

BOOTH SPACE APPLICATION

Gwinnett Daily Post presents

GENERATIONS EXPO 50+ Boomers & Seniors

June 3, 2017 · Infinite Energy Forum, Duluth, GA
10:00 a.m. - 2:00 p.m.

SCNI Events

P.O. Box 603

Lawrenceville, GA 30046

770-963-9205 ext. 1203 / 770-339-5857 fax

Events@scnipers.com

www.GenerationsExpo.com

Company Information

Company Name (please write above) _____

Booth ID & Promotional Materials Name (if different from Company Name) _____

Contact Name _____ Title _____

Complete Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Website _____

Email Address _____

An email address must be included, this is how important event information will be relayed to vendors.

Booth Space Information

Non Profit / Government Organization / Ind. Rep. = \$300 per space **LIMITED**
8' wide x 10' deep booth (includes one 6' skirted table, two chairs, wastebasket)
(no corner spaces available; This booth level must have 501(c)(3) status, be a government agency or an independently represented product/service. We reserve the right to request documentation for proof of status.)

For Profit Business = \$600 per space *(does not include home improvement companies)*
10' x 10' booth (includes one 6' skirted table, two chairs, wastebasket - per 10' x 10')

Home Improvement Service Companies = \$850 per space **LIMITED**
- 10' x 10' booth (includes one 6' skirted table, two chairs, wastebasket - per 10' x 10')

Community Clubs Zone = \$40 for space (6ft. unskirted table only)
(This area is reserved for community clubs and groups to promote and provide information on group)

All above spaces include listing in Official Show Section (published in the Gwinnett Daily Post on Sunday, 5/28/17 - over 120,000 circulation; plus handed out on-site to attendees; Must register by 5/5/17).

Booth Location Preferences

Please select three (3) booth location preferences (see floor plan) and write below. Please note the Non-Profit/Government/Ind. Rep. booths are the 8' wide x 10' deep booths and For-Profit booths are 10' x 10' spaces. For multiple booths, please combine spaces (e.g., booth 100 & 103 = two spaces or a 10' x 20'; and so forth).

Your selection here does not guarantee placement. Contracts are dated as they are received and booth assignments are awarded accordingly, on a first-come, first-served basis. Corner selections require a \$50 fee.

Product/Service Information

What is your primary category? _____

What product/services are you selling? _____

Will you offer a health screening inside booth? Yes No What? _____

Are you interested in Speaking? Yes No Topic? _____

Advertisement

Increase your exposure with a larger ad in the Official Show Section (published in the Gwinnett Daily Post on Sunday, May 28, 2017 - 120,000 circulation, plus handed out onsite to attendees.

Full Page Ad - \$4,060 Half Page Ad - \$2,260 Quarter Page Ad - \$1,260

Eighth Page Ad - \$760 Process Color - \$425 Spot Color - \$275

By signing below, I/We understand that prepayment of booth(s) is required for reservation of exhibitor space. I/We agree that all of the provisions of the official Generations Expo Rules and Regulations shall be part of this contract and that we shall provide a valid Certificate of Insurance prior to June 1, 2017 and hold harmless SCNI, Inc., Infinite Energy Forum and their legal entities from claims of any nature arising from the occupancy of assigned space or from activities of our employees or representatives, as more fully specified in the Rules and Regulations. We have thoroughly read the Rules and Regulations and agree to abide by them.

Payment Information

Booth Selection

Non-Profit/Government Booth 8' x 10' @ \$300 = _____

For-Profit Business Booth 10' x 10' space
of Booths Requested _____ @ \$600 / ea. = _____

Home Improvement Companies 10' x 10' space
of Booths Requested _____ @ \$850* / ea. = _____

Corner Booth Request Yes No @ \$50 = _____
NOTE: Corners not available for Non-Profit 8x10 spaces

