



7305 Eleanor Circle  
Sarasota, FL 34243  
phil@usopenswing.com

## VENDOR WELCOME LETTER

We are happy you are interested in being a vendor at the US Open Swing Dance Championships this year.

The dates of the event are Wednesday before Thanksgiving through the Sunday following. The event is held at the Burbank Marriott, which serves our vendors well. The hotel is located across from Burbank Bob Hope Airport (BUR) – 2500 North Hollywood Way, Burbank, CA 91505.

We expect 1,500 plus people throughout the weekend with dancers coming in from all over the United States and around the world. THE OPEN is broadcast live through the Internet with GlobalDance.tv. We have over 37 countries and thousands of people logged in and viewing the event. As a full 4-day event, you have more opportunity to sell your services or products.

If you would like to secure your Vendor space at the event, we require a completed application (located at the end of this letter). E- Mail to:[usopenvendor@gmail.com](mailto:usopenvendor@gmail.com) for placement approval.

If you have any questions, please feel free to contact me. I will be your contact person prior to the event and at the event. I look forward to working with you.

Sincerely,

[Sharole Lashe Negrete](#), US Open Vendor Ambassador  
[usopenvendor@gmail.com](mailto:usopenvendor@gmail.com) 408-505-74344

## VENDOR SPACE PRICING

Total Sq.ft.	Space Cost	Event Pass*	Location
100	\$375	1	TBD
200	\$750	2	TBD
400	\$1,500	3	TBD

\*Additional General Admission Event Pass \$135

To be fair to all Vendors, no product exclusivity offered.

A \$50 deposit will reserve your space and place your listing on the website vendor page.

- Non refundable deposits will be accepted prior to September 15th.
- Balance Due or Payment in Full is required no later than October 1st.
- Provide Business logo in jpeg format so we can place you information on our website.

### **Event Promotion**

We provide tables for flyers to promote your event or services. Cost to reserve your space for display or pop-up banner, is \$50. Location will be determined by the Vendor Coordinator.

**Vendor Spots Include:**

1. Space, Table(s), Linen, Chairs
2. Event pass/passes depending on space size purchased.
3. Normal plug in for electrical.
4. Vendors enjoy the discounted room rates and parking rate for US OPEN Attendees. [HOTEL Reservation Link](#) usopenswing.com/location

**Not Included or Additional Costs:**

1. Extra wattage for lights and refrigerators
2. Security
3. Power cords, power strips, lights
4. Phone lines
5. Internet connection

**Vendor Advertising - BONUS**

1. Your payment secures a vendor spot AND lists you on The Open website Vendor Page. Listing continues through the end of December.
2. Emcee announcement, at event, promoting your service or product during the event.
3. Advertise on our LED Wall. Static ad for \$100\*, Video for \$200. This will be shown throughout the weekend during the broadcast.
4. FREE LED wall - Static ad\* when you purchase a ½ page(or more) in our souvenir program. <http://usopenswing.com/souvenir-event-program-advertising/>

**SOUVENIR PROGRAM: AD SIZES AND PRICES**

*Full Page	7 1/2" wide x 10" high (B&W)	\$ 300
*Half Page	7 1/2" wide x 4 7/8" high (B&W)	\$ 200
Quarter Page	3 5/8" wide x 7 7/8" high (B&W)	\$ 150
Eighth Page	3 1/2" wide x 2 5/16" high (B&W)	\$ 75
Business Card	3 1/2" wide x 2" high (B&W) 100 char.	\$ 50
*E-Ticket	3" x 5.875" (Color)	\$500
*Inside Back Cover	8.5" X 11" – Full Color	\$750
*Premium Position: Back Cover	8.5" X 11" – Full Color	\$1500

Need help designing you ad? Our graphic artist, is available to help you design your ad, please contact us for a quote at [usopenprogram@gmail.com](mailto:usopenprogram@gmail.com)

**STEPS TO BE A VENDOR:**

1. Complete Application - You will be contacted by our Vendor Ambassador, Sharole Lashe Negrete, (408) 505-7434 for placement approval.
2. Provide Payment - Mail In Check or Credit Card Details (3.5% service fees on credit cards)
3. At event, spot will be marked with tape and your name.
4. Check in with Registration to get your wristband(s).



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# VENDOR APPLICATION/CONTRACT

Company Name \_\_\_\_\_  
Billing Name \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_  
Website: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Type of Business / Product: \_\_\_\_\_

The vendor space location will be assigned according to the size and product type. We make every effort to place your booth in the best possible location to maximize your sales potential, while in compliance with the Hotel/Convention's rules and fire safety regulations for lobby space usage.

Your total payment is required to hold a vending space and list you on The Open's website. The amount (non-refundable) is payable on or before **October 1st**.

Please complete this form and e-mail our Vendor Ambassador

Size of vendor space: 1, 2, 3 or more?	Vendor Fee	\$ _____
Additional Passes* (\$135 ea.) QTY: _____		\$ _____
LED Wall Static AD _____	Video AD _____	\$ _____
Souvenir Program AD Size _____		\$ _____
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TOTAL		\$ _____
Less Deposit (minimum \$50 due prior to Sept, 15th)		\$ (_____)
Balance Due (on or before <b>October 1st</b> .)		\$ _____

2. Payment Type:    \_\_\_ Check Number \_\_\_\_\_  
                          \_\_\_ Visa or MC (add 3.5%) \_\_\_\_\_  
  Expires: \_\_\_\_\_ CVC# \_\_\_\_\_

Event passes\* Recipient Name(s) & Recipient email. Passes to be held at "Will Call"

(1): \_\_\_\_\_ (2): \_\_\_\_\_

(3): \_\_\_\_\_

Send Completed Application to: [Sharole Lashe Negrete](mailto:Sharole.Lashe.Negrete@usopen.com)  
[usopenvendor@gmail.com](mailto:usopenvendor@gmail.com) 408-505-7434