



**Living & Learning After 50 Expo**  
**Tuesday, October 16, 2018**  
**10 a.m. - 3 p.m.**  
**Fairlane Village Mall, Pottsville**

## **Exhibitor Booth Information and Commitment**

### **BOOTH EXHIBITOR**

For profit rate: \$200\*

Non-profit rate: \$150\*

*\* After August 1, for profit rate \$225; non-profit \$175*

This is a unique opportunity to come in contact with thousands of the area's baby boomers and aging adults to share information about your company's products or services. Booths are sold on a first come, first served basis and payment must be made in order to confirm request. All exhibitors are able to promote services/products from 9 a.m. - 3 p.m. Company or organizational name and booth location will be listed in the Expo Resource Guide. The Guide will be delivered to over 18,000 homes and distributed to all Expo visitors.

Space is limited so please return the completed reservation form and appropriate fee as soon as possible. Fees are nonrefundable and checks should be made payable to Diakon Community Service. Letters of confirmation will be via mail or e-mail to each exhibitor.

#### Exhibit/Display Configuration

All exhibits/displays are to remain within the designated area for the duration of the event. One 8' x 10' piped and draped booth; one 8' table, topped and skirted; 2 chairs; one 7" x 42" ID sign and a waste basket will be provided to each exhibitor. Within the 8' x 10' space allocated and at the discretion of the vendor, a free-standing backdrop may be used behind the table. No part of your display may be attached to the walls, ceilings or floor. Exhibitors are expected to act in a professional manner and be responsible for their displays. Exhibitors may sell their products or services and may distribute promotional information.

#### Booth Placement

Location of your booth is assigned based on the date registration is received with payment. Expo Sponsors receive prime locations.

#### Set-up/Tear-down

Exhibits/displays may be set-up between 7:30 a.m. and 9 a.m. and must be removed immediately following the Expo. **Mall doors are open to the public at 9 a.m.**

#### Parking

During set-up and tear-down, exhibitors may load and unload at curbside. Once unloaded, exhibitors may park anywhere in the Mall's parking lot.

## **Expo Resource Guide Advertisement Pricing**

The Expo Resource Guide, delivered to over 18,000 households and distributed to all Expo visitors, provides your company or organization an excellent opportunity to advertise your products and/or services. Reservations for advertising space in the Guide are now being accepted. To place an ad, complete the reservation form and return it along with your payment. Advertising in the Expo Resource Guide is not limited to exhibitors and/or sponsors. Advertising space is as follows:

Full Page - \$400

Half Page - \$225

Quarter Page - \$150

Eighth Page - \$100



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### **GOLD SPONSORSHIP -- \$3,000**

#### ***Limit ONE***

This is a great opportunity to become a primary sponsor for the *Living & Learning After 50 Expo*. Awarded on a first-come, first-served basis Gold Sponsorship includes:

- Logo on all bags distributed to visitors
- Largest sponsor name and logo on all printed materials including advertisements and flyers
- Full-page back cover of the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Special acknowledgement recognizing your sponsorship on all radio announcements and press releases
- Two (2) four-minute live radio interviews during Expo
- Prime location double booth or special booth layout
- Booth highlighted in Expo Resource Guide Map

### **WELLNESS SPONSORSHIP -- \$2,500**

#### ***Limit ONE***

This first-come, first-served opportunity allows you to host health screenings & informational seminars to promote your organization's services and/or products. The Expo committee will help coordinate event programming to assure a wide variety of senior-focused health and wellness issues.

Sponsorship includes:

- Name and logo on all printed materials including advertisements and flyers
- One half-page ad in the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Special recognition of health screenings and health related seminars listed in the Expo Resource Guide
- Special acknowledgement on all radio announcements and press releases
- Two (2) four-minute live radio interviews during Expo
- Special booth layout
- Booth highlighted on Expo Resource Guide Map

### **ENTERTAINMENT SPONSORSHIP -- \$2,000**

Entertainment sponsorship includes:

- Two (2) thirty-minute stage spots during the Expo
- Designated area around entertainment stage for your publicity materials.
- Name and logo on all printed materials
- One half-page ad in the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Special acknowledgement recognizing your sponsorship on all radio announcements and press releases
- One prime booth location
- Booth highlighted on Expo Resource Guide Map

### **COMMUNITY SPONSORSHIP -- \$1,500**

The Community Sponsorship provides funding that allows three non-profit agencies to exhibit at the Expo for free.

In addition to the benefits of being an Exhibitor, the community sponsorship includes:

- Name and logo on all printed materials
- One half-page in the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Two (2) four-minute live radio interviews during Expo
- Sponsorship signs placed at the three non-profit booths
- Acknowledgment on radio announcements and press releases
- One prime location booth
- Booth highlighted in Expo Resource Guide Map

### **REFRESHMENT SPONSORSHIP -- \$1,000**

This is a great opportunity to promote your organization's services and/or products by hosting the Expo's refreshment area. This high traffic area will be enjoyed by visitors, presenters and volunteers as they sit, relax, and enjoy a break from the day's activities. Sponsorship includes:

- Sponsor's name prominently displayed in the specially-created refreshment area
- Name and logo on all printed materials
- One half-page ad in the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Opportunity to pass out company information and marketing materials in the refreshment area
- Acknowledgment on radio announcements and press releases
- One prime booth location
- Booth highlighted in Expo Resource Guide Map

### **FRIEND OF THE EXPO -- \$500**

As a friend of the Expo, you have the opportunity to promote your organization's services and/or products by displaying your flyer or brochure on the EXPO welcome table.

