

## EXHIBITOR/PROMOTER AGREEMENT

Between Senior Expos of Indiana, LLC and

**COMPANY:** \_\_\_\_\_

### **Exhibit Space:**

Space contracted for herein may not be transferred, assigned, sublet, or shared with others without written permission of *Senior Expos of Indiana*.

**PLEASE NOTE: Exhibits must be set up by:** 6:30 p.m. on October 5, 2010

**If extenuating circumstances make this impossible and permission is received from *Senior Expos of Indiana* two weeks prior to any of the aforementioned Expos, then other arrangements may be made. All exhibitors must be present no later than 7:45 a.m. on the day of the Expo. Space must be occupied and attended during all hours of the 2010 Indianapolis Senior Expo. Exhibits must remain intact until the close of the Senior Expo at 1:30 p.m. Dismantling must be completed by 4 p.m.**

Each exhibit space will be provided with and separated by dividing drapes at sides and rear. Eight-foot high draperies will be provided across the back wall of each booth and three-foot high drapes will be used at the sides.

Exhibits shall be installed so they do not extend beyond the leased premises. Upon the request of *Senior Expos of Indiana*, exhibitors will be required to purchase sufficient floor space to accommodate their display equipment, tables, etc. to avoid excessive congestion in the aisles or interference with the displays of other exhibitors.

Exhibitors shall maintain their displays in a quiet and orderly manner. Exhibits that include the operation of musical instruments, audio/video equipment, PA systems, etc., shall maintain their displays in a manner not to disturb exhibitors in close proximity. Exhibitors must limit the selling/promoting of their product/service to the confines of their booth space, unless previous permission is granted.

Exhibitor is responsible for any damage to building caused by its exhibit, employees or agents. Tape, stickers, nails, tacks, staples, hooks, screws, permanent markings (such as paint and ink), and other objects shall not be inserted or placed on or into facility walls, doors, floors, ceilings, drapes, trees, or posts. Also, littering is not allowed on the premises.

Exhibitor agrees to indemnify *Senior Expos of Indiana* and hold same harmless from any and all claims or causes of action that arise out of or are proximately caused by Exhibitor's participation in the expo, exhibits, employees or agents.

*Senior Expos of Indiana* does not guarantee or agree to protect Exhibitor against loss of any kind. Exhibitor recognizes and agrees that in entering this Agreement, it is not relying on or expecting *Senior Expos of Indiana* to provide any type of security or protection against loss or damage of any kind and Exhibitor hereby waives any claims or causes of action relating to any such loss or damages.

It is understood, in the event Exhibitor fails to comply with any of the terms of this Agreement, *Senior Expos of Indiana* reserves the right to terminate this Agreement in which case Exhibitor shall immediately remove from Exhibit Hall, at Exhibitor's expense, its exhibit, employees and agents. *Senior Expos of Indiana* has the right, but not the obligation, to remove or cause same to be removed at Exhibitor's expense if Exhibitor fails to do so immediately and Exhibitor hereby waives and releases any and all causes of action or claims of any nature arising out of such removal and all payments previously made by Exhibitor for the 2009 Indianapolis Senior Expo, shall be forfeited and retained by *Senior Expos of*

*Indiana* without further obligation to Exhibitor. In addition to aforesaid payments, Exhibitor shall be liable for payment of any balance due to *Senior Expos of Indiana*.

To ensure a variety of services for the event attendees, *Senior Expos of Indiana* has the right to limit the number of exhibitors within the same business category at any Senior Expo.

If for any reason *Senior Expos of Indiana* determines to cancel or terminate the 2009 Indianapolis Senior Expo, the Exhibitor waives all claims the Exhibitor might have against *Senior Expos of Indiana* for damages or expenses consequential or otherwise. Exhibitor also agrees to accept, in complete satisfaction and discharge of all claims against *Senior Expos of Indiana*, the Exhibitor's pro-rata share of the total amount paid by all Exhibitors less all costs and expenses incurred by *Senior Expos of Indiana* in connection with the above mentioned Senior Expo, including a reserve for future claims and expenses in connection herewith.

