



Dear Applicant,

Thank you for your interest in Ronald McDonald House Charities® of New Mexico and Girls Night Out!

Our **14th Annual Girls Night Out** event will be held on **Friday, April 26, 2019, at Isleta Resort & Casino**. Girls Night Out provides you the unique opportunity to connect with the Greater Albuquerque Community, to build brand awareness and show your company's support of an important cause: *keeping families close!* Feel good about supporting New Mexico children and families as you enjoy an unforgettable evening.

ABOUT GIRLS NIGHT OUT.

Our annual Girls Night Out features over 100 retail vendor and indulgence provider booths, music, and entertainment. Women 21+ can enjoy boutique style shopping, complimentary pampering, and indulgences. Women are seeking to uncover everything from unique shopping experiences, healthy living, amazing gift ideas and a night of relaxation and fun with their girlfriends. Take advantage of 1,000 women all under one roof! Showcase your products and services, book appointments, offer consultations and grow your clientage. Offer unique to the extraordinary in fashion, accessories, jewelry, home decor or provide complimentary spa services and beauty treatments to help them feel rejuvenated and recharged.

OUR ORGANIZATION.

Since 1982, Ronald McDonald House Charities of New Mexico has provided over 37,000 families the comforts of home that Ronald McDonald Houses offer, including private bedrooms, cozy spaces for families to rest and relax, and an inviting kitchen to visit and be nourished. In addition, the Ronald McDonald Family Rooms at University of New Mexico Children's Hospital and Presbyterian Hospital provides quality respite services and receive over 17,000 visits annually. In 2017 we expanded our programs to include Katie's Kart at Lovelace Women's Hospital. Katie's Kart is a hospitality cart that is available for families with an infant in the neonatal units. It is fully stocked with snacks, toys, toiletries, and other small comforts. In October 2018, we expanded our Ronald McDonald Family program to CHRISTUS St. Vincent Hospital in Santa Fe, offering respite and comfort to families with a child in medical care. With the commitment and ongoing support of companies like yours, we are keeping families close to the care they need.

MARKET to an audience ready to spend
DEMONSTRATE, SAMPLE & SELL your products
BUILD brand awareness
PROMOTE retail location
MEET customers face to face

ENJOY THESE BENEFITS:

- Over 100 exhibitors
- Over 1,000 attendees annually
- Affordable booth space
- Over \$100,000 value in event promotions and advertising
- Free VIP Shopping Bag & Mini Swag Bag inclusion
- Exposure on RMHC-NM website and social media

FOR EVENT INFORMATION, PLEASE CONTACT: Melissa Gomez at mgomez@rmhc-nm.org or 505-515-3037. Visit rmhc-nm.org and our Girls Night Out Facebook page for event information updates.

2019 Retail Vendor & Indulgence Provider Opportunities



EXHIBITOR INFORMATION & GUIDELINES

HOW CAN I OR MY COMPANY BE CONSIDERED FOR A BOOTH AT GIRLS NIGHT OUT?

First decide what type of booth you would like to apply for:

Retail Vendor Booth: Retail Vendors are those selling their products and services at Girls Night Out. Retail Vendors may also provide indulgences at their booth.

Indulgence Provider Booth: Indulgence Providers are those providing complimentary salon and spa services, food, pampering and mind, body and spirit indulgences to Girls Night Out ticket holders only in exchange for a free booth space. Indulgence Providers CANNOT sell products or services at the event.

SELECTION PROCESS

With a large number of retail vendors and indulgence providers vying for space at the event, our selection committee will review each application and make final selection decisions. If multiple applications are received from the same business, consideration will be given based on booth or sponsorship package requested, date received and previous participation. We are looking for a variety of unique and exciting products that suit our attendees. **Those selected to participate will be notified by phone beginning in January 2019.** Applications will be accepted through April 19, 2019 or until space is full.

Charitable Donation: ALL retail vendors will keep 100% of sales up to \$1,000, and then donate 10% of additional sales back to Ronald McDonald House Charities of New Mexico. Retail vendors donating will receive a tax deduction receipt on additional income.

PAYMENT

Upon confirmation of a Retail Vendor Booth, you will be contacted by phone. At that time, payment can be made with a Visa or MasterCard. A minimum of 50% of booth deposit fee is due upon confirmation of booth space. If not paid in full at the time of confirmation, the remaining balance will be due no later than 30 days prior to the event – March 27, 2019. If full payment is not received by March 27, 2019, your booth may be forfeited. **DO NOT SEND PAYMENT WITH APPLICATION!**

CANCELLATIONS

Cancellations during the period of:

Prior to March 27, 2019 - \$100 deposit retained.

March 28 – April 5, 2019 full deposit retained.

April 6, 2019 or after full booth cost retained.

ASSIGNED SPACE

Ronald McDonald House Charities of New Mexico (RMHC-NM) makes every possible attempt to satisfy all exhibitor's requests and place booths away from their competition. Booth assignments are made on a first come, first serve basis. We take booth requests, neighboring booths and other factors into consideration. Requests will be considered on an individual basis. **All booths must be set up by 4:30 pm on Friday, April 26, 2019 and stay up throughout the entire event, 5:00 pm – 10:00 pm.** If booth space is not occupied by 4:30 pm on April 26, 2019, RMHC-NM has the right to use the space with no refund for the no show.

