

The 2009 Military History Weekend

General Vendor Information

Thank you for your interest in the 2009 Military History Weekend, October 17 and 18, 2009 in Williamsburg, Virginia. This is a wonderful opportunity for you to recruit new customers, reconnect with existing ones, and cross promote your products to a wide array of military history enthusiasts.

Enclosed you will find the table contract (please try to return to us by August 31 to insure space). **Space is limited and interest has been high.**

Purpose: To promote all aspects of military history in a fun, engaging and professional way. Thereby attracting families, enthusiasts and collectors to a comfortable environment where all will feel welcome to spend time and money on things they may never have known about.

Event Attractions: The success of the show depends on us being able to bring in a good group of qualified buyers. To that end a number of attractions have been organized to draw in collectors, enthusiasts and families, encouraging them to stay while exposing them to new aspects of the hobby. This generates enthusiasm which will translate into sales for you. Just a few of the highlights:

- WWII Era vehicles on display
- WWII Veteran Col. Eddie Shames, Easy Company, 101st Airborne – member of the Band of Brothers will be on hand to sign the new book “Tonight we Die as Men”
- Guided tour of the Virginia War Museum on Saturday morning
- Re-enactor groups from WWII, WWI, American Civil War, and American Revolution
- Military Antiques and Collectibles Road show - identify
- Custom built battle dioramas
- Miniature Figure Casting Demonstration
- How to paint a figure - free figure and painting instruction
- Wargame demonstrations with public participation
- Kid’s Boot Camp – learn how to be an American Revolution Soldier
- Tranquility suite for spouses – tea, chocolate, scones and 18th/19th century women’s fashion how to and talk

Promotion: The sponsor’s goal is not to make money but to promote the various hobbies related to military history; therefore proceeds from the event are being channeled back into a very aggressive marketing campaign that includes:

- Monthly Tourist and History Related Publications – ads and articles
- Newspapers – ads and PR
- Radio – ads and giveaways
- Hand outs and flyers placed at locations in the area
- Targeted mailings to area schools, scout groups, veterans organizations, historic groups, hobby organizations
- \$2,000 in door prizes
- Entrance coupons handed out in the surrounding area
- Professional color flyers for your use to promote to customers
- Free admission for children, veterans and active duty military, re-enactors in uniform
- Reduced admission of only \$5.00 for an entire family

Accommodation

Located adjacent to the historic area, the Hospitality House (TOLL FREE – 1(800) 522-2063) is a well appointed hotel with free parking, pool, two restaurants and impeccable service. They have given us an excellent rate of only \$110.00 per night, while staying at the Hospitality House is not only a pleasurable experience, it also serves to keep the show quality high and table costs under control by giving them additional revenue. **So please contact them to make your reservations.** Of course there are a multitude of other hotels in the area ranging in price from \$60 on up to \$400 (see the visitor info on our website).

Area Attractions:

There are many things to do in the Williamsburg area, from visiting Colonial Williamsburg, Jamestown, Yorktown, the Virginia War Museum to the many other American Civil War and Navy sites. For families there is Busch Gardens, Great Wolf Lodge (Waterpark) and Waller Mill Park (great hiking trails and pond to canoe in). The Williamsburg Spa, Merchants Square, The Pottery (indescribable mix of kitsch, bargain and the just plain odd), Prime Outlets and many other unique shopping and relaxing opportunities are within minutes. And finally there is phenomenal golf at both The Williamsburg Golden Horseshoe and Kingsmill Resort (to name a few).

Lunch: The hotel will provide a limited lunch menu on both days that you can order off of from your table and have it delivered to you.