**Expo Guide Promotional Space:**

The Exhibitor agrees the charge for promotional space in the Expo Guide reserved in advance has been made in consideration of Exhibitor using and paying for all space reserved. The Exhibitor shall not be relieved from such payment by failure to use such reserved space for any cause whatsoever, including, but not limited to, Expo attendance, or Exhibitors perceived results and benefits from participation at the Expo or purchase of Expo Guide promotional space. It is agreed the space reserved hereunder may be used only by or on behalf of the Exhibitor herein named and the Exhibitor's privileges shall not be used directly or indirectly for the promotion of any business, person or organization other than the Exhibitor.

*Senior Expos of Indiana* reserves the right at its absolute discretion, at any time, to cancel any promotional space order or reject any promotional copy.

All restrictions, including without limitation, positioning, separations, facing, editorial adjacencies, or other stipulations are at the sole discretion of *Senior Expos of Indiana*.

The Exhibitor agrees if war, an act of God or of a government agency, shortage of paper, production problems, or other circumstances render performance of this Agreement by *Senior Expos of Indiana* a hardship or onerous, *Senior Expos of Indiana* shall have the right to cancel this Agreement without penalty. The Exhibitor agrees *Senior Expos of Indiana* shall not be liable, nor shall this contract be subject to termination, for any loss or damage sustained by the Exhibitor resulting from typographical errors, wrong insertions or omissions in whole or in part. In cases where *Senior Expos of Indiana* has caused a typographical or advertisement error or omission, *Senior Expos of Indiana's* liability to the Exhibitor shall not exceed the amount charged the Exhibitor for the promotional space.

**Cancellation:**

Reservation of Exhibitor Space and/or Promotional Space in the Expo Guide is binding. Exhibitor agrees to pay all charges for reserved space. No relief shall be granted from paying charges due for any reason, including but not limited to, Exhibitor's failure to use such reserved space.

**Deposit:**

Exhibitor shall pay with the execution of this agreement a 50%, non-refundable deposit. Exhibitor shall pay the balance due by September 01, 2010.

**Costs of Collection:**

Should Exhibitor/Promoter fail or default in its obligation to pay the charges and fees set forth in this Exhibitor/Promoter Agreement and related Application for Sponsorship and Exhibit Space, then Exhibitor/Promoter agrees to reimburse and pay to *Senior Expos of Indiana* in addition to the amount owing, all of *Senior Expos of Indiana's* costs of collection including, without limitation, attorney's fees, court costs, and interest at the highest allowable legal rate.

WE HEREBY CONTRACT FOR **SPONSORSHIP/EXHIBITOR SPACE** AND AGREE TO COMPLY WITH THE *EXHIBITOR/PROMOTER AGREEMENT*.

BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
Authorized Signature

WE HEREBY CONTRACT FOR **PROMOTIONAL SPACE** AND AGREE TO COMPLY WITH THE *EXHIBITOR/PROMOTER AGREEMENT*.

BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
Authorized Signature

# 2010 SENIOR EXPOS

## APPLICATION FOR SPONSORSHIP AND EXHIBIT SPACE

Please print your company name **EXACTLY**  
as it should appear on signage  
and printed material: \_\_\_\_\_

**BILLING INFORMATION:**

COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_  
 FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

- Please send all correspondence to the above address
- Please send billing information only to the above address, and event correspondence (information pertaining to event set up, etc.) to the address listed below.

COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_  
 FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**EXPO CHARGES**

**SPONSORSHIPS:** See descriptions of Gold, Silver, Bronze, Auto, and RV Sponsorships.

**EXHIBIT BOOTH SPACE:** Rate includes: An 8' deep x 10' wide exhibit booth will be provided at the Indianapolis Senior Expo. Also included are standard drapes, skirted table and two chairs, identification sign, listing in the *Senior Expo Guide* and Web site, exhibitor badges, and two lunch tickets. *For the Indianapolis Senior Expo, electricity must be purchased directly through Ermco. Forms will be provided.*

**Indianapolis Senior Expo (non-profit Exhibit Space is \$425) \$\_\_\_\_\_**

*Exhibit Space - \$825*

- Gold Sponsorship - \$5,500
- Silver Sponsorship - \$3,300
- Bronze Sponsorship - \$1,650
- Auto/RV Sponsorship - \$3,300

**ELECTRICITY**

- About a month prior to the Expo, you will receive a form for electricity with a packet of information sent out by our decorator.

