

# 2012 Holiday Boutique

An Enchanted Shopping Experience!

This November, more than 250 companies will offer the latest in holiday fashion, jewelry, accessories, décor, food, beverages, seasonal services and entertainment to the discriminating buyer at the Holiday Boutique! The Holiday Boutique, in conjunction with Marillac's Enchanted Forest, was an unprecedented success in 2011! The Show brings together unique high-quality vendors, offering the latest styles, trends, gifts for all, and items to dress up the holiday season.

## Holiday Boutique Facts

**November 8-11, 2012**

Thursday, November 8

10am - 7pm .....Open to the public

Friday, November 9

10am - 9pm .....Open to the public

5pm - 9pm .....Girls Night Out

Saturday, November 10

10am - 7pm .....Open to the public

Sunday, November 11

10am - 5pm .....Open to the public

### Location:

Overland Park Convention Center  
6000 College Boulevard  
Overland Park, KS 66211

### Management:

The Holiday Boutique is produced by Pat Riha Productions, with over twenty-five years of tradeshow management in the Kansas City market. Pat Riha Productions was selected one of Kansas City's "Top 25 Companies With Under 25 Employees" by KC Small Business Magazine in 2009.



## Holiday Boutique Benefits Marillac

For over 100 years Marillac has provided mental health care services in the Kansas City area. Now located in Johnson County, Kansas, Marillac has grown to include a psychiatric hospital, residential treatment center and therapeutic day school for children with emotional or behavioral issues. Marillac provides these children and their families with hope for a brighter tomorrow.

Marillac combines its Enchanted Forest with the Holiday Boutique to create a unique holiday shopping experience in Overland Park. Each year, thousands of families visit the Enchanted Forest to view the 100+ decorated trees and wreaths donated by area businesses, families and individuals. The proceeds from the sale of these items go directly to Marillac. While there is no admission fee to view the Enchanted Forest, a portion of the ticket sales to the Holiday Boutique benefits Marillac also.

## Exhibit at the Holiday Boutique!

Businesses wishing to become vendors at the Holiday Boutique must submit an application and deposit for consideration. It is the goal of the Holiday Boutique to include a wide variety of vendors that offer appropriate high-quality products and services for the holidays. Qualifying vendor categories include but are not necessarily limited to:

- Apparel
- Décor
- Catering
- Jewelry
- Gourmet Foods
- Gifts
- Personal Accessories
- Seasonal Items
- Specialty Services

Since vendor spaces are limited, each applicant is asked to provide their website and list three show references from the past two years. This information will help the staff better evaluate the vendor's products/services and display at the show.



## Exhibit Space Pricing

Size	
10' x 10' interior .....	\$1,000
10' x 10' corner .....	\$1,200
10' x 20' interior .....	\$1,900
10' x 20' one corner.....	\$2,100
10' x 20' two corners .....	\$2,200
10' x 40' .....	\$3,500
20' x 20' .....	\$3,500
Larger.....	\$8.50 sq. ft.

## Marketing & Advertising

Marillac's Enchanted Forest is one of the area's longest running holiday events, attracting thousands of families each year. Add this to more than \$75,000 in advertising and promotions for the Holiday Boutique, and you have one of the most highly anticipated events in Kansas City in 2012. A full-scale mixed media advertising campaign utilizing TV, print, internet, radio and direct mail will generate public awareness throughout the region.

## Why the Overland Park Convention Center?

Overland Park (in the heart of Johnson County, Kansas) and the O.P. Convention Center offer a great shopping experience for exhibitors and shoppers alike. Consider these facts:

- Money Magazine selected Overland Park as the #7<sup>th</sup> best place to live in America.
- The average Johnson County, KS household income (\$105,083) is 54% higher than Jackson County, MO (Kansas City) residents.
- Hundreds of free parking spaces located adjacent to the Convention Center.
- The Overland Park Convention Center is located just minutes away from some of the areas most prestigious residential areas in Kansas and South Kansas City.



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