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## Southern California MacFair Trade show event FOR SALE

Apple Mac users database 12 Domains and Service Mark

Item number: 230187087538

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1 of 7

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Starting bid: **US \$18,500.00**

Your maximum bid: **US \$**   
(Enter US \$18,500.00 or more)

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End time: **Nov-10-07 11:58:18 PST** (7 days 1 hour)

Shipping costs: **Free**  
US Postal Service Priority Mail®  
Service to [United States](#)

Ships to: **United States**

Item location: **Newport Beach, California, United States**

History: [0 bids](#)

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### Meet the seller

Seller: [ir](#)

Feedback: **1**

Member: **s**  
**U**

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Score: **46**  
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**Listing and payment details:** [Show](#)

### Description [\(revised\)](#)

#### Item Specifics

Industry Type :	<b>Websites &amp; Businesses for Sale</b>	Advertising Type:	<b>Apple Macintosh</b>
Website & Business Type :	<b>Marketing</b>	Business Type:	<b>Trade show and web site</b>

Hi everyone,

Many of you have written to us in the past month about the status of this year's edition of the Southern California

MacFair. After five years of running the event, we have decided to move into a new direction. It has indeed been an exciting and profitable event every year and we certainly enjoyed running the show.

However my father passed away this year and I have been doing some soul searching, as we all do after sadness like that. I have decided to move into other directions in my life. So after five years of running the event, it is now time for me to go do something else.

When we started the SoCal MacFair five years ago, we did it after there were no other Mac Shows in the LA area for the previous four years, since about 1998 or so. We had really enjoyed other local Mac show productions and missed them. That's why we started one up again in 2002. With that in mind, we hope we can pass the torch to someone else to carry on the SoCal MacFair tradition.

We have had some inquiries from people about taking over the event or having access to some of the various assets like our attendee and vendor/trainer databases, web site, our numerous domain names associated with the event and various assets like banners and signage, branded shirts and assorted items, our registered trademark and the events general goodwill and Mac community fan base.

We have concluded that the fairest way to handle this is to put it up for auction on eBay. Below is a list of all the assets of the SoCal MacFair that will be supplied to the winning eBay bidder. So, if you ever wanted to run your own Mac event, here is a turnkey opportunity to have your very own MacFair

Thank-you very much for the opportunity you gave us to run the SoCal MacFair for the past five years. We sincerely appreciated your support!

Keith Mueller  
Show Manager  
SoCal MacFair 2002-2006

### **Here are the items included for the winning bidder of the Southern California MacFair Trade show event.**

#### ***Trademarks, Service Marks and Event Logos and Artwork:***

- All trademark rights to the name "Southern California MacFair"
- State of California Registered Service Mark: "Southern California MacFair", Service Mark Registration Number 058606.  
Full ownership of the service mark to be transferred to winning bidder. Any transfer expenses to the state of California to be paid by the current service mark owner. Any additional transfer expenses to be paid by winning bidder
- All digital art work including Southern California MacFair logo, web banner ads, post card templates et al.
- Contact information to our graphic artists for continuation of services if winning bidder desires to continue with their services.

#### ***Event Web Site, Access to Ecommerce engine and Domain names:***

- Event Web site: [www.MacFair.org](http://www.MacFair.org).  
All creative, technical and web hosting information. Transfer of ownership of web site to be made at web host and domain registrar to the winning bidder.
- 12 Associated show Domain Names:  
MACFAIR.ORG (Where the Web is currently hosted)
- Additional Domain names that are currently forwarded/pointed to the main web site:  
MACFAIR.BIZ, MACFAIR.CO.NZ, MACFAIR.INFO, MACFAIR.NET, MACFAIR.US,  
MACFEAST.COM, VIRTUALMACFAIR.BIZ, VIRTUALMACFAIR.COM, VIRTUALMACFAIR.INFO, VIRTUALMACFAIR.NET,  
VIRTUALMACFAIR.ORG.\*

\*Transfer of domain names to be made at domain name registrar. Any transfer fees to winning bidders domain registrar to be paid by winning bidder to their respective registrar.

- Access to E-commerce registration system and all associated registration information  
of past five SoCal MacFairs and one MacFeast show.
- All database information and associated templates and set up at third party e-commerce vendor site. Transfer of

access to the site to the winning bidder.

**Event Databases**  
**Attendee and vendor/trainer databases, including:**

- Southern California MacFair and MacFeast advance registrations from online registration system for 2002 – 2006 in electronic database format
- Onsite registrations from 2002-2004 in electronic database format
- Onsite registrations from 2005 and 2006 in paper format
- Current and prospective vendor and trainer database in electronic database format
- Public Relations and Media Database for show PR releases

**Banners and signage:**

- Southern California MacFair "Welcome" banner (see picture in auction)
- MacFeast banner
- MacCentral Internet Cafe banner
- 19 Brand New "Mac Event " directional arrow signs, used to direct attendees to parking and the event. (see picture in auction)
- 19 Brand New Metal stakes/stands for "Mac Event" signs (see picture in auction)

**Branded items:**

- 21 Southern California MacFair 2002 T-shirts, brand new, size: XL
- 2 Polo style shirts with SoCal MacFair logo. brand new, Size: Large (style worn by show staff)
- 2 Polo style shirts with SoCal MacFair logo. brand new Size: XL (style worn by show staff)

**Attendee misc items:**

- Approximately 500 "Show Bags" silver metallic with SpyMac logo in black
- Wrist bands for show attendees admission control with stub for door prize drawings:
  - Green approximately 860
  - Light blue approximately 174
  - Red approximately 223

**Support materials:**

- Assorted, creative work including;
- Press Releases templates
- Exhibit Space and Presentation Slot agreements
- Assorted pictures and artwork of past events

**Consulting:**

- Introductions to facilities hosts at Cerritos College (please note there is no guarantee that Cerritos College will approve winning bidder as a show vendor at their college but we will help make the introductions to the appropriate personnel at the facility.)
- If winning bidder requests, we will email all past vendors and attendees to introduce the winning bidder as the new owner of the Southern California MacFair and will use any goodwill we have earned to help endorse your new ownership of the event.
- We will provide up to 3 hours of consulting to help get the winning bidder get familiarized with all materials and processes involved. We will be happy to make phone calls and/or emails on the winning bidders behalf to introduce our vendor and training contacts to the new owner of the event.

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**Select a picture**



Thanks for  
looking!

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#### Shipping and handling

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##### **Ships to**

United States

Country:

Shipping and Handling	To	Service
FREE	United States	US Postal Service Priority Mail® Estimated delivery 2-3 days*

\*Sellers are not responsible for service transit time. This information is provided by the carrier and excludes weekends and holidays. Note that transit times may vary, particularly during peak periods.

##### **Shipping insurance**

Not offered

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#### Return policy

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Return policy not specified.  
Read item description for any reference to return policy.

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## Payment details

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### Payment method

### Preferred/Accepted

### Buyer protection on eBay



Accepted



This item is covered up to \$200

Money order/Cashiers check

Accepted

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**Item title: Southern California MacFair Trade show event FOR SALE**

### Place a bid

Starting bid: **US \$18,500.00**

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**Place Bid >** You will confirm in the next step.

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