\_\_\_ Yes, I would like information regarding electricity

**WEB SITE HYPERLINK - \$25 per link**

For \$25, you can add your hyperlink from our site to yours.

Gold, Silver, Bronze, Auto, and RV Sponsors receive this as part of sponsorship.

**Please check if you would like a hyperlink (\$25/link):**

- Indianapolis Senior Expo \$\_\_\_\_\_

**WEB ADDRESS FOR LINK:** \_\_\_\_\_

**ADDITIONAL LUNCHESES - \$9/each**

Each booth receives 2 complimentary lunch tickets.

Sponsors receive 2 tickets per booth space. Additional lunches may be purchased.

**Please mark how many extra lunches you will need:**

Indianapolis Senior Expo – number of lunches needed \_\_\_\_\_ x \$9 ea. \$\_\_\_\_\_

**COMPANY LOGO ON IDENTIFICATION SIGN - \$25**

A color company logo will be included on the identification sign that hangs on your booth.

Gold, Silver, Bronze, Auto, and RV Sponsors receive this as part of sponsorship.

- A PDF of the logo must be provided to Karen Elliott at [kelliott@seniorexpos.com](mailto:kelliott@seniorexpos.com) by Sept. 1.

\_\_\_ Yes, I would like my company logo on the identification sign \$\_\_\_\_\_

**SCREENINGS** - If you plan on offering any type of screening (health, legal, etc.) please indicate the EXACT name of the screening, as you would like for it to appear in the Senior Expo Guide and the Expo-At-A-Glance, which are passed out at the door.

**Screening Name:** \_\_\_\_\_  
\_\_\_\_\_

**EXPO GUIDE PROMOTIONAL SPACE:**

The *Senior Expo Guide* will be distributed prior to the Senior Expo throughout the Indianapolis metro area, and additional copies will be handed out at the Expo.

Minimum of 3,500 copies of *Senior Expo Guide* will be mailed directly into the homes of Indianapolis metro area seniors prior to the Senior Expo and additional copies will be handed out at the Expo. The following rates are for exhibitors only:

- Full Page (10.25" w x 15.5" h) \$1,340.00
- Half Page (10.25" w x 7.625" h) \$800.00
- 1/4 Page (5" w x 7.625" h) \$465.00
- 1/8 Page (5" w x 3.75" h) \$270.00

- Spot color may be added for \$150
- Full color may be added for \$200
- Preferred page position, add 20% (Position request will be guaranteed for full-page only)

\$\_\_\_\_\_

**TOTAL CHARGES:**

**PLEASE NOTE: 50% of the total balance is due upon submission of this contract.**

You will be invoiced for the remaining charges. Before you will be permitted to take the show floor, payment must be received in full for the expo.

- Check enclosed

\$\_\_\_\_\_

- Credit Card type and number: \_\_\_\_\_  
Expiration date: \_\_\_\_\_ Billing zip code \_\_\_\_\_ 3-Digit code: \_\_\_\_\_  
Name on card: \_\_\_\_\_  
Amount to be charged: \_\_\_\_\_

**BOOTH SET-UP:** Please indicate the time frame in which you would like to set up your booth at the Expo. This ensures that we have enough volunteers present to aid with the unloading of your vehicle.

- October 5 (Tues) – 3 pm – 4 pm
- October 5 (Tues) – 4 pm – 5 pm
- October 5 (Tues) – 5 pm – 6 pm
- October 5 (Tues) – 6 pm – 6:30 pm

**DEADLINES:**  
**All promotional space and art due – August 15**  
**Sponsor Descriptions – August 15**  
**Balance due – Sept 01, 2010**

**Booth assignments will be made in the order that application deposits are received in accordance with the Sponsorship and Exhibitor information packets.**  
**Make check(s) payable to: Senior Expos of Indiana,**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Please return this application along with executed copy of Exhibitor/Promoter Rules & Regulations to:**  
**Senior Expos of Indiana, LLC, 4526 East 216th St., Noblesville, IN 46062**  
**or fax all pages to (317) 877-2199, ATTN: Karen Elliott, [kelliott@seniorexpos.com](mailto:kelliott@seniorexpos.com)**

*You will receive a confirmation letter within 10 business days of our receipt of your application. Please contact your Account Executive if you have not received this letter.*