Community Club Zone (6ft. unskirted table only)
Club spaces @ \$40 = _____

Advertising Fee (Display Ad) = _____

Balance Due = _____

Payment Type

Credit Account - Bill Account on File

Check Attached

Check Mailed _____ / _____ / _____

Check # _____

Credit Card

Type (check one): VISA MasterCard AMEX Discover

Credit Card Number _____

Expiration Date _____ / _____ V-Code _____

Name on Card _____

Authorized Signature _____

Please make checks payable to: **SCNI Events**

Sign and Mail applications and payment to:

Generations Expo / SCNI Events
P.O. Box 603
Lawrenceville, GA 30046

Fax Applications to: **770-339-5857**

Email Applications to:
Events@scnipers.com

INTERNAL USE ONLY:

Representative _____

Date Received: _____

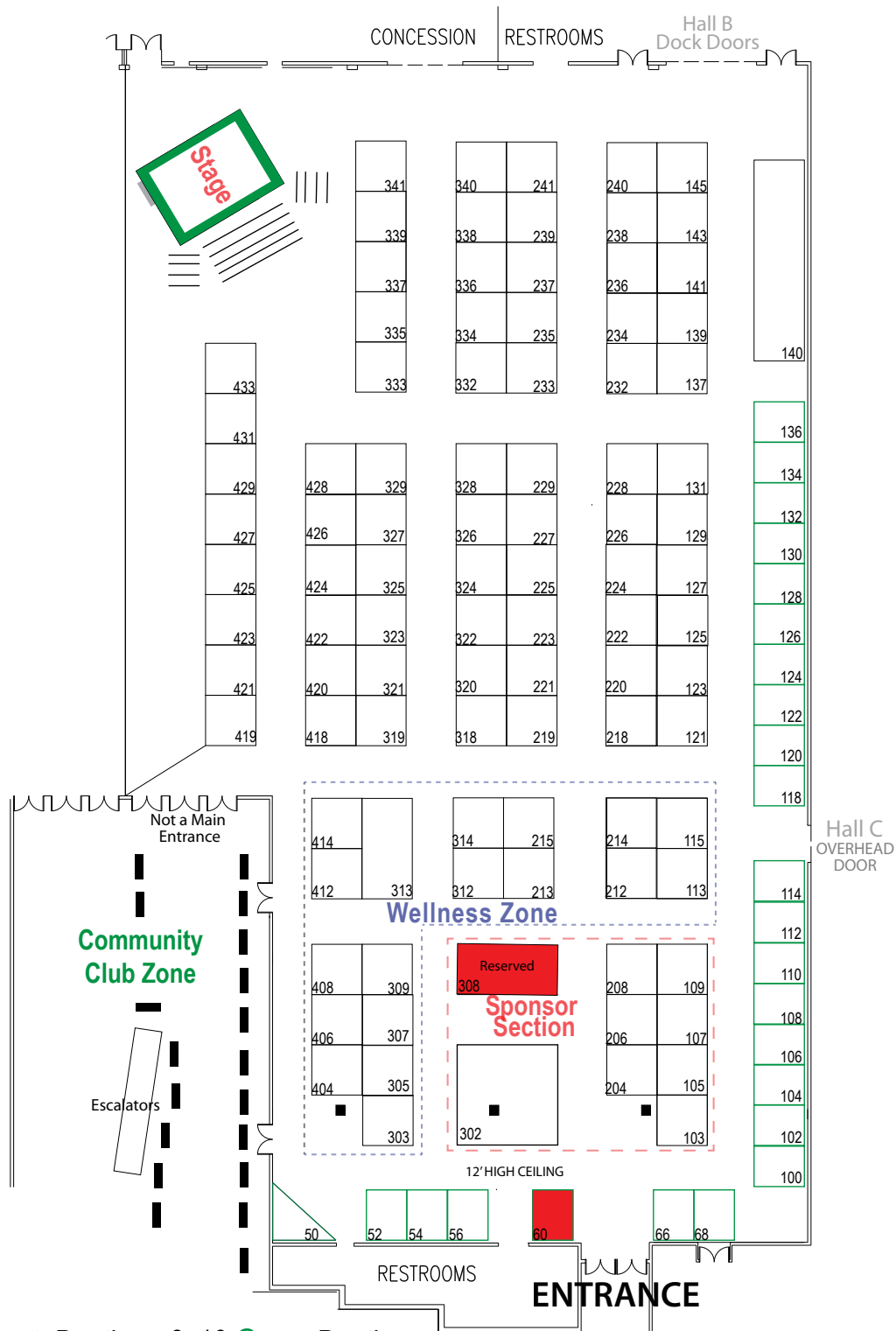
Authorized Signature

Title

Date

GENERATIONS EXPO **50+ Boomers & Seniors**

June 3, 2017 Infinite Energy Forum



Non-Profit / Govt. Booths = 8x10 **Green** Booths
 For Profit Booths = 10x10 Black Booths



SURVEY SAYS:

25% of Health Fair/Expo Attendees took action based upon a sponsorship of an event.

- DrugStoreNews/2016

Gwinnett Daily Post presents

GENERATIONS EXPO **50+ Boomers & Seniors**

Saturday, June 3, 2017 • 10:00 a.m. - 2:00 p.m. • Infinite Energy Forum, 6400 Sugarloaf Pkwy., Duluth, GA

2017 SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP (Title Level: \$7,500 - \$10,000 – 1 available)

Gwinnett Daily Post presents Generations Expo: 50+ Boomers & Seniors, brought to you by Delta Community Credit Union.

EDUCATION & ENTERTAINMENT STAGE SPONSOR (1 available) SOLD

The Entertainment/Education Stage is a focal point for this event and features continuous educational sessions as well as entertainment by local performers, throughout the day.

WELLNESS ZONE SPONSORSHIP (1 available) SOLD

A designated high traffic area on the show floor, with multiple participating organizations, will be set-up for free health screenings and wellness information to help attendees stay active and healthy. There were 20 participating organizations in 2016 providing free health screenings within the Wellness Zone. You will be the sponsoring organization for this area. This will be the highlight of the Expo with extensive pre-event promotions, as well as during the event, driving traffic for "Free Health Screenings".

