

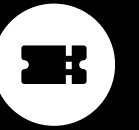
THE PartyCatalog

CELEBRATIONS EXPO

Where your Parties Come to Life.

EXHIBITOR INFO

APRIL
28 2024
HOUSTON, TX

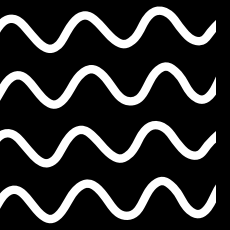


Welcome to

THE PartyCatalog
CELEBRATIONS EXPO
Where your Parties Come to Life.

The ultimate party showcase in Houston, Texas connecting event vendors & venues with hundreds of party goers, event organizers, industry professionals, DIY party enthusiasts, Houston-area moms, influencers, & anyone that simply loves to celebrate or host their own events.





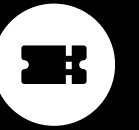
ABOUT US

We love Houston. And we love to party! The Party Catalog is a one-stop-shop to find & hire amazing party VENDORS & VENUES for all of life's celebrations.

We take pride in being the premier source for discovering and securing exceptional party vendors and venues to elevate every occasion in our customer's lives. We're dedicated to making party planning seamless, stress-free, and most of all FUN!

Whether organizing a milestone birthday bash, a whimsical wedding, a friend's baby shower, a graduation party, or corporate event, we simplify the party planning process by connecting Houstonians with the perfect resources and a curated selection of top-tier vendors & venues (like YOU) to bring their party visions to life.





The CELEBRATIONS EXPO
will be held on
Sunday, April 28, 2024 from
12pm - 4pm at Lux Vita
18310 Tomball Parkway
Houston, TX 77070
near Willowbrook Mall.



EVENT OVERVIEW

The CELEBRATIONS EXPO is The Party Catalog's ultimate family-friendly day & one-stop destination for all party enthusiasts or anyone planning special occasions. Attendees will have the opportunity to discover some of Houston's top event vendors and party professionals (YOU) in a NEW & EXCITING way. From caterers and decorators to photographers and entertainers & everything in between, attendees can **HIRE, BOOK, & BUY** everything they need to plan the perfect celebration all *under one roof*. There will be door prizes, photo ops, interactive stations, & surprises galore.



WHY PARTICIPATE?

EXPOSURE TO TARGET AUDIENCE

This event will attract a diverse audience actively seeking products and services for various celebrations, including weddings, birthdays, anniversaries, corporate events, and so much more. You will have the opportunity to showcase your offerings directly to a highly relevant and engaged target market.

PRODUCT DEMONSTRATIONS

The EXPO offers you a platform to demonstrate your products and services in action, allowing attendees to experience firsthand the quality, features, and benefits. Live demonstrations can significantly influence purchasing decisions and drive sales for your business on site.

MEDIA EXPOSURE

The EXPO will attract media coverage from local newspapers, influencers, blogs, and television stations. By participating in the event, you have the opportunity to gain exposure through press mentions, interviews, and social media coverage, further amplifying your brand reach and credibility.

NETWORKING OPPORTUNITIES

The EXPO provides an ideal environment to network with other industry professionals, potential clients, and collaborators. Networking at the event can lead to valuable partnerships, referrals, and future business opportunities.

LEAD GENERATION & SALES

You will be able to collect leads and contact information from interested attendees during the EXPO. By engaging with potential customers and capturing leads, you can follow up after the event to nurture relationships, answer questions, and convert leads into sales.

SPECIAL OFFERS & PROMOTIONS

You have the option to offer exclusive discounts, promotions, and incentives to EXPO attendees to encourage immediate sales and generate excitement around your products and services. Limited-time offers and special deals can drive traffic to vendor booths and boost sales during the event.

BRAND VISIBILITY

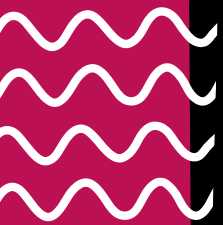
By participating in the EXPO, you will increase brand awareness and visibility among attendees, fellow vendors, and the broader community. A well-designed booth and compelling presentation can leave a lasting impression on attendees, helping your business stand out in a competitive market.

