



# 27<sup>TH</sup> ANNUAL SENIOR LIFESTYLE EXPO August 23 & 24, 2022

Drury Lane Theatre & Conference Center  
Oakbrook Terrace, IL

## EXHIBITOR RATE OPTIONS:

### PLATINUM LEVEL:

- 8' x 10', table, chairs, wastebasket
- Corner booth
- Half page b/w ad in Show Directory
- Logo & listing in Show Directory
- Onsite signage
- Price: \$1,300

### GOLD LEVEL:

- 8' x 10', table, chairs, wastebasket
- Corner booth
- Quarter page b/w ad in Show Directory
- Logo & listing in Show Directory
- Price: \$1,100

### SILVER LEVEL:

- 8' x 10', table, chairs, wastebasket
- Linear booth
- Logo & listing in Show Directory
- Price: \$925

### BRONZE LEVEL:

- 8' x 8', table, chairs, wastebasket
- Linear booth
- Listing in Show Directory
- Price: \$725

## SHOW DIRECTORY ADVERTISING:

Exhibitor rates, black & white only.

Back Cover (8"w x 10"h) . . . . .	\$1,100	Full Page (8"w x 10"h) . . . . .	\$700
Inside Front Cover (8"w x 10"h) . . . . .	\$900	Half Page Horizontal (8"w x 5"h) . . . . .	\$400
Inside Back Cover (8"w x 10"h) . . . . .	\$900	Quarter Page (4"w x 5"h) . . . . .	\$250

AD SUBMISSIONS: Ads are due July 15, 2022. Accepted ad format: Acrobat PDF only. Ads received in an incorrect format will be returned for correction. Email ads to alexander.barton@csireg.com.

## EDUCATIONAL SEMINAR:

Get personal contact and interaction with older adults interested in your services by presenting an informative 45-minute seminar designed to provide information important to the wellbeing of older adults. No repeat seminars. Price: \$350 each

Seminar Title #1: \_\_\_\_\_

Seminar Title #2: \_\_\_\_\_

Seminar Title #3: \_\_\_\_\_

**NOTE: The seminar description must not exceed 50 characters. Descriptions are required. The deadline for descriptions is July 15, 2022**

## RIBBON CUTTING CEREMONY:

Celebrate the ceremonial opening of the show while getting great exposure. Price: \$300

**Sponsor Opportunities:** Check here for more info, packages range from \$2,500 to \$15,000. Great visibility!

*Contact us for 501(C)3 pricing.*

## QUESTIONS?

Contact Alexander at (847) 502-3557 or alexander.barton@csireg.com  
Check out [www.AgeGuide.org/SeniorLifestyleExpo](http://www.AgeGuide.org/SeniorLifestyleExpo)



# SPACE APPLICATION FORM

COMPANY/ORGANIZATION NAME

WEBSITE

FIRST NAME

LAST NAME

TITLE

PHONE

ADDRESS

EMAIL

CITY, STATE, ZIP

TYPE OF BUSINESS

## EXHIBIT BOOTH RATES

\$1,300 Platinum Level  \$1,100 Gold Level  \$925 Silver Level  \$725 Bronze Level  
PRICE VALID UNTIL MAY 15, 2022

\$1,400 Platinum Level  \$1,200 Gold Level  \$1025 Silver Level  \$825 Bronze Level  
PRICE VALID AFTER MAY 15, 2022

Booth Location Preference (see floor plan): #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ #4 \_\_\_\_\_

## SHOW DIRECTORY ADVERTISING RATES

Back Cover (8"w x 10"h) . . . . . \$1,100  Inside Back Cover (8"w x 10"h) . \$900  Half Page Horizontal (8"w x 5"h) \$400  
 Inside Front Cover (8"w x 10"h) \$900  Full Page (8"w x 10"h). . . . . \$700  Quarter Page (4"w x 5"h). . . . . \$250

## EDUCATIONAL SEMINAR / RIBBON CUTTING

Expo 45-minute Seminar. . . \$350/each  Ribbon cutting ceremony. . . \$300

\$ \_\_\_\_\_ TOTAL

**Terms:** 50% due at time of form submission. A 2.5% processing fee will be added by the credit card company  
NO FEES for payments made by ACH or by check.

**Payment:**  Check  ACH Checks are to be made payable to AgeGuide,  
1910 S. Highland Ave., Suite 100, Lombard, IL 60148

Credit Card:  Visa  MasterCard  American Express

NAME ON CREDIT CARD

CREDIT CARD NUMBER

CVV#

EXPIRATION DATE

You will be invoiced the remaining balance and payment will be due in full no later than July 1, 2022.

**Agreement:** I, as an authorized purchaser for my organization, having read and agreed to the terms and conditions below, contract for exhibit space and services for the 2022 Senior Lifestyle Expo provided in this form.

