redvelveteventplanningexpo.eventbrite.com>.

**DEADLINE:**  
**May 2, 2011**

Please contact Helena Paschal at (404) 358-1567 or [info@correlationsllc.com](mailto:info@correlationsllc.com) with questions.



## **Sponsorship Opportunities**

### **Title Sponsor - \$5,000** (or equivalent to cost of food and venue space)

- Category Exclusivity
- Business Listing on Event Website
- Up to 20 Minute Business Presentation
- Business Listing & Logo on All Marketing Materials
- High Visibility & Traffic
- Vendor Table & Space
- Strong Sales Potential
- Opportunity to contribute products as door prizes
- 10 Complimentary VIP Event Tickets

### **Platinum Sponsor - \$2,500** (or equivalent cost of reception)

- Category Exclusivity
- Business Listing on Event Website
- Up to 10 Minute Business Presentation
- Business Listing & Logo on Marketing Materials
- High Visibility & Traffic
- Cross Promotions
- Strong Sales Potential
- Opportunity to contribute products as door prizes
- 6 Complimentary VIP Event Tickets and Vendor Table & Space

### **Gold Sponsor - \$1,000** (or equivalent)

- Category Exclusivity
- Business Listing on Event Website
- Up to 5 Minute Business Presentation
- Business Listing & Logo on Marketing Materials
- Opportunity to contribute products as door prizes
- Strong Sales Potential
- 6 Complimentary VIP Event Tickets OR Vendor Table & Space

### **Bronze Sponsor - \$500** (or equivalent)

- Mention at Event
- Business Listing & Logo on Marketing Materials
- Opportunity to contribute products as door prizes
- 4 Complimentary VIP Event Tickets OR Vendor Table & Space

### **Silver Sponsor #1 - \$250**

- Mention at Event
- Logo on Marketing Materials
- Cross Promotions
- Opportunity to contribute products to door prizes
- 4 Complimentary Event Tickets

### **Silver Sponsor #2 - \$100**

- Logo on Marketing Materials
- Opportunity to contribute products to door prizes
- Cross Promotions
- 2 Complimentary VIP Event Tickets

*Sponsorship Packages can be custom-tailored to meet your specific Corporate or Individual marketing needs.*