

Highland Tourism Council Trade Show and Festival Advertising Application

The purpose of this program is to share in the costs of businesses/organizations who are attending a trade show or festival and are willing to help advance tourism efforts in Highland County.

The Highland County business/organization agrees to include in their trade show or festival booth advertising materials provided by the Highland Tourism Council to promote Highland County. In exchange, the Highland Tourism Council agrees to pay the amount of \$100. This agreement is mutually beneficial to both parties in promoting Highland County. The trade show or festival must be located outside of Highland County, Virginia and within a 250-mile radius of Highland County. To allow maximum effort helping to get the word out through social media channels, this application should be submitted at least two weeks ahead of your event.

RESPONSIBILITIES AND OBLIGATIONS OF THE PARTIES

The Highland Tourism Council agrees to pay the said Highland County business/organization the amount of \$100. Payments will be made after the said business/organization attends the trade show or festival.

The said Highland County business/organization agrees to perform the following duties:

- Provide all information on the following page about the event they will be attending, including name, location, dates, and estimated attendance
- Pick up and return advertising materials, including brochures, flyers, banners, and an e-newsletter signup sheet, from the Highland County Chamber of Commerce located in the Highland Center at 61 Highland Center Drive in Monterey
- Display the above materials during the entire event
- Send a picture of the display with applicable details to director@highlandcounty.org before or during the event in order to be advertised on the Highland County Chamber of Commerce's social media and other communication channels

The Highland Tourism Council agrees to perform the following duties:

- Provide advertising materials for Highland County through collaboration with the Highland County Chamber of Commerce
- Post sent photographs of the display on the Highland County Chamber of Commerce's social media and other communication channels
- Pay \$100 to the Highland County business after the trade show or festival

BUSINESS/ORGANIZATION NAME _____

CONTACT NAME _____

PHYSICAL ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL ADDRESS _____

TRADE SHOW OR FESTIVAL NAME _____

PERSON(S) ATTENDING _____

DATE(S) ATTENDING _____

FESTIVAL PHYSICAL ADDRESS _____

CITY _____ STATE _____ ZIP _____

FESTIVAL WEBSITE _____

ESTIMATED ATTENDANCE _____

SHORT DESCRIPTION OF YOUR ROLE AT THE FESTIVAL (WHAT WILL YOU BE DOING THERE?) _____

By signing below the application below, if I am approved, I agree to the responsibilities outlined in this application for trade show and festival assistance.

Applicant name and title _____

Applicant signature and date _____

Highland Tourism Council representative name and title _____

Highland Tourism Council representative signature and date _____

Please email this application to director@highlandcounty.org or deliver to the Chamber office located at 224 W. Main Street, Monterey, VA 24465. Thank you!