MARKET RESEARCH

The EXPO will provide you with insights into market trends, preferences, and competitors. By observing attendee behavior, gathering feedback, and analyzing competitor offerings, you can gain valuable market intelligence to inform your business strategies and product development.

COMMUNITY ENGAGEMENT

The EXPO will provide you the opportunity to engage with the local community and establish your brand as a trusted resource for parties in Houston. Building relationships with community members can lead to repeat business, word-of-mouth referrals, and a strong reputation within the community.



The Party Catalog's CELEBRATIONS EXPO will have 4 main areas for event vendors to exhibit. You are encouraged to sell your event products or services, book clients, collect leads, provide exclusive expo discounts, and/or show off any party inventory that you have. Our priority is to ensure a balanced distribution of vendors across all categories, allowing for an optimal experience for both vendors and attendees.

We will carefully consider all preferences submitted on your [vendor application](#) and strive to accommodate them to the best of our ability while maintaining overall event quality and diversity.

VENDOR CHECK IN: 8AM - 9AM

VENDOR LOAD IN: 8AM - 11: 30AM

EXHIBIT HOURS: 12PM - 4PM

VENDOR LOAD OUT: 4PM - 6PM

VENDOR EXHIBIT AREAS

1. THE EXHIBITION HALL

This is our largest indoor vendor space at the venue. **STANDARD** booths are 8ft. X 8ft and come with a 6ft. table, black table linen, 2 clear Chiavari chairs, and are individually sectioned off by black pipe and drapes. Additionally, there are freestanding **PREMIUM** booth spaces available along the perimeter that come with 2 Chiavari chairs, access to an electrical outlet, & open 8ft space to market your business. Lastly, there are **ELITE** booth spaces located near the entrances that come with an 8 ft. table, black table linen, 2 clear Chiavari chairs, and access to an electrical outlet. Vendors in the Exhibition Hall are required to be in attendance for the duration of the EXPO to market your business & engage with potential clients.

3. THE PARTY ROOM

In this space, you will have the opportunity to display your event product/service in an actual MOCK PARTY setting. Vendors in the Party Room are NOT required to stay for the EXPO, but will be required to set-up & break down their products/services during the designated Exhibitor times. We will provide event signage in the Party Room and in the official "Party Catalog" (printed directory for attendees) to identify each vendor exhibiting in this room. This space is ideal for those wanting to market their business, but not able to attend. There are no designated booth spaces or pipe and drape sections for the Party Room.

2. THE PARTY VERANDA

This is a beautiful covered outdoor area ideal for party vendors that need a larger space like bounce houses, ball pits, or any party services that lend well to outdoor children's events. Each vendor will receive a bistro table with black table linen to display any marketing materials & signage.