COMMUNITY CLUBS ZONE (1 available – \$2,500)

The Community Clubs Zone is designated for local clubs and organization geared towards people 50+, available onsite to meet prospective new club members and provide resources about their group. This is an opportunity for your company to be the title sponsor of this area.

WELCOME SPONSOR – DOOR GIVEAWAY (1 available) SOLD

Your company will be the exclusive Welcome sponsor with your product or promotional item giveaway, provided to attendees upon entry into the show (e.g. First 1,000 attendees receive an ABC Company widget (minimum of 500 items; sponsor provided).

OFFICIAL PRODUCT / SERVICE PROVIDER SPONSORSHIP (starting at \$1,500)

Company recognition as an official Sponsor of the event, with guaranteed speaking (contingent on topic/content approval). Includes one booth.

Custom Packages available. Exhibit space: Non-Profit = \$300 / For Profit = \$600

Sponsorship Packages include: Premium Booth Space - Speaking Opportunity – Increased Exposure – Special Section Display Ad – and so much more

Rules & Regulations

For purposes of this agreement, all references to the Generations Expo: 50+ Boomers & Seniors are listed as GENEXPO.

The following rules and regulations established by GENEXPO Management apply to all exhibitors, regardless of booth size. Approval for variances to these rules and regulations may be granted by the GENEXPO coordinator, in writing and at the sole discretion of GENEXPO Management. Exhibitors must submit requests in writing or via email, at least 30 days prior to the show start date to: Generations@scompapers.com or via mail to Generations Expo, P.O. Box 603, Lawrenceville, GA 30046. Please keep in mind that an approved variance is the exception to the rule, not a right. Factors to be considered include but are not limited to the likelihood that a variance may adversely affect neighboring exhibits, aisle traffic or general character of GENEXPO.

Application Contract.

