

# Senior Expo USA

## EXHIBITOR REGISTRATION AGREEMENT

Mail this registration form with your payment to:

Gazette Media Group

6966 Crooks Road, Suite 22

Troy, MI 48098

Please make check payable to: **Gazette Media Group**

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

Address \_\_\_\_\_

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

City \_\_\_\_\_

Contact Email \_\_\_\_\_

State \_\_\_\_\_

Contact Phone \_\_\_\_\_

Zip \_\_\_\_\_

Company Phone \_\_\_\_\_

Website \_\_\_\_\_

### Select The Expo(s) You Would Like To Participate In

#### SENIOR EXPO AT THE DIA

Mon. Sept. 13, 2021 • 10a-1p • Detroit Institute of Arts

#### GRAND RAPIDS SENIOR EXPO

Wed. Sept. 15, 2021 • 10a-1p • Frederick Meijer Gardens

#### STERLING HEIGHTS / WARREN

Tues. Sept. 21, 2021 • 9a- 12p • Wyndham Conf. Ctr.

#### EARLY BIRD SENIOR EXPO

Thurs. Oct. 7, 2021 • 7a-9:45a • Somerset Collection

#### DETROIT FALL SENIOR EXPO

Tues. Oct. 12, 2021 • 10a-1p • Charles H. Wright Museum

#### GROSSE POINTE SENIOR EXPO

Mon. Oct 18, 2021 • 9a-12p • G. P. War Memorial

#### MACOMB FALL SENIOR EXPO

Mon. Oct. 25, 2021 • 9a-12p • Palazzo Grande

#### LIVONIA SENIOR EXPO

Mon. Nov. 1, 2021 • 9a-12p • Burton Manor

#### OAKLAND FALL SENIOR EXPO

Tues. Nov. 16, 2021 • 9a-12p • Southfield Pavilion

### Select The Exhibitor Package That Best Meets Your Needs

#### SILVER EXHIBITOR PACKAGE

- Silver (1) Expo - \$450
- Silver (2) Expos - \$425 per / \$850 Total
- Silver (3) Expos - \$425 per / \$1275 Total
- Silver (4) Expos - \$425 per / \$1700 Total
- Silver (5) Expos - \$425 per / \$2125 Total
- Silver (6) Expos - \$425 per / \$2550 Total
- Silver (7) Expos - \$425 per / \$2,975 Total
- Silver (8) Expos - \$425 per / \$3400 Total

- (1) 6' covered table w/ (2) chairs
- Listing in the expo program with company name, website address and contact phone number.
- Copy of the opt-in attendee database
- Complimentary coffee and bagels

#### GOLD EXHIBITOR PACKAGE

- Gold (1) Expo - \$655
- Gold (2) Expos - \$620 per / \$1240 Total
- Gold (3) Expos - \$620 per / \$1860 Total
- Gold (4) Expos - \$620 per / \$2480 Total
- Gold (5) Expos - \$620 per / \$3100 Total
- Gold (6) Expos - \$620 per / \$3720 Total
- Gold (7) Expos - \$620 per / \$4240 Total
- Gold (8) Expos - \$620 per / \$4960 Total

- (1) 6' covered table w/ (2) chairs
- Press Release - company name inclusion
- Direct Mail - company name or logo inclusion
- Newspaper Ads - company name or logo inclusion
- Social Media - company name or logo inclusion
- Half page ad (8"x5") in event programs distributed at the Expo\*
- Listing in the expo program with company name, website and phone number.
- Copy of the opt-in attendee database
- Complimentary coffee and bagels

#### PLATINUM EXHIBITOR PACKAGE

- Platinum (1) Expo - \$1200
- Platinum (2) Expos - \$1125 per / \$2250 Total
- Platinum (3) Expos - \$1125 per / \$3375 Total
- Platinum (4) Expos - \$1125 per / \$4500 Total
- Platinum (5) Expos - \$1125 per / \$5625 Total
- Platinum (6) Expos - \$1125 per / \$6750 Total
- Platinum (7) Expos - \$1125 per / \$7875 Total
- Platinum (8) Expos - \$1125 per / \$9000 Total

- (2) 6' covered table w/ (2) chairs w/ premium placement
- Press Release - company name or logo inclusion
- Direct Mail - company name or logo inclusion
- Radio - company name inclusion as a presenting sponsor
- Social Media - company name or logo inclusion
- Company name or logo in all promotional print ads
- Full page ad (8"x10") in event programs distributed at the Expo\*
- Listing in the expo program with company name, website and phone number.
- Copy of the opt-in attendee database
- Complimentary coffee and bagels

# Senior Expo USA

## EXHIBITOR REGISTRATION AGREEMENT

\* Program ads are due 15 days prior to the date of the expo(s) you are participating in. PDF is the preferred file format.  
Please email your completed ad to [ArtRoom@GazetteMediaGroup.com](mailto:ArtRoom@GazetteMediaGroup.com). In your email, indicate which expo(s) you are participating in.

Gazette Media Group takes pride in producing shows that are successful for exhibitors and enjoyable for attendees. By way of their consent to participate, written or verbally and their payment(s) all exhibitors agree to the following terms and conditions. Gazette Media Group, its employees, vendors, media partners, facilities rented and their employees assume no responsibility for any injury, loss or legal action for any reason to the participating exhibitors, their employees and or their property. All exhibitors and their employees agree to indemnify and hold harmless Gazette Media Group and its employees from any and all claims. Gazette Media Group shall not be liable to the exhibitor for any losses, costs, damages, or expenses (whether incurred under contract, tort, or otherwise) suffered or incurred as a direct or indirect result of an event beyond their control, including without limitation, any act of God, strike, lock-out, industrial disturbance, disease or pandemic, etc. It is the responsibility of the exhibitor to retain liability insurance valid through set up and take down of the show. All exhibitors are required to read and follow all of the rules as outlined in the Exhibitor Tool Kit. Failure to comply with the rules can result in removal from the show. **Cancellation Contract:** If this agreement is cancelled by the exhibitor for any reason, or by Gazette Media Group because of the exhibitor's default or violation of this agreement, monies paid to Gazette Media Group by the exhibitor shall be retained as follows; If cancellation occurs 90 days or more before the start of the show, Gazette Media Group shall retain 25% of the total rental cost of the booth(s) and return the balance to the exhibitor. If cancellation occurs within (60) days of the show, the entire rental fee paid to date by exhibitor shall be retained by Gazette Media Group. The retained rental fee shall be liquidated damages for the direct and indirect costs incurred by Gazette Media Group for organizing, setting up and providing space for exhibitor, and losses and additional expenses caused by exhibitor's withdrawal including reletting the space. All cancellation must be in writing.

**Questions? Feel Free to Contact Mark 248-524-4868 ext. 300 or [Mark@GazetteMediaGroup.com](mailto:Mark@GazetteMediaGroup.com)**