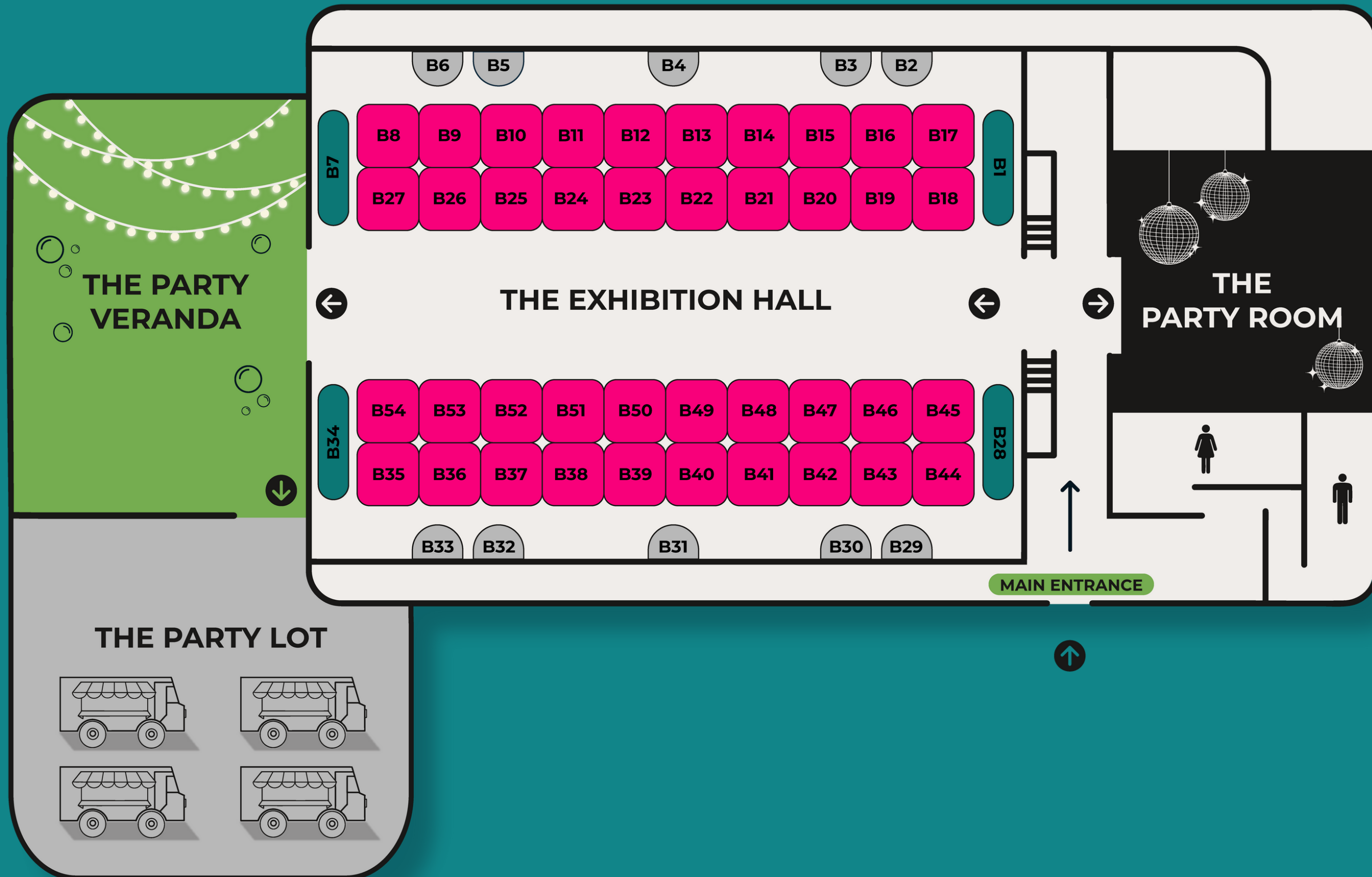
There are no pipe and drape sections for the Party Veranda and vendors will be accepted on a first-come, first-served basis for this limited, luxury space. Vendors on the party veranda are required to be in attendance for the duration of the EXPO to market your business & engage with potential clients.

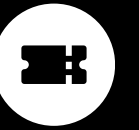
4. THE PARTY LOT

This space is ideal for mobile truck-based businesses. It is located in the parking lot right outside the Party Veranda. Spaces are available on a first-come, first served basis. Exhibitors in the Party Lot are required to be in attendance for the duration of the EXPO to market your business & engage with potential clients.



VENUE MAP

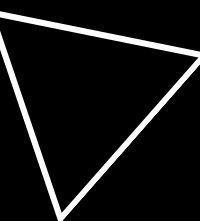




DETAILS

As an exhibiting vendor, you will receive:

