



2015 VENDOR INFORMATION PACKET



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2015 TRADE SHOWS

Governor's Square Mall would like to invite your business to be a part of our annual trade shows! This opportunity provides your business with the opportunity to present your products and services to our shoppers. All of our events are FREE to the public!

In November 2014, Governor's Square Mall completed a major center renovation of our shopping center that included the addition of new skylights and lighting, flooring, updated restrooms and a brand new entrance. Along with our renovation, Governor's Square Mall is continuing to attract new tenants including Charlotte Russe, Zumiez, and Brothers.

Schedule of Events

New Year New You Expo (January 10, 2015)
Home Improvement Showcase (March 14, 2015)
Spring Military Appreciation Day (April 11, 2015)
Spring Bridal Fair (April 19, 2015)
Back to School Expo (July 25, 2015)
Fall Bridal Fair (September 20, 2015)
Young Child Expo & Bullying Prevention Day (October 3, 2015)
Fall Military Appreciation Day (October 17, 2015)
Halloween Family Fun Day (October 31, 2015)

Sponsorship Opportunities

Event sponsorship opportunities are available for all trade shows as well as the following events:

National Children's Dental Health Month
Celebrity & Character Appearances
Back-to-School Season (Including Tax Free Weekend!)
Santa's Arrival
Rock the Mall (Weekend After Thanksgiving)

Please call our marketing department for more information at 931-552-0289.



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PAPERWORK & PAYMENTS

Exhibitor Agreement

This is an agreement between you and the mall describing your space and the rate at which you will pay for the space. It also details our insurance requirements and expectations for conduction of business. This needs to be executed prior to the show.

Booth Payment

Payment for your space must be received by the mall office 10 business days prior to the event.

Payment **must** be in the form of a **money order** or **cashier's check** payable to Governor's Square Mall.

Certificate of Insurance

The mall requires proof of property and liability insurance from all exhibitors. This protects both you and the mall. A copy via fax or email is sufficient and needs to be received by the mall office prior to the event. The key points of interest are:

- \$500,000 All Risk Property Damage
- \$1,000,000 General Liability
- Certificate Holder must be listed as:
Governor's Square Mall, 2801 Wilma Rudolph Blvd, Clarksville, TN 37040
- Dates of coverage should include the date of the event.
- Refer to the sample certificate of insurance for additional details.

If you need assistance with providing a certificate of insurance for this event, please contact our Temporary Tenant provider: Shahinian Insurance Services, Inc. by calling 714-544-3963.



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Sample Certificate of Insurance

ACORD TM CERTIFICATE OF LIABILITY INSURANCE				DATE (MM/DD/YYYY)		
PRODUCER Your Insurance Agent Name/Address		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
INSURED Your Company Name/Address		INSURERS AFFORDING COVERAGE		NAIC #		
		INSURER A: Insurance Company Name				
		INSURER B:				
		INSURER C:				
		INSURER D:				
		INSURER E:				
COVERAGES						
THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
TRK LTR	RDY/L INSUR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YYYY)	POLICY EXPIRATION DATE (MM/DD/YYYY)	LIMITS
		GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO- JECT <input type="checkbox"/> LOC	Policy Number	mm/dd/yy	mm/dd/yy	EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMPOSP AGG \$
		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN EA ACC \$ AUTO ONLY: AGG \$
		EXCESS/UMBRELLA LIABILITY <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/OWNER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				WC STATUTORY LIMITS <input type="checkbox"/> OTHER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
		OTHER				
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS Certificate Holder is named as an Additional Insured.						
CERTIFICATE HOLDER				CANCELLATION		
Governor's Square Mall 2801 Wilma Rudolph Blvd., Suite 92 Clarksville, TN 37040				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL _____ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE		

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BOOTH INFORMATION

Specifications

Our standard booth size is 8' x 8', with optional black pipe and drape backdrop, 8ft table with black table cover and two chairs. Electricity is available but needs to be requested in advance to ensure your booth location has adequate and safe access to electricity.

