

SPECIAL EVENTS 1994

Market: Rochester, NY (Tier I)

Date	Name of Event	Location	Est. Attend.	Demos.	Activities	Entry Fee	Est. Lab/Exp	Event Total	Comments	Approval		
										Brand	Dir	PromoServ
June 11-19, 1994	Rochester Harbor & Carousel Festival	Rochester, NY	150,000	GM					New event. Awaiting proposal.			
July 26-31, 1994	Monroe County Fair	Rochester, NY	100,000	GM					New event. Awaiting proposal.			
July, 1994	Main Event 1994	Rochester, NY	200,000	GM					New event. Awaiting proposal.			
Oct. 14-16, 1994	Rochester River Romance	Rochester, NY	100,000	GM					New event. Awaiting proposal.			
TOTALS:						\$0	\$0	\$0				

Key: ES=Exclusive/Tobacco Sampling
 NES=Non-Exclusive/Tobacco Sampling
 EP=Exclusive/Premiums Only
 NEP=Non-Exclusive/Premiums Only

1B=One (1) 10x10 Booth Location
 2B=Two (2) 10x10 Booth Locations
 P=Premium Distribution
 S=Signage

V=Space to Park Newport Van
 MV=Space to Park Newport Music Van
 RC=Space to Park Newport Race Car

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