

2017 Elderwerks Education and Resource Senior Fair
McHenry County College, 8900 US Hwy 14, Crystal Lake
August 9, 2017 - 8:30 am to 1:00 pm

Business Information			
Business Name (as appears in program):			
Type of Business:			
Contact Name:		Title:	
Address:			
City, State, Zip:			
Phone:		Fax:	
Email:			

Sponsorship:

- Platinum Sponsor \$2,000
 Gold Sponsor \$1,500
 Silver Sponsor \$1,000
 Coffee and Donut Sponsor \$200 (1 sponsor)
 Electricity \$50

Exhibitor:

- Exhibitor/Booth **\$275 Early bird special if paid before 5/1/17**
 Exhibitor/Booth **\$300 Regular rate if paid between 5/1 and 7/14/17**
 Exhibitor/Booth **\$375 On or after 7/15/17**

Payment Information:

- Enclosing a Check Payable To: **Elderwerks Educational Services**
 Paypal

Total Due: _____

Mail to: Elderwerks Educational Services
 PO Box 92
 Cary, IL 60013
Fax to: 847-639-9250 (Remember your Insurance Certificate!)
 For Further Information Call: 847-462-0885 or email Events@Elderwerks.com

All proceeds after expenses to benefit Elderwerks Educational Services a non-profit 501(C)(3) charitable organization. Contributions to this event are tax deductible to the fullest extent of the law. EIN #46-0917476

I have read and agree to the Terms and Conditions

Signature



Event Facts:

- Fair Date: **August 9, 2017, 8:30 am to 1:00 pm**
- Booth Set Up: **August 8, 2017, 4:30 pm to 6:30 pm or August 9, 2017, 7:30 am to 8:15 am**
- **If you need electricity at your booth, please indicate so on your registration form or at online registration.**
- Booth Tear Down: No earlier than 1:00 pm and no later than 1:30 pm.

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 7/15/17. 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 9, 2017

Advertising Opportunities:

Exhibitors have the opportunity to purchase ad space through Shaw Media for the 2017 Elderwerks Education & Resource Senior Fair program. The program will be in **28,000 Northwest Herald** newspapers on Sunday, August 6th as well as at the event.

See attached media guide from Shaw Media.

What You Need to Do:

- Complete and sign the registration form
- Obtain Insurance Certificate and email to Events@Elderwerks.com or fax 847-639-9250
- Pay online at Paypal or mail in a check

- Mail or fax the above to: **Elderwerks Educational Services**
PO Box 92
Cary, IL 60013
Fax: 847-639-9250
Email Events@Elderwerks.com

Terms and Conditions

Please read carefully

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 must cancel by 7/15/17 to receive a refund. No refunds will be given to exhibitors who cancel after 7/15/17.

Subletting, Sharing of Booth Space: Subletting or sharing of booth space is permitted with prior permission of Elderwerks.

Attendance Disclaimer: The projected number of attendees is not guaranteed. It is based on past attendance at the Hearthstone Senior Fair.

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 7/15/17.

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 (\$2,000)

- 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 Senior Fair Program inserted into NW Herald newspaper and at event

Gold Sponsor (\$1,500)

- 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 Senior Fair Program inserted into NW Herald newspaper and at event

Silver Sponsor (\$1,000)

- 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 Senior Fair Program inserted into NW Herald newspaper and at event

Coffee and Donut Sponsor (\$200)

- Listed on all literature as the Coffee Sponsor
- Signage at the event thanking Coffee Sponsor

Elderwerks 
Education & Resource
Senior Fair
2017

Senior Fair Guide

Reach our McHenry County readers in print and online

In 2017, Elderwerks and the Northwest Herald are joining forces to bring you an even better Senior Fair Guide. This guide will be a resource for everything to do and see at this year's Senior Fair.

Increase your company's awareness in this highly-competitive senior marketplace with an ad in print and online that will be seen by thousands of readers countywide. Call us today for more information!

Advertising/Copy Deadline - Friday, June 30, 2017

Northwest Herald Delivery in Print and Online - Sunday, August 6, 2017

Ad Size	Net Rates
Back Page 4 column (9.25" wide) x 11" tall <i>Includes full color</i>	\$1,095
Full Page 4 column (9.25" wide) x 11" tall	\$895
Half Page 4 column (9.25" wide) x 5.5" tall	\$595
Quarter Page 2 column (4.562" wide) x 5.5" tall	\$325
Business Card 2 column (4.562" wide) x 2.75" tall	\$175
Full Color	\$175
ROS Impressions - Floating Banner 27500 / 728 pixels wide x 90 pixels tall	\$550

To reserve your space, or for more information, please contact Lara Grantham at the Northwest Herald at 815.526.4486.



SHAW NORTHWEST HERALD

Platinum Sponsorship \$2,000

Gold Sponsorship \$1,500

Silver Sponsorship \$1,000

Coffee and Donut Sponsor \$200

Exhibitor Fee \$275 or \$300 after 5/1 or \$375 after 7/15

Electricity \$50

Ad Fee

TOTAL AMOUNT DUE

Call
815-536-4481
for Advertising
Info

Please make checks payable to **Elderwerks Educational Services** and mail to: PO Box 92, Cary, IL 60013

If you would prefer to be invoiced and/or prefer another payment method please email Events@Elderwerks.com. Thank you for your support!