- Dedicated booth space to showcase your products and services to attendees. Each vendor will receive two exhibitor badges. (Please limit attendance to 2 people per booth.)
- Event promotion through various channels, including social media, email newsletter, website listings, and advertising materials.
- Listing on our website and in the official “Party Catalog”, a printed event vendor directory that will be given to each attendee at check-in, providing exposure before & after the event.
- Dedicated vendor post on TPC’s social media
- Tags & mentions on all post-event photos and videos where applicable
- Vendor listing with your company’s contact information on post-event thank you eblast to all attendees.
- Opportunity to have one of your branded or promotional items placed in the 50 VIP swag bags.
- Digital graphic to promote your presence at the EXPO and attract attendees to your booth.
- Networking opportunities with other industry professionals, potential clients, and collaborators during the EXPO, fostering valuable connections and partnerships.
- Opportunity to participate in live raffle drawings to increase visibility for your brand, and attract attendees to your booth while contributing to the overall excitement of the event.
- The option to refer a vendor friend to the EXPO. You will both receive a \$25 gift card.





PRICING

We are committed to maintaining an affordable price point that aligns with our commitment to inclusivity and supporting all business sizes. All vendor fees are non-refundable. They can only be transferred to another vendor with prior written notice and approval from The Party Catalog.

1. THE EXHIBITION HALL

\$225 STANDARD BOOTH B17

8ft. X 8ft. sectioned booth with black pipe and drapes, 6ft. table, black table linen, 2 clear Chiavari chairs

\$275 PREMIUM BOOTH B2

Freestanding open space along the perimeter, 2 clear Chiavari chairs, access to an electrical outlet

\$350 ELITE BOOTH B1

Booth spaces located near the entrances, 8 ft. table, black table linen, 2 clear Chiavari chairs, access to an electrical outlet

