



REGISTRATION FORM
*Elderwerks Education and
 Resource VIRTUAL Senior Fair*
 August 12, 2020

BUSINESS INFORMATION

Business Name: _____

Applicant's Name: _____ Title: _____

Address: _____

Phone: _____ Email: _____

SPONSORSHIP INFORMATION

Sponsorship: Platinum Sponsor \$3,500 Gold Sponsor \$2,000
 Silver Sponsor \$1,200 Charitable Donation

NW HERALD AD OPTIONS

\$	<input type="checkbox"/>	\$1,100	Back Page , 4 column 9.25" wide x 11" tall, Full Color
\$	<input type="checkbox"/>	\$900	Full Page , 4 column 9.25" wide x 11" tall
\$	<input type="checkbox"/>	\$600	Half Page , 4 column 9.25" wide x 5.5" tall
\$	<input type="checkbox"/>	\$325	Quarter Page , 2 column 4.562" wide x 5.5" tall
\$	<input type="checkbox"/>	\$200	Business Card , 2 column 4.562" wide x 2.75" tall
\$	<input type="checkbox"/>	\$180	Full Color additional charge
\$	<input type="checkbox"/>	\$550	ROS Impressions – Floating Banner
\$	<input type="checkbox"/>	Total Amount Due for Ad Section Only	

EXHIBITOR REGISTRATION

\$	General Sponsor	\$300
\$	Bold Listing	\$50
\$	Total Listing Costs	
\$	Sponsorship or Donation Amount	
\$	Ad Fee	
\$	Bold Listing \$50.00	
\$	Total Amount Due	

PAYMENT INFORMATION

<input type="checkbox"/>	Check payable to Elderwerks Educational Services , 251 E. Northwest Highway, Palatine, IL 60067		
	Name on Card:	Billing Zip Code:	
<input type="checkbox"/>	Credit Card Number:	Expiration Date:	
		CSV #:	

I HAVE READ THE TERMS AND CONDITIONS

Signature _____ Date _____

FAIR INFORMATION

Virtual Fair Date: AUGUST 12, 2020

Logo, Paragraph & Video Due: JULY 10, 2020

NW HERALD ADVERTISING OPPORTUNITY

Sponsors can purchase ad space through Elderwerks for the Virtual 2020 Elderwerks Education & Resource Fair. The advertising for the Virtual Fair will be distributed in **28,000 Northwest Herald** newspapers on Sunday, August 9th and at other times 30 days before the event. **Camera-ready art** is required.

TERMS AND CONDITIONS

Terms of Payment: Full payment is due at time of registration. Lack of payment constitutes a cancellation of this Agreement.

Sponsorship Cancellation: No refunds.

Cancellation, Termination or Relocation of Fair by Elderwerks: In the event Elderwerks shall for any reason cancel, terminate, or relocate the Fair or any part thereof, the Exhibitor waives any and all claims against Elderwerks for damages, expenses, or loss of profits. Exhibitor agrees to accept in complete settlement and discharge of all claims against Elderwerks, the Exhibitor's pro-rata share of the total amount paid by all exhibitors less all costs and expenses incurred by Elderwerks in connection with the Fair.

ELDERWERKS WEBSITE

Elderwerks will build a landing page on www.elderwerks.org in the Events section. The landing page will give a brief description of the Fair and there will be three sections on the bottom of the page listing:

CLASSES: Lists the speakers name, company, title of program and time of program.

SUPPORTERS: Lists the sponsors supporting the event. Each sponsorship will include a logo, a brief paragraph and a link to the infomercial.

REGISTRATION: Anyone wanting to attend a Zoom class can register for one or multiple classes here. They will include their name, address and email so we can confirm they are registered and send the Zoom information.

Elderwerks will highlight all Platinum, Gold and Silver sponsors in the Class section.

CLASSES

Elderwerks Fair Committee will be selecting speakers based on topics requested in 2019. We will utilize sponsors and resources first then look elsewhere for qualified, dynamic speakers who can engage an audience well. The Committee will then schedule the classes for August 12th from 8:00 am until 7:00 pm.

VIDEO REQUIREMENTS

Sponsors are to supply a 20 second infomercial about their organization. Record in any format and email to help@elderwerks.org. Using your iPhone, you can record a message and then email that message to us. It's the simplest format. If you are skilled, feel free to send an official video. Once received we will add to your profile page. Elderwerks is not able to produce videos for our sponsors. If we do not receive a video from your organization, we will not post one.

AFTER FAIR

Elderwerks will email a "thank you for attending" to all Senior Fair attendees including a list of all the sponsors and resources that supported the event.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (\$3,500)

- Listed on social media as the Platinum Sponsor
- Listed on Elderwerks website Fair page as the Platinum Sponsor
- A logo, paragraph and a 20 second infomercial will be shown in the Supporter's section of the Senior Fair page
- Listed in the Class Schedule section as a Platinum sponsor
- One full page ad in the Elderwerks Education and Resource Virtual Fair section in the Northwest Herald newspaper
- Full page, black and white ad in the **2021 Elderwerks Senior Directory** (10,000 Directories published and distributed annually to professionals and consumers)
- Opportunity to have your presenter present live on a mutually agreed upon topic.
- Logo displayed on first slide of all presentations

Gold Sponsor (\$2,000)

- Listed on social media as the Gold Sponsor
- Listed on Elderwerks website Fair page as the Gold Sponsor
- A logo, paragraph and a 20 second infomercial will be shown in the Supporter's section of the Senior Fair page
- Listed in the Class Schedule section as a Gold sponsor
- One half page ad in the Elderwerks Education and Resource Virtual Fair section in the Northwest Herald newspaper
- Half page, black and white ad in the **2021 Elderwerks Senior Directory** (10,000 Directories published and distributed annually to professionals and consumers)
- Opportunity to have your presenter present live on a mutually agreed upon topic.
- Logo displayed on first slide of all presentations

Silver Sponsor (\$1,200)

- Listed in social media as the Silver Sponsor
- Listed on Elderwerks website Fair page as the Silver Sponsor
- A logo, paragraph and a 20 second infomercial will be shown in the Supporter's section of the Senior Fair page
- Listed in the Class Schedule section as a Silver sponsor
- One quarter page ad in the Elderwerks Education and Resource Virtual Fair section in the Northwest Herald newspaper
- Opportunity to have your presenter present live on a mutually agreed upon topic.
- Logo displayed on first slide of all presentations

General Sponsor (\$300)

- A logo, paragraph and a 20 second infomercial will be shown in the Supporter's section of the Senior Fair page
- Listed in the Class Schedule section as a general sponsor
- Listed in the General Supporters on the first slide of all presentations.

Charitable Donation Thank you. Your support means the world to Elderwerks now, more than ever!!