Each exhibitor must execute a contract of which these Rules and Regulations are a part, for the right to use the space assigned. Signing the contract means you have accepted and agree to comply with all of the Rules and Regulations. GENEXPO Management has the right to deny any application. Monies for any application that is not approved will be returned to the contact listed on the application. Applications submitted without full payment will not be processed and no space will be reserved. A service charge of \$35 will be imposed on any insufficient funds checks returned. SCNI, Inc. will pursue all legal and civil avenues allowable by law to collect the debt.

Payment and Cancellation and Refund Policy.

Full payment is due with a signed application.

In the event of natural disasters or other unavoidable circumstances rendering it impossible or impractical for the GENEXPO to take place; all payments made by the exhibitor for exhibit space shall be returned to the exhibitor minus a processing fee of \$50. If event is rescheduled, Exhibitor will have a choice of refund or space within rescheduled event. Exhibitor waives any claim for damages or compensation for cancellation.

Any notice of cancellation must be received in writing. If written notice of cancellation is received more than 45 days prior to the event, GENEXPO Management will refund the balance minus a \$100 non-refundable deposit. If notice is received 45 days or less, prior to the GENEXPO – no refund will be given. Written notice of cancellation must be mailed certified mail to: Generations Expo / SCNI Events, P.O. Box 603, Lawrenceville, GA 30046.

Installation & Dismantling of Exhibits.

All installation and setup of exhibits will be scheduled for Saturday, June 3, 2017 from 7:00am - 10:00am. All exhibits must be fully operational by 10:00 a.m. on Saturday, June 3, 2017. Take down will begin promptly at the close of the event at 2:00 p.m. on Saturday, June 3, 2017. Dismantling of all exhibits must be completed prior to 5:00 p.m. on Saturday, June 3, 2017. Exhibitors may not dismantle their booth prior to the close of the show at 2:00 p.m. on Saturday, June 3. Garbage and other items from the exhibit must be disposed of properly and space must be clean of all material. An additional fee will be charged for any exhibitor that does not leave the space in the same condition as it was prior to installation.

Additional Booth Needs.

Organizer will provide each registered exhibitor with information to order any additional needs, including, electricity, WiFi and more. Electricity is not provided complimentary as part of your booth space and requires additional fees. Exhibitors are responsible for communicating with and compensating the official vendors for their services.

Sampling of Food and/or Beverages.

Exhibitor agrees to the terms and conditions of the Infinite Energy Forum regarding distribution / sampling of food and/or beverages. The Gwinnett County department of Public Health requires a paid inspection prior to the doors opening of any booth sampling food or beverages. The fee is \$125.00 and is not included with the exhibitor's package. If you are planning to sample any open food or beverage from your booth, please request a Food/Beverage Sampling Form to fill out. The exhibitor will receive written instructions and a checklist of requirements to pass the inspection from a GENEXPO representative at the time of the request. It is the exhibitor's responsibility to be prepared and compliant with the County's requirements. Additionally, the exhibitor's booth will need to be set up and ready for the inspector by 8:00 a.m. of the show.

Subletting of Space.

Exhibitor may NOT assign or sublet to any other entity or individual all or any part of the exhibit space allocated and may not advertise or display goods or services other than those produced or sold by exhibitor in its regular course of business.

Responsibility.

It is the responsibility of the exhibitor to follow all rules, regulations including state and federal laws. Exhibitors are responsible for any harm or injury caused to public and other exhibitors.

Sale of Goods & Services.

Exhibitor is solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to its activity at the GENEXPO, as well as paying all taxes, license fees or other charges that shall become due to any government authority in connection therewith. All sales must be conducted within the confines of the booth and comply with all applicable federal, state and local laws and regulations. Exhibitors will hold harmless the GENEXPO Management, its officers, employees and members from any liability arising from the transactions taking place at the GENEXPO. The GENEXPO Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Infinite Energy Forum.