2. THE PARTY VERANDA

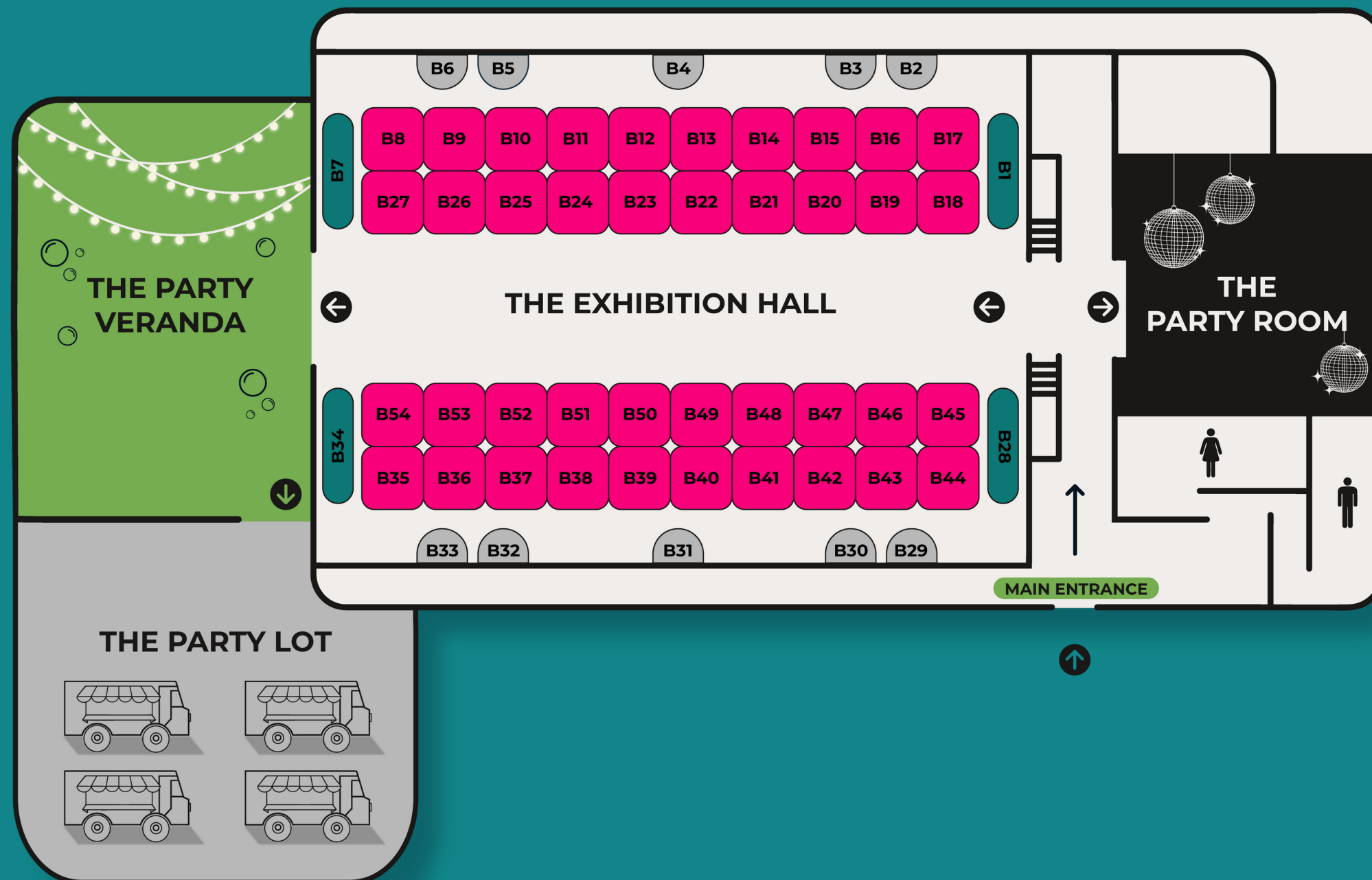
\$225

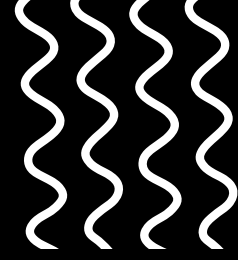
3. THE PARTY ROOM

\$200

4. THE PARTY LOT

\$225





RAFFLE PRIZES

On the vendor application, you will have the option to indicate if you would like to contribute a raffle prize (minimum \$100 value) to the EXPO to gain additional exposure for your party business and contribute to the excitement of the event. Examples of door prizes can include a gift certificate, an actual product, or even a party package or service that your business offers.

Each participating raffle prize vendor will receive an official raffle box for their booth. All GENERAL ADMISSION adult ticket holders will receive 5 raffle tickets at check-in. All VIP ticket holders will receive 10 raffle tickets. Attendees will have the option to choose the raffle prizes they want to win the most, & visit your booth to enter their tickets in your raffle box. The number of tickets the attendee drops in each box is up to their discretion.

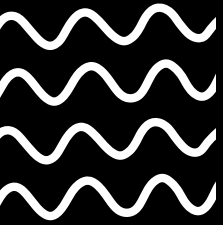
There will be two (2) live raffle prize drawing times at 1:30 PM and 3:30 PM where winners will be announced. Attendees must be present to win & will be instructed to pick up their prize directly from your booth.

Raffle prize vendors will be prominently acknowledged in the official "Party Catalog" (printed directory) that will be distributed to all attendees at check-in the day of the EXPO, on social media posts, in a pre-show eblast to ticket holders, & during EXPO announcements.





VENDOR CHECKLIST



STEP 1:

SUBMIT VENDOR APPLICATION [HERE](#).

Once completed, your application will be reviewed, and you will receive a response from info@thepartycatalog.com within 72 hours.

STEP 2:

SUBMIT VENDOR FEES.

Once approved, you will receive an invoice to pay your vendor fee. Payment must be made within 72 hours of application approval. All vendor fees are non-refundable.

STEP 3:

CHOOSE BOOTH LOCATION.

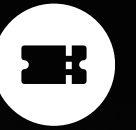
After payment is received, you will choose your booth number from the venue map. Booths are assigned on a first-come, first-served basis.

STEP 4:

GET READY TO PARTY.

You will receive periodic eblasts leading up to the event to help you prepare effectively for the EXPO. Save the date for a vendor conference call on Monday, April 22nd at 7pm to share final details and instructions for EXPO day.





THANK YOU

WE CAN'T WAIT TO PARTY WITH YOU.

Submit your vendor application [HERE](#).

Questions? Email info@thepartycatalog.com.