- Name and logo on all printed materials
- One quarter-page ad in the Expo Resource Guide delivered to over 18,000 households and distributed to all Expo visitors
- Acknowledgment on radio announcements and press releases
- One prime booth location
- Booth highlighted in Expo Resource Guide Map

### **CUSTOMIZED SPONSORSHIP AVAILABLE**

Contact us for information.



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## Sponsorship/Exhibitor/Advertising Reservation Form

Company Name: \_\_\_\_\_

Booth ID signage if different from company name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Describe in detail the nature of your service/product to be displayed and/or sold:

Do you require an electrical outlet? No\_\_\_\_ Yes\_\_\_\_ (You must supply your own surge protectors.)

Do you have any special props you will be using in your display that we should be aware of?

**If sponsor, fill in this section: Exhibitor booth & advertising are included in your sponsorship.**

In order to be recognized in our pre-event advertising, respond by July 1, 2018

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Gold Sponsor - \$3000     | <input type="checkbox"/> Entertainment Sponsor - \$2000 | <input type="checkbox"/> Refreshment Sponsor - \$1000 |
| <input type="checkbox"/> Wellness Sponsor - \$2500 | <input type="checkbox"/> Community Sponsor - \$1500     | <input type="checkbox"/> Friend of the Expo - \$500   |

**If exhibitor only, fill in this section**

In order to be recognized in our Expo Resource Guide, respond by September 15, 2018

For profit Exhibitor: \$200 x \_\_\_\_ #Booths = \_\_\_\_\_, after Aug. 1: \$225 x \_\_\_\_ #Booths = \_\_\_\_\_

Non-profit Exhibitor: \$150 x \_\_\_\_ #Booths = \_\_\_\_\_, after Aug. 1: \$175 x \_\_\_\_ #Booths = \_\_\_\_\_

**Booth Placement:** Placement is assigned based on the date registration is received with payment.

**If purchasing Expo Resource Guide Advertisement, fill in this section:**

All advertisements must be received by September 15, 2018, details on back.

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> Full Page - \$400 | <input type="checkbox"/> Half page - \$225 | <input type="checkbox"/> 1/4 Page - \$150 | <input type="checkbox"/> 1/8 page - \$100 |
|--|--|---|---|

### PAYMENT MUST ACCOMPANY RESERVATION FORM

**Please make checks payable to Diakon Community Services**

Credit Card Payment: \_\_\_\_\_ Visa \_\_\_\_\_ Master Charge

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_ Security code: \_\_\_\_\_

Name & mailing address of the card holder: \_\_\_\_\_

Mail to: **Diakon Living & Learning After 50**  
118 South Centre Street, Suite 1 Pottsville, PA 17901  
Phone: 570-624-3018 Fax: 570-624-3011 email:longs@diakon.org



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## Hold Harmless Agreement - October 16, 2018

This Hold Harmless and Indemnification Agreement made this \_\_\_\_\_ day of \_\_\_\_\_, 2018,  
is by and between Pottsville Commons LLC, Owner, (LICENSOR) and  
\_\_\_\_\_  
(LICENSEE).

*(Print name of organization)*

Now, therefore, in consideration of the Hold Harmless, and other good and valuable consideration, the Licensee, intended to be legally bound, the Licensee covenants and agrees as follows: Licensee shall protect, defend, indemnify, save and hold harmless, the Licensor and Pottsville Mall LLC, Pottsville Commons LLC, Levin Management Corporation, Signature Bank, their subsidiaries, officers, directors, employees and agents and any tenant or occupant of the Shopping Center, against and from any and all claims, demands, fines, suits, actions, proceedings, orders, decrees and judgments of any kind or nature by in favor of anyone whomsoever, and against and from any and all costs, damages and expenses, including attorney's fees, resulting from, or in connection with, loss of life, bodily or personal injury or personal property damage arising directly or indirectly, out of or from, or on account of, any incident or other occurrence in, upon, at or from the Shopping Center, or occasioned in whole or in part through the negligent use of occupancy of the Shopping Center, or by any negligent act or omission of Licensee, or any employees, agents, contractors or invitees in, upon, at or from the Shopping Center or its appurtenances or any part of the Shopping Center.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Pottsville Commons, LLC  
7211 Fairlane Village Mall  
Pottsville, PA 17901 Phone: 570.429.1563

### Expo Resource Guide Ad Sizes

**Full Page.....\$400**  
**Qtr. Page.....\$150**

**Half Page.....\$225**  
**Eighth Page..\$100**

### Ad copy due September 15, 2018

Please submit a high-resolution pdf or jpg for print ready ads.

All ads needing to be created, please submit a high resolution logo and/or pictures and any copy you would like included.

Please email all ad copy to  
Susan Long at [longs@diakon.org](mailto:longs@diakon.org).

