2015 ALASKA MUSIC AND ENTERTAINMENT expo

*official vendor letter*

Dear Business Owner:

You are receiving this letter because your business has a reputation in the Anchorage Music and Entertainment community that is commendable, appreciated, needed and important to all aspiring musicians, performers, and other entertainment professionals. Your business is viewed as one with an impeccable reputation, superior customer service and a proven outstanding business track record. As a result of the things listed above and due to the fact that we only strive to have the “Best of the Best” at this event, your presence is requested as a vendor at the Alaska Music and Entertainment Expo at the Northway Mall on May 2nd. This event will be open and free to the public but geared to assist musical and entertainment influenced adults and teens. Partial proceeds for this event will be divided among 10 musical genres and given out as career and business development scholarships at the completion of the Expo. This expo will be a great way for your business to advertise to the community, reach new customers, inspire a musician or performer in need and become part of a powerful homegrown Alaskan movement. There a few things we would like to reassure you about your participation in this event:

* This event is limited to the best music and entertainment related businesses by invite only (other businesses will be considered if needed and space permits)
* So far over 125 individuals have RSVP’d for this event (this is with word of mouth only)
* We will begin officially advertising for this event via all methods available starting Friday April 15th once all vendors are confirmed
* You are guaranteed traffic to your booth because all attending individuals interested in a scholarship will be required to stop at each table and gather information on what that business does and how they can potentially assist them in their career endeavors
* Scholarship funds will be limited to use at one of the vendors at the event
* You will be able to write the price paid for the event off on your taxes as an advertising/marketing expense or receive a proof of donation receipt
* If you cannot attend the event that is okay! One of our professional interns will gladly sit at your vendor table and professionally advertise your business for you.

If you decide to participate in this event or need more information feel free to contact us or fill out the enclosed vendor application with the understanding space is limited, so reserve your spot and lock in your business. We hope that you choose to invest a minimum of $20 (dollars) towards the future of a musician, performer or industry professional in need and look forward to seeing you at the Alaska Music and Entertainment Expo to be held in Anchorage, Alaska at the Northway Mall on May 2nd.

-Alaska Music Leaders Association