

Senior Lifestyle Media, LLC
Active Lifestyle Magazine
Presents

2014 Active Lifestyle Expo!

SATURDAY JUNE 7th, 2014
10AM-4PM

EXHIBITOR CONTRACT



2014 Active Lifestyle Expo Exhibitor Contract
June 7, 2014, Melville Marriott, 1350 Walt Whitman Road, Melville, NY 11747

Please Print Clearly

SLM Fax (631) 629-4111

Company Name: _____

*******Exactly as you want your exhibitor sign to read*******

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact: _____

Email Address: _____

Product: _____

Phone: _____ Cell Phone: _____ Fax: _____

Booth is 6' Table with two chairs, listing in expo guide with link on expo website.

	Before April 15	After April 15	Move In: 9am to 10am Move out: 4pm-6pm
Booth Fee	\$495.00	\$595.00	
Electric	\$25	\$25	

Every effort to accommodate booth request will be made. SLM cannot guarantee the placement of competitors at any certain location and reserves the right to assign space at its sole discretion.

Please select Booth:

Booth Option #1	Booth Option #2	Booth Option #3
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Name of Attendee: _____ Name of Attendee : _____

Sponsorship Opportunities: (See description attached)

- Title Sponsor: \$3500 Gold Sponsor: \$1000
 Platinum Sponsor: \$2000 Show Bag Sponsor: \$750

Program Ad Opportunities: (All ads are full color)

- Full Page Ad: \$500 Half Page Ad: \$350 Quarter Page Ad: \$250

Description of your Product or Service: For the Show Guide - 25 words or less

Check# _____ Credit Card# _____ Exp. Date: _____ Zip Code of Card: _____ CV# _____

PAYMENT IN FULL MUST ACCOMPANY THIS CONTRACT

Booth Total: _____
 Sponsorship Total: _____
 Ad Total: _____
TOTAL DUE: _____

We agree to submit full payment with this application. No cancellation of vendor contract will be accepted or refunds made after April 15, 2014. We agree to abide by all requirements, restrictions and obligations explained in the promotional material. It is understood that all requests to exhibit are subject to the approval of Senior Lifestyle Media, LLC (SLM). Exhibitors agree to release, defend and hold harmless SLM, Melville Marriott and their agents and employees from and against any and all losses, costs, damages, liabilities or expenses (including attorney's fees) arising out of or resulting from any accident, bodily injury, property loss or damage of the occurrences to any person or persons including the exhibitor's use and occupancy of the exhibit area at the Melville Marriott or any part thereof.

Signature: _____ Date: _____

Senior Lifestyle Media, LLC (631) 223-2029

Rules Governing the Expo:

1. Show Management. The term Show Management, as used herein shall mean Senior Lifestyle Media, LLC.
2. Eligible Exhibits. Show Management reserves the right to determine the eligibility of any company or product for inclusion in the show. No exhibitor shall exhibit in the space allocated them any merchandise other than that specified in this application.
3. Food & Beverage Sales / Sampling. Exhibitors are not allowed to sell, distribute or sample any type of food or beverage items in any way whatsoever without the expressed written consent of Show Management. These restrictions are to abide by the rules and regulations set forth by the exhibition center.
4. Limitations of Liability. The exhibitor hereby agrees to indemnify, defend and protect Show Management and the facility against, and save Show Management and the facility harmless from, any and all claims, demands, suits, liabilities, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of the exhibitor or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons. The exhibitor agrees to make no claim for any reason whatsoever, including negligence against Show Management, its members or agents or employees, or the sponsors, or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property, nor any injury to themselves or employees while in the exhibit area.
5. Exhibition Lighting. Facility lighting may not illuminate all areas evenly and effectively, and Management assumes no responsibility for providing additional lighting. Electricity is available (if ordered at additional cost) to allow additional lighting.
6. Insurance. Show Management is not responsible for loss or damage to exhibitor's property: and in the event the exhibitor desires to have goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, they shall obtain such insurance at their own expense. The exhibitor shall, at no cost to Show Management obtain liability and property damage insurance from responsible insurance companies authorized to sell this insurance and workers compensation employers liability insurance for their own employees.
7. Exhibit Logistics. Information in the form of an Exhibitors Manual will be e-mailed to each exhibitor in ample time for advance planning. The manual will contain information regarding shipment, rental items, electrical, exhibit hours, etc.
8. Amendment to the Rules. Show Management reserves the right to adopt, orally or in writing, any additional rule or regulation, move or remove an exhibit, or take any further action if Show Management deems such action necessary for the good of the Show. Any such action shall have the same force and authority as though fully incorporated in the agreement herein.
9. Subleasing / Sharing. Assignment (in whole or in part), subletting or licensing of space by the exhibitor or use of the space not authorized in writing by Show Management is prohibited.
10. Acts of God, Fire, Strikes, Etc. In the event that any outside cause, such as war, fire, strike, government action, or other emergency, or even of force majeure prevents the exhibit from being held, Show Management may retain the Booth Fees as shall be required to recompense Show Management for expenses incurred up to the time such contingency shall have occurred and Show Management shall not be responsible for any of exhibitors expenses or damages resulting from such a cancellation or postponement of the exhibit.
11. Show Location. If for any reason, Show Management determines that the location of the Show should be changed or the dates of the Show changed, no refund will be due the exhibitor, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate and the exhibitor agrees to use such space under the terms of this agreement. Show Management shall not be financially liable or otherwise obligated in the event the Show is postponed or relocated.
12. Taxes and Licenses. Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local, state, or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authorities at the exhibition.
13. New York Law. This Agreement shall be deemed made in the State of New York and shall be construed in accordance with the laws of the state of New York applicable to contracts entirely made and performed therein.
14. The Entire Agreement. This Agreement contains the entire agreement of the parties hereto with respect to the matters embraced herein and may not be modified, discharged or terminated, except by a written instrument, signed by the party charged.