PRODUCT REGULATIONS

To ensure we offer a diverse show that benefits all our exhibitors and attendees, we attempt to limit the number of specific product categories and lines represented at Girls Night Out. Exhibitors are required to list the specific products and brands they will sell at the event on the application. Unlisted products attempted to be sold at the event may not be sold without RMHC-NM's consent. While we make every effort to limit the number of specific lines sold, we do not offer exclusivity (except to independent represented lines such as LuLaRoe, Pampered Chef, Origami Owl, etc.)

TIP JARS OR SOLICITING DONATIONS

Tip jars and soliciting donations is not allowed by any exhibitors.

2019 Retail Vendor & Indulgence Provider Booths

Standard Booth Options and Pricing



Standard Retail Vendor Booth

Retail Vendors are those selling their products and services. Booth costs include pipe and drape (3 feet high side walls and back), (1) 6ft table*, chairs*, electrical & internet and access to GNO Green Room (complimentary beverages & snacks).

- **\$325** - 10x8 Pre-function Foyer Booth (outside Grand Ballroom) or Premier Ballroom
- **\$350** - 10x10 Booth inside Grand Ballroom
- **\$600** - 10x20 Booth inside Grand Ballroom

Best Deal! Dash of Diva Sponsor | \$450

Sell your products, services and provide complimentary indulgences while enjoying marketing benefits! Includes pipe and drape (3 feet high side walls and back), up to (2) 6ft tables, (6) chairs, electrical & internet and access to GNO Green Room (complimentary beverages & snacks).

- 10x15 booth inside Grand Ballroom
- Two (2) individual event tickets (to use for yourself, clients or giveaways - for women 21 and up only) → \$120 value!
- Company name listed on select print advertising
- Company name listed in event program
- Social Media acknowledgement
- Free inclusion of product samples, giveaways (No coupons, brochures or flyers) in VIP Shopping Bags (Est. 300)

Standard Indulgence Provider Booth (Free)

Indulgence Providers are those providing complimentary salon and spa services, food, pampering, and mind, body and spirit indulgences to GNO ticket holders. Booth includes pipe and drape (3 feet high side walls and back), (1) 6ft table*, chairs*, electrical & internet and access to GNO Green Room (complimentary beverages & snacks). **Indulgence Providers CANNOT sell products or services at the event, have tip jars or solicit donations.**

- 10x8 Pre-function Foyer Booth (outside Grand Ballroom)
- 10x10 Booth inside Grand Ballroom
- 10x8 Booth inside Premier Ballroom or Mind, Body & Spirit Ballroom
- NEW! #GlamStations – \$100 - 10x15 Booth inside Grand Ballroom – **Indulgence Providers only.** More booth space to provide GNO ticket holders with the very best Glam Services. Booth includes #GlamStations listing on GNO event map, #GlamStations signage, #GlamStations acknowledgement on videoboard, social media, and event announcements.

Additional Option

GNO Passport | \$75 (15 Available)

Girls Night Out ticket holders (up to 500) will receive a game card featuring your name and logo. As part of the game, they must stop by your booth to receive a stamp; once the game card is complete, it's placed in a drawing for prizes to be announced on stage.

- Company logo and name displayed on 4" x 5" game card
- Passport and sponsors will be promoted at the event during stage announcements
- Booths participating in GNO Passport will be specifically marked for easy identification by guests
- Company name listed in event program
- Facebook & Twitter acknowledgement

***Table and chair quantities are based on size of booth, services provided and availability.**

Ronald McDonald House Charities of New Mexico - Girls Night Out 2019

Friday, April 26, 2019 at Isleta Resort & Casino • 5:00 pm - 10:00 pm



RETAIL VENDOR APPLICATION

Retail Vendors are those selling their products and services. We have a limited number of Retail Vendor Booths available. Retail Vendors selected to participate will be notified by phone. All retail vendor applicants are required to send two photos of product/merchandise (or include website) to be considered.

To apply, fill out this form completely and return to: Ronald McDonald House Charities (RMHC-NM), 1011 Yale Blvd. NE, Albuquerque, NM 87106. Fax: 505-764-0412, Email: mgomez@rmhc-nm.org. **Once selected to participate, booth payments must be paid in full by March 27, 2019. Cancellations after April 5, 2019 will not be refunded. Please do not send payment with application.**

Your Name: _____

Business Name: _____

Your e-mail: _____

Business Address: _____

City/State/Zip: _____

Business Phone: _____ Cell Phone: _____ Website: _____

Years in business: _____ Do you require electricity? Yes ___ No ___ Past GNO Vendor Yes ___ Year(s) _____ No ___

Describe your booth and list all services, products, brands and merchandise you plan to sell/offer - **must be filled out to be considered.**

Price range of items being sold: _____ What forms of payment will you accept? _____

