



GABBY GRACE BOUTIQUE  
PRESENTS



# theExpo | RELOADED

A BOUTIQUE STYLE SHOPPING EXPERIENCE

MARCH 30, 2025 | 2PM - 5PM  
THE PALACE @ CORDOVA



# WHAT IS THE EXPO

The Expo is a one-of-a-kind event designed to bring online vendors face-to-face with their customers, creating meaningful connections beyond the digital marketplace. This dynamic expo provides a platform for vendors to showcase their products, tell their brand stories, and engage directly with their clientele. It also gives the customer a chance to connect a face with a brand and actually see and touch the merchandise! This year, we are bringing new and fun elements that you are sure to enjoy!

## EVENT DETAILS + CONTACT INFO

MARCH 30, 2025

Location: The Palace at Cordova

Event Time: 2 – 5pm

Organizer Contact Information:

April M. Tolbert

Owner of Gabby Grace Boutique

[theexporeloaded@gmail.com](mailto:theexporeloaded@gmail.com)

## EVENT PERKS

- COMPLIMENTARY WINE FOR ALL ATTENDEES
- PREMIUM DRINKS FOR THE VENDORS + SPONSORS
- ON SITE FOOD VENDORS
- CURATED FASHION EXPERIENCE
- LIGHT BREAKFAST FOR VENDORS
- SELFIE BOOTH
- A DJ TO SET THE ATMOSPHERE AND MORE!

ALL OF THAT INCLUDED IN YOUR VENDOR FEE!






# WHY SHOULD YOU PARTICIPATE?

- Exposure to a Targeted Audience: Connect with hundreds of individuals and professionals who are prepared to circulate dollars within our community.
- Networking Opportunities: Meet and network with fellow vendors, industry influencers, and potential collaborators.
- Increased Sales & Brand Awareness: Display and sell your products directly to event attendees, expanding your reach and increasing brand visibility.
- Exclusive Marketing Support: Benefit from event promotion through our website, social media, and email marketing campaigns.
- Complimentary event day breakfast
- All guests will receive complimentary wine and champagne, and one free raffle ticket for giveaways.



## PAST SUCCESS

Throughout the history of The Expo, the event has drawn between 500 – 800 guests through the door each time. Over the course of 3 events, the Expo has generated over \$50K in revenue. Without fail, every Expo vendor has made a profit exceeding the investment of the vendor fee. Additionally, they expanded their customer base and networked with other industry individuals that propelled their brand in some way.



# VENDOR INFORMATION

## Vendor Packages

### 1. Standard Vendor Package – \$375

- Booth Size: 10' x 10'
- Booth Setup: Table, 2 chairs, Linen
- Customized Digital Marketing flyer for social media
- Placement of your brand on our social media and event website
- 2 Premium Drink tickets for our signature cocktail
- Event day breakfast spread

### 2. Premium Vendor Package - \$475

- Booth Size: 10' x 20' (prime location)
- Booth Setup: Table (extra table if needed), 3 chairs, Linen
- Customized Digital Marketing flyer for social media
- Placement of your brand on our social media and event website
- 4 Premium Drink tickets for our signature cocktail
- Event day breakfast spread

## Additional Information

- Booth Setup Time: March 30, 2025 @ 10am
- Booth Breakdown Time: March 30, 2025 by 6pm
- Product Preferences: Fashion, beauty, home, food
- Electrical Needs: Vendors requiring power must indicate their needs in advance.
- Payment: A non-refundable deposit of \$200 is due upon registration. The balance is due by February 28, 2025.
- Insurance: Vendors are encouraged to have insurance to cover damages, theft, and liability during the event.
- Sales Tax: Vendors are responsible for collecting and remitting sales tax as required by law.

# IMPORTANT DETAILS

Each vendor will have approximately a 10x10 foot space. There will be no dividers/separators/partitions. Because it is boutique style, we like the intimacy of an open space. You will have access to electricity and must bring your own POS system and extension cords. The venue does have WIFI. There will be ample parking.

## HOW TO APPLY

Please visit the website at [www.theexporeloaded.com](http://www.theexporeloaded.com) and click forms to apply. Once you apply, please allow us 24-48 hours to review and approve. If approved your deposit is due immediately. Please allow us 24 hours (or the next business day) to send your contract.

## DEPOSIT AND BALANCE

The deposit is \$200 and is due upon filling approval of your vendor application. The balance is due on February 21st. Payment is to be made by payment links on the website. Go to [theexporeloaded.com](http://theexporeloaded.com) and click Payments. If you pay your full vendor fee at the time of approval, you will receive a 10% discount (\$37.50 for standard; \$47.50 for premium). To qualify for the discount, application/payment must be made by January 31st. The deposit is nonrefundable and non-negotiable.