Set Up & Tear Down

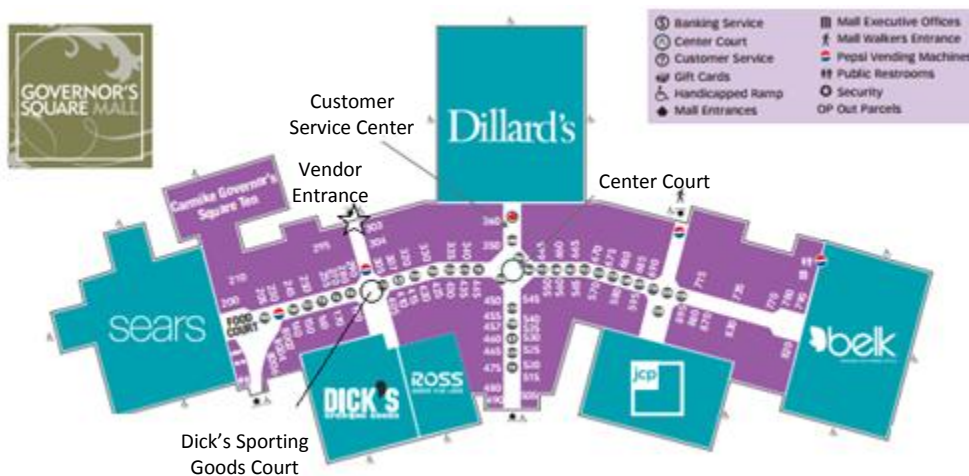
Please be conscience of your booth space, booth neighbors, mall tenants, and mall guests. We require that all signage be professional (no handwritten signage) and not be posted on any mall property/amenities other than the booth itself. We also ask that your booth be organized in a way that is safe for everyone to enjoy. At the end of the event, kindly pick up and dispose of any trash that may have been left behind at your table.

Please be sure to be set up and ready at the start of the event and to not begin tearing down until the event is over. Vendors may begin set up one hour prior to the show start time and must be torn down by one hour following the show end time.

Vendors are asked to use the doors by Zales for set up and tear down (star on the map).

Mall Map & Information

The Customer Service Center is located in Center Court by Dillard's (red dot on map). In the event of an emergency, you may call our security team at 931-552-1130.





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MEDIA & COLLATORAL

Governor's Square Mall uses the following marketing collateral and vehicles to promote our events.

Mall Signage

All signage will be on mall at least two weeks prior to every event.

Digital Readerboard

Located on Wilma Rudolph Blvd. we will run a slide for the event.

Door Decals

At every entrance, professionally created door decals will be displayed to advertise each event.

Posters

22x28 Posters throughout the mall

Digital Promotion

Website

The event will be listed on our website and featured on the homepage.

Social Media

Facebook, Twitter, Pinterest, and Instagram

Each event will have a specific hashtag that will be given to vendors leading up to the show.
Vendors may use the hashtag to promote their products and services prior to and during the event.

Media

Each event will include a media schedule to help promote the event.



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RESOURCES

Governor's Square Mall Contact Information

2801 Wilma Rudolph Blvd, Suite 92
Clarksville, TN 37040

Phone: 931-552-0289 Fax: 931-552-0726

Andrea Sherman

Marketing Director

MarketingDirector@GovernorsSquare.net

Cory Carroll

Assistant Marketing Director

Marketing@GovernorsSquare.net

Throughout the event, please feel free to contact us by cell phone for assistance and information. Cell phone numbers will be emailed to vendors prior to each event.

Website: <http://www.governorssquare.net/>

Facebook: <https://www.facebook.com/governorssquaremall?ref=hl>

Twitter: <https://twitter.com/GovernorsSqMall>

Instagram: <http://instagram.com/governorssquaremall>

Vendor Feedback Form

A survey will be distributed at the conclusion of each event.

Your feedback is greatly appreciated and helps us to continuously improve our events.