Brief company description (may be used for event marketing purposes): _____

ALL Retail Vendor Applicants please read:

- All booths must be set up by 4:30 pm on Friday, April 26, 2019 and stay up throughout the entire event, 5:00 pm – 10:00 pm. If booth space is not occupied by 4:30 pm on April 26, 2019, RMHC-NM has the right to use the space with no refund for the cancellation.
- **Retail Vendors receive: Maximum of two working ID wristbands for 10x8 and 10x10 booths, three working ID wristbands for 10x15 and 10x20 booths** - Names for working ID wristbands must be submitted no later than **April 19, 2019. All workers must be 21 years or older.**
- Tip jars and soliciting of donations is not allowed by any exhibitor.
- **Charitable Donation: Retail vendors will keep 100% of sales up to \$1,000, and then donate 10% of additional sales back to Ronald McDonald House Charities of New Mexico. Retail vendors donating will receive a tax deduction receipt on additional income.**

Retail Vendor Package Preference *If selected to participate in GNO 2019, we will make every effort to ensure you are assigned to your booth preference but cannot guarantee based on assignment criteria and application/payment order received.

10x8 (\$325) Pre-function Foyer Booth (outside Grand Ballroom) or Premier Ballroom

10x10 (\$350) Booth inside Grand Ballroom

10x20 (\$600) Booth inside Grand Ballroom

Dash of Diva Sponsor 10x15 (\$450) Booth inside Grand Ballroom

Add on Option

- GNO Passport (\$75) Only 15 available, includes logo placement on (500) 4"x5" Passport cards. Attendees visit your booth to stamp their card. Attendees with all sponsor stamps marked are eligible for prize drawings. Sponsor announcements on stage and option to donate prize included.

I acknowledge that I have read ALL exhibitor information and guidelines and agree to terms and conditions.

Signature: _____ Date: _____

Office Use Only: Date Rec'd _____ Approved/Disapproved _____ Booth No. _____ Location _____ Electricity Yes/No Emailed _____, _____
Deposit/Amt. Paid _____/Date _____ Cash Check _____ Credit Amt. Paid _____/Date _____ Cash Check _____ Credit

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INDULGENCE PROVIDER APPLICATION

Indulgence providers are those providing complimentary salon or spa services, food, pampering or mind body and spirit indulgences to GNO ticket holders. We have a limited number of Indulgence Provider Booths available. Indulgence providers selected to participate will be notified by phone. **Indulgence Providers CANNOT sell products or services at the event, have tip jars or solicit donations.**

To apply, fill out this form completely and return to: Ronald McDonald House Charities (RMHC-NM), 1011 Yale Blvd. NE, Albuquerque, NM 87106. Fax: 505-764-0412, Email: mgomez@rmhc-nm.org.

Your Name: _____

Business Name: _____

Your e-mail: _____

Business Address: _____

City/State/Zip: _____

Business Phone: _____ Cell Phone: _____ Website: _____

Years in business: _____ Do you require electricity? Yes ___ No ___ Past GNO Indulgence Provider Yes ___ Year(s) _____ No ___

Indulgences offered are for paid **GNO ticket guests only** and should not take more than 20 minutes per person. Please provide a description of indulgence(s) you will be providing and how many minutes each will take - **must be filled out to be considered.**

Brief company description (may be used for event marketing purposes): _____

ALL Indulgence Provider Applicants please read:

- All booths must be set up by 4:30 pm on Friday, April 26, 2019 and stay up throughout the entire event, 5:00 pm – 10:00 pm. If booth space is not occupied by 4:30 pm on April 26, 2019, RMHC-NM has the right to use the space with no refund (if applicable) for the cancellation.
- **Indulgence Providers receive: Maximum of four working ID wristbands for 10x8 and six working ID wristbands for 10x10 booths.** Names for working ID wristbands must be submitted no later than **April 19, 2019. All workers must be 21 years or older.**
- Indulgence Providers CANNOT sell products or services at the event. Tip jars and soliciting of donations is not allowed by any exhibitor.

Indulgence Provider Booth Preference* *If selected to participate in GNO 2019, we will make every effort to ensure you are assigned to your booth preference but cannot guarantee based on assignment criteria and application/payment order received.*

- 10x8 Pre-function Foyer Booth (outside Grand Ballroom)
- 10x10 Booth inside Grand Ballroom
- 10x8 Booth inside Premier Ballroom or Mind, Body & Spirit Ballroom
- NEW! #GlamStations – \$100 - 10x15 Booth inside Grand Ballroom – **Indulgence Providers only.**

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I acknowledge that I have read ALL exhibitor information and guidelines and agree to terms and conditions.

Signature: _____ Date: _____

Office Use Only: Date Rec'd _____ Approved/Disapproved _____ Booth No. _____ Location _____ Electricity Yes/No Emailed _____/ _____
Deposit/Amt. Paid _____/Date _____ <input type="radio"/> Cash <input type="radio"/> Check _____ <input type="radio"/> Credit Amt. Paid _____/Date _____ <input type="radio"/> Cash <input type="radio"/> Check _____ <input type="radio"/> Credit