

14th Annual



A Berea Chamber of Commerce Event

April 1, 2010

Greetings:

As you can see from the enclosed exhibitor brochure and registration form, plans are underway for the 14th Annual Spoonbread Festival, scheduled for September 17-19, 2010. As the Chamber's Signature Event, the Spoonbread Festival has developed a regional reputation for family fun and entertainment.

Our exhibitors are an integral part of the festival! Therefore, our planning committee is pleased to invite you to participate as an exhibitor in 2010, where you can showcase your products and services to the festival's nearly 15,000 visitors. Last year's event featured record crowds with record participation in many of our events, largely due to the beautiful fall weather and a very effective festival marketing plan. Additionally, we continue to raise the bar on each and every event associated with the festival. We plan to continue our efforts to enhance the number and quality of FREE concerts in the park, where we feature some of the region's best talent. As you can imagine, our festival attendees very much appreciate the FREE entertainment and our exhibitors all benefit from the large crowds. We also hope to expand Kiddieland for our youngest visitors, to better serve the needs of the many young families, who attend the festival each year.

In order to fully capitalize on the marketing of the festival, we need you to complete the enclosed Exhibitor Registration Form and return it with payment early in order to be included in the annual Festival Guide. After August 1, you will need to call (859) 986-9760 to check on the availability of booth space and registration information. ***The festival is growing at a rapid pace, so reserve your space today!***

Feel free to pass along copies of the exhibitor registration forms to business associates, who could benefit from their participation in the 2010 Spoonbread Festival. The forms are also available on-line at www.spoonbreadfestival.com. Again, do not hesitate to call if you have questions or would like to pass along suggestions to our planning committees. We are committed to growing the Spoonbread Festival and would appreciate your participation as an exhibitor in September.

Sincerely,



David Rowlette, Executive Director
Berea Chamber of Commerce