In addition to the Rules and Regulations, Exhibitors must follow all Infinite Energy Forum's Rules and Regulations. GENEXPO reserves the right to remove and cancel the contract without refund of any Exhibitor that is not following the Rules and Regulations or due to the actions found offensive, not moral or harmful to either the public or other exhibitors. **No articles shall be posted, nailed or attached to any of the pillars, walls, doors, floors, etc. Helium filled balloons, stickers of any kind and pop-up tents with a top are strictly prohibited (tent frames are allowed).** Exhibitors will be held responsible for any damages. Please ask any questions ahead of time.

Booth Accessibility (Including Product Demonstrations).

All exhibitors must comply with the Americans With Disabilities Act (ADA). Exhibitor warrants and represents that its exhibit at the GENEXPO will be accessible to all individuals in accordance with the ADA. Each exhibitor has the responsibility to assure proper traffic flow through the GENEXPO. Aisles must not be obstructed at any time. It is the exhibitor's responsibility to ensure safety measures are taken on all demonstrations.

Advertising / Distribution of Material.

Exhibitors are allowed to advertise their participation at the GENEXPO. Exhibitors wanting to include any Sponsors within the advertisement must obtain written approval from the sponsor themselves. Exhibitors are not allowed to distribute material outside of their booth area without written permission from the GENEXPO Management.

Indemnification.

GENEXPO Management, its officers, employees and members are not responsible for damaged or stolen material/items. Exhibitors shall carry insurance to cover losses and agree not to hold responsible any GENEXPO Management, its officers, employees, members and Infinite Energy Forum's or its Management and employees. Exhibitor agrees to indemnify and hold harmless Southern Community Newspapers, Inc. (SCNI), GENEXPO Management, the Infinite Energy Forum, its officers, employees and members from any liability to any person or persons for or by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by the exhibitor in connection with this exhibit. Exhibitor further agrees to hold harmless SCNI, Inc., GENEXPO Management, the Infinite Energy Forum, its officers, employees and members from any liability to any person or persons for or by reason of any act or omission of said exhibitor, or any of his/her agents, servants or employees. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition, and product liability. The exhibitor, on signing the contract, expressly releases the foregoing named association and individuals from any and all claims for loss, damage or injury. Exhibitor assumes entire responsibility.

Certificate of Insurance.

Each exhibitor must at its sole expense, procure and maintain a **Commercial General Liability insurance policy** in the amount of at least one million dollars (\$1,000,000) **OR sign the Vendor Indemnification Agreement** included with this application. Exhibitor agrees to provide this to SCNI Inc. by June 1, 2017. Failure to provide such request will result in cancellation of booth space. **The Certificate of Insurance policy shall include the following required additional insured endorsement language: "Southern Community Newspapers, Inc., the Infinite Energy Forum and each of their respective officers, employees and members."**



Vendor Indemnification Agreement

_____ (*the vendor*) shall hold harmless **Southern Community Newspapers, Inc. (SCNI Events and the Gwinnett Daily Post)**, plus its show sponsors, its subsidiaries, affiliates, directors, officers, employees, agents and representatives, and the Gwinnett Center (the venue), its subsidiaries, affiliates, directors, officers, employees, agents and representatives, from and against all claims, damages, losses and expenses (including attorney's fees) arising out of or resulting from the performance of the work undertaken or services provided by the vendor at the event listed below, provided that any such claim, damage, loss or expense (1) is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of tangible property including the loss of use resulting therefrom, and (2) is caused in whole or in part of any negligent act or omission of the vendor or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder. In any and all claims against the Show Sponsor and the Venue or any of their agents or employees by any employee of the Vendor, anyone directly or indirectly employed by any of them or anyone whose acts any of them may be liable, the indemnification under the paragraph shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits, payable by or for the vendor under workers compensation acts, disability benefits or other employee benefit acts.

Event

Generations Expo: 50+ Boomers & Seniors (Saturday, June 3, 2017: 10am-2pm)
Infinite Energy Forum
6400 Sugarloaf Parkway
Duluth, GA 30097

Vendor

Signature: _____

Name/Title: _____

Company: _____