If you have questions or need additional information, contact SLM at 631 223-2029.

2014 Active Lifestyle Expo!

Sponsorship Packages

Stand out from your competition!

Title Sponsorship Package: \$3500

- Double booth in a prominent spot.
- Cover 2 -Full page ad in the show program.
- Logo on all Advertising
- Full list of attendees.
- Prominent listing/link on Senior Lifestyle website.
- Brochure distribution at Show Entrance
- ½ page editorial in expo program
- Name recognition in all promotions, press releases, eblasts.
- Bold listing on exhibitor map.
- Full page ad in Active Lifestyle Magazine, June expo issue.

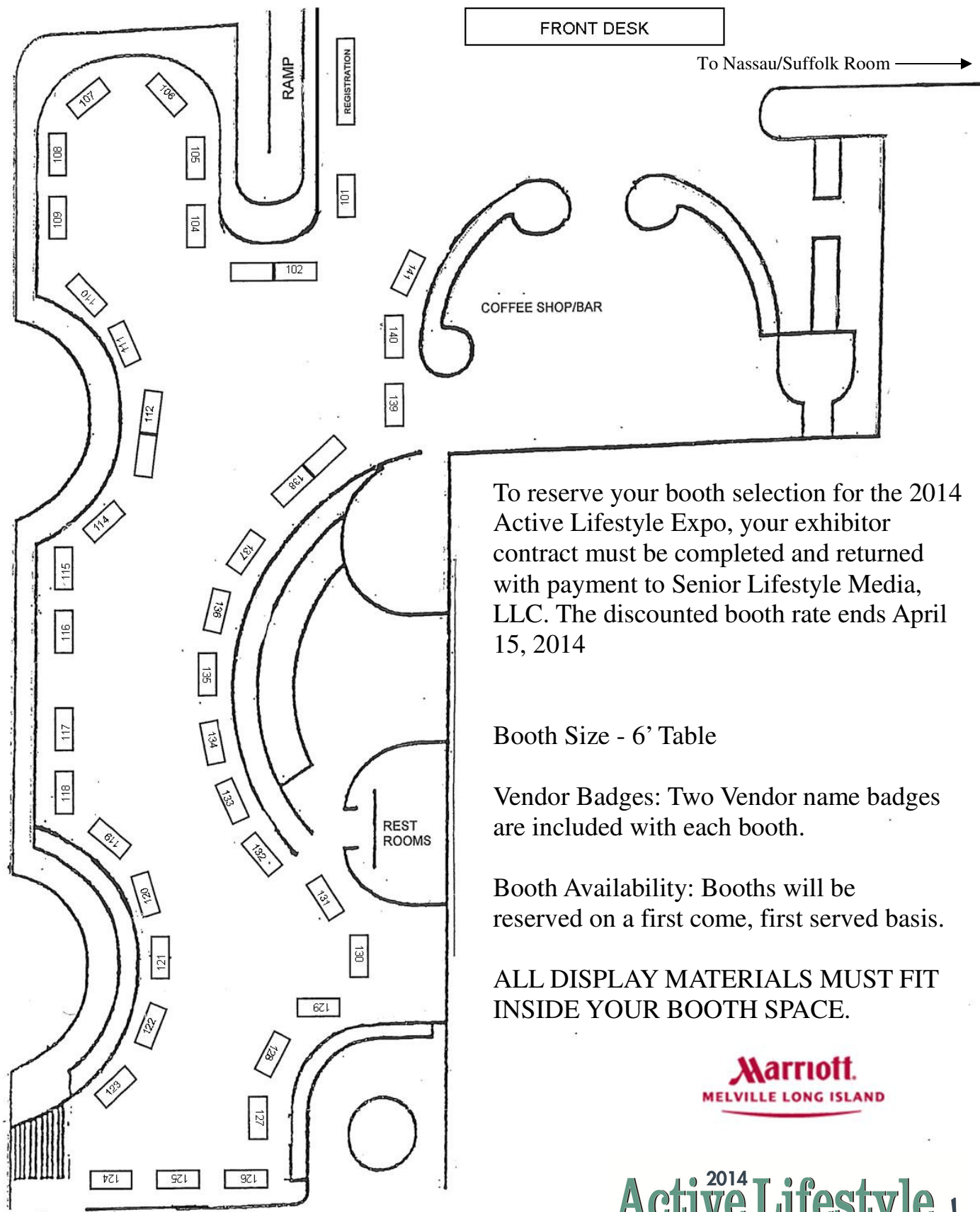
Platinum Sponsorship Package: \$2000

- Double booth in a prominent spot.
- Full page ad in the show program.
- Full list of attendees.
- Listing/link on Senior Lifestyle website.
- Bold listing on exhibitor map.
- Half page ad in Active Lifestyle Magazine, June expo issue.

Gold Sponsorship Package: \$1000

- Single booth in a prominent spot.
- Half page ad in the show program.
- Listing on the Senior Lifestyle website.
- Full list of attendees.
- Quarter page ad in Active Lifestyle Magazine, June expo issue.

Trade Show Floor Map



To reserve your booth selection for the 2014 Active Lifestyle Expo, your exhibitor contract must be completed and returned with payment to Senior Lifestyle Media, LLC. The discounted booth rate ends April 15, 2014

Booth Size - 6' Table

Vendor Badges: Two Vendor name badges are included with each booth.

Booth Availability: Booths will be reserved on a first come, first served basis.

ALL DISPLAY MATERIALS MUST FIT INSIDE YOUR BOOTH SPACE.



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