



REGISTRATION FORM

Elderwerks Education and Resource Fair

August 14, 2019, 8:30 am - 1:30 pm

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 Donut Sponsor \$250 (3 sponsors)

NW HERALD AD OPTIONS

\$ \$1,095 **Back Page**, 4 column 9.25" wide x 11" tall, Full Color

\$ \$895 **Full Page**, 4 column 9.25" wide x 11" tall

\$ \$595 **Half Page**, 4 column 9.25" wide x 5.5" tall

\$ \$325 **Quarter Page**, 2 column 4.562" wide x 5.5" tall

\$ \$175 **Business Card**, 2 column 4.562" wide x 2.75" tall

\$ \$175 **Full Color** additional charge

\$ \$550 **ROS Impressions** – Floating Banner

\$ Total Amount Due for Ad Section Only

EXHIBITOR REGISTRATION

\$ Exhibitor / Booth \$300 Early bird discount if paid before May 4th
\$325 Rate if paid after May 4th
\$375 Rate if paid after July 1st

\$ Sponsorship Amount

\$ Ad Fee How Many Lunch Tickets Needed?

\$ Electricity \$50.00

\$ Total Amount Due

PAYMENT INFORMATION

Check payable to **Elderwerks Educational Services**, PO Box 92, Cary, IL 60013

Name on Card:

Billing Zip Code:

Credit Card Number:

Expiration Date:

PIN:

I HAVE READ THE TERMS AND CONDITIONS

Signature _____

Date _____

FAIR NFORMATION

FAIR DATE:	AUGUST 14, 2019	
FAIR SET UP DATES & TIMES:	AUGUST 13 TH	4:30 PM TO 6:30 PM
	AUGUST 14 TH	7:30 AM TO 8:15 AM
FAIR TEAR DOWN:	1:30 PM	DO NOT TEAR DOWN EARLY!

If electricity is needed at your booth, please indicate so on your registration form. Booths are assigned in order of application date received and electricity is limited and not guaranteed.

LIABILITY INSURANCE REQUIREMENTS

There is a minimum of \$300,000 of Comprehensive Liability insurance required. All Exhibitors, Sponsors, and Vendors must provide a Certificate of Insurance by 7/15/19. Your insurance agent will provide this at no charge. Certificate of Liability Insurance needs to be worded as follows:

Certificate Holder:

Elderwerks Educational Services
6220 Kingsbridge Drive
Cary, IL

Description of Operations:

Elderwerks Education and Resource Senior Fair,
McHenry County College,
8900 US Hwy 14, Crystal Lake, IL 60012-2761,
August 8, 2019

NW HERALD ADVERTISING OPPORTUNITY

Exhibitors can purchase ad space through Shaw Media for the 2019 Elderwerks Education & Resource Fair program. The program will be in **28,000 Northwest Herald** newspapers on Sunday, August 11th and at the event. **Camera-ready art** is required. Need an ad? TMC Integrated Marketing is offering a discounted rate to Elderwerks resources for this Fair. Your rate is \$75/hr. to design an ad for you. Email Cindy Lind clind@themediactr.com or call 815-455-3889 for more information.

TERMS AND CONDITIONS

Booth Display: No displays, partitions, equipment or any other items may exceed the space leased by the exhibitor (approx. 9' wide X 5 ½' deep). Aisles must be kept clear. No excessively heavy items are permitted on the gym floor, however other space may be available. You may not block other resource tables with your display or booth personnel.

Terms of Payment: Full payment is due at time of registration. Lack of payment constitutes a cancellation of this agreement and Elderwerks reserve the right to resell the booth space.

Exhibitor cancellation: Exhibitors may cancel by 7/1/19 to receive a refund. No refunds after 7/1/19.

Subletting, Sharing of Booth Space: Subletting or sharing of booth space is NOT permitted.

Attendance Disclaimer: The projected number of attendees is not guaranteed. It is based on past attendance.

Booth Staffing: A maximum of 2 exhibit staff are allowed in the booth space at one time due to space constraints.

Failure to Comply: Exhibitors failing to comply with the rules, terms, and conditions of Agreement are subject to forfeiture of payment and may not be allowed to exhibit.

Theft: Fair management is not responsible for materials or items left in booths.

Insurance: All exhibitors, their contractors, and suppliers working at the Fair, are required to carry liability and property insurance and submit a certificate of insurance to Elderwerks by 7/15/19.

Amendment to Rules and Regulations: Elderwerks reserves the right to reasonably interpret, amend, and enforce these rules and regulations as it deems proper to assure the success of the Fair. Fair Management reserves the right to refuse space which would in any way detract from the dignity of the Fair.

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.

Liability and Indemnification: Exhibitor agrees that Elderwerks and McHenry County College or their respective officers, directors, employees and or agents (hereinafter "Indemnities") are not responsible for loss or damage to any property of Exhibitor in transit, to and from, and within the confines of the Fair. Exhibitor agrees that Indemnities are not responsible for any damages or charges imposed for violation of any law or ordinance, whether due to Exhibitor or agent of Exhibitor. Exhibitor shall indemnify, defend and hold harmless Indemnities against and from any and all losses, costs and damages, liability or expenses (including attorney's fees) arising from or by reason of accident, bodily injury, property damage or other claims to any person, including Exhibitor, its employees, agents, or invitees, arising out of or relating to Exhibitor's occupancy or use of Fair premises.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor (\$3,500)	<ul style="list-style-type: none">• Listed on all literature as the Platinum Sponsor• Signage at the event thanking Platinum Sponsor• One exhibitor space• One full page ad in the Elderwerks Education and Resource Fair Program inserted into NW Herald newspaper and at event <p>NEW VALUE-ADDED BENEFIT</p> <ul style="list-style-type: none">• Full page, black and white ad in the 2020 Elderwerks Senior Directory (10,000 Directories published and distributed annually to professionals and consumers)• Listing on Elderwerks website• Listed on all Elderwerks full days of education (5 events this year)
Gold Sponsor (\$2,000)	<ul style="list-style-type: none">• Listed on all literature as the Gold Sponsor• Signage at the event thanking Gold Sponsor• One exhibitor space• One half page ad in the Elderwerks Education and Resource Fair Program inserted into NW Herald newspaper and at event <p>NEW VALUE-ADDED BENEFIT</p> <ul style="list-style-type: none">• Half page, black and white ad in the 2020 Elderwerks Senior Directory (10,000 Directories published and distributed annually to professionals and consumers)• Listing on Elderwerks website
Silver Sponsor (\$1,200)	<ul style="list-style-type: none">• Listed on all literature as the Silver Sponsor• Signage at the event thanking Silver Sponsor• One exhibitor space• One quarter page ad in the Elderwerks Education and Resource Fair Program inserted into NW Herald newspaper and at event
Donut Sponsor (\$250)	<ul style="list-style-type: none">• Signage at the donut table at event thanking the Donut Sponsors

TENTATIVE AGENDA

8:15 am to 9:00 am	Classes
8:30 am to 1:30 pm	Resource Booths Open
8:00 to 8:45 am	Welcome in the Auditorium & First Class
9:30 am to 10:15 am	Classes
10:00 am to 1:00 pm	Music
10:45 am to 11:30 am	Classes
11:45 am to 12:45 pm	Lunch & Prize Drawings
12:45 pm to 1:30 pm	Classes
1:45 pm to 2:45 pm	Final Class

Help@Elderwerks.org

847-462-0885- Office

847-639-9250 - Fax