



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Why Participate in Hollywood's Expo Alfresco?

Vendors, Exhibitors & Restaurant Owners Encouraged to Reserve Booth Space Now!

HOLLYWOOD, FL – The Greater Hollywood Chamber of Commerce (GHCC) is currently accepting booth applications for the ***The Ultimate Food, Wine & Tradeshow Experience - Hollywood's 16th Annual Expo Alfresco***, which will be from 5:00 p.m. to 8:00 p.m. at ArtsPark at Young Circle (Hollywood Boulevard and Federal Highway) on Wednesday, April 13, 2011.

Every year this GHCC signature event draws in over 3,000 attendees! This outdoor extravaganza showcases various businesses that are looking to ***promote and/or sell*** their products and items intermingled with scrumptious samplings from many of Hollywood's favorite restaurants.

Why participate in this year's event? Hollywood's Expo Alfresco is ***THE*** marketing strategy that will offer businesses:

- The opportunity to be a part of Hollywood's LARGEST outdoor Business networking experience
- To ***sell products*** - A first for Expo Alfresco!
- The opportunity to showcase products/services to over ***3,000 potential customers***
- To participate in Hollywood's ***GREATEST*** outdoor wine and food festival featuring not only a food & wine tasting, but also live entertainment, Kidz Korner AND MUCH MORE!

"Just from participating in Expo Alfresco last year, I was able to meet 7 new customers. The profit for my business was well over \$1,000, which covered my booth cost and GHCC membership dues combined," says Chamber member Carlos Jimenez of Air Purifying System.

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Booth space is going fast but is still available at a nominal price. Businesses or restaurants interested in purchasing a booth, please contact visit **www.hollywoodchamber.org for booth prices and to download all forms.**

This event is sponsored by: GFS Marketplace, the Hollywood Seminole Indian Casino, the City of Hollywood, the Miami Herald, South Florida Sun-Times, Arts Park, InTown Publishing, Waste Pro, Palm Bay International and Hollywood Discount Liquors. Special thanks to Muzart Kidz Konnection, Sidram Power, Inc., Homelenders and Solfaradio.com for their continuous support.

Tickets for Expo Alfresco are **only** \$15 and children under 10 are free! Tickets are available for purchase at the Greater Hollywood Chamber of Commerce located at 330 North Federal Highway in Hollywood and SUN Credit Union located at 4205 Hollywood Blvd.

Check out last year's event on Youtube.com. Please visit www.hollywoodchamber.org/video-gallery to see what Expo Alfresco is all about!

Sponsorship opportunities are also still available! For more information, please e-mail Marie at programs@hollywoodchamber.org or call 954.923.4000, ext. 17.

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