AUTHORIZED SIGNATURE

TITLE

DATE

By typing your name above, you are agreeing to the terms and conditions of this document.

**TERMS & CONDITIONS:** The Senior Lifestyle Expo (hereinafter "SLE") is a not-for-profit event presented by AgeGuide Northeastern Illinois. All matters not covered in these conditions are subject to the decision of the Show Management.

**Booth Display:** No displays, partitions, equipment, etc. may exceed the space leased by the exhibitor. Exhibitors shall maintain displays in an orderly manner and exhibit proper professional courtesy by not displaying any competitor's names, logos or likeness in their booth space.

**Waiting Lines:** Exhibitors are responsible for lines forming outside their booth space that impede neighboring exhibitor's ability to conduct business. Violating exhibitors may be charged for an additional booth space.

**Terms of Payment:** Full payment is due by July 15, 2022. Lack of payment constitutes a cancellation of the Agreement and SLE reserves the right to resell the booth space. A #24 fee will be applied to any returned checks.

**Exhibitor Cancellation:** Requests for cancellation and refunds must be in writing. A refund on the amount paid is available to Exhibitors who have notified SLE of cancellation in writing postmarked by July 15, 2022. Exhibitor cancellation after July 15, 2022 is subject to a \$150 cancellation fee. No requests for refunds will be granted after August 5, 2022.

**Americans with Disabilities Act:** SLE and Exhibitor will inform each other of and requests for special access, assistance or accommodation for the Expo which are received from Attendees. Exhibitor agrees to be solely responsible for securing compliance with the Americans with Disabilities Act and its regulations at Exhibitor's booth.

**Amendment to Rules and Regulations:** SLE reserves the right to reasonably interpret, amend and enforce these rules and regulations it deems proper to assure the success of the Expo. Show Management reserves the right to refuse space which would in any way detract from the dignity of the Expo.

**Subletting, Sharing of Booth Space:** Subletting or sharing of booth space or using assigned space to display equipment or materials other than those of the exhibiting company is prohibited.

**Booth Staffing:** A maximum of four exhibit staff are allowed in an 8' x 10' or 8' x 8' booth at any one time.

**Insurance:** All Exhibitors, their contractors and suppliers working at the SLE, are required to carry liability and property insurance and to submit a Certificate of Insurance to the SLE.

**Exhibitors From Same Company:** If two exhibitors from the exact company and public name reserve Expo booth space, the

following options apply: 1) The second exhibitor application can be accepted if that exhibitor receives permission from the first exhibitor who also notifies Expo Management. OR 2) The parent company sends a letter (on company letterhead) to Expo Management from a business manager (with authority over both exhibitors) allowing both to participate. Expo Management is not responsible for two exhibitors with completely different public names, but under the same parent company, registering for the Expo.

**Failure to Comply:** Exhibitors failing to comply with the rules terms and conditions of Agreement are subject to the forfeiture of all payments made at the time of the infraction.

**Theft:** Expo Management is not responsible for materials and items left in booths.

**Attendance Disclaimer:** The projected number of attendees expected to participate at the Expo is not guaranteed. It is based on attendance at past Senior Lifestyle Expos. While the seminars and other activities will be promoted in advance and on-site at the Expo, Expo Management is not responsible for low or no attendance at your seminar or activity.

**Cancellation, Termination or Relocation of Exposition by SLE:** In case SLE shall for any reason cancel, terminate or relocate the Expo or any part thereof, the Exhibitor waives any and all claims the Exhibitor might have against SLE for damages, expenses or loss of profits. Exhibitor's prorated share of the total amount paid by all Exhibitors less all costs and expenses incurred by SLE in connection with the Expo.

**Liability and Indemnification:** Exhibitor agrees that the Agency on Aging, Northeastern Illinois, Show Management, the Drury Lane Theatre & Conference Center and Midwest Expo Service or their respective officers, directors, employees and/or agents (hereinafter "Indemnitites") are not responsible for loss or damage to any property of Exhibitor, in storage, in transit, to and from, and within the confines of the Drury Lane Theatre & Conference Center. Exhibitor agrees that Indemnitites are not responsible for any damages or charges imposed for violation of any law or ordinance, whether due to Exhibitor or agent or Exhibitor. Exhibitor shall indemnify, defend and hold harmless Indemnitites against and from any and all losses, cost and damages liability or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage or other claims to any person, including Exhibitor, its employees, agents or invitees, arising out of or related to Exhibitor's occupancy or use of Expo premises excluding any claim that results from the owners', its agents and employees willful misconduct, gross negligence or misrepresentation resulting from activities related to said event.

**SOLICITATION BY NON-EXHIBITORS AT THE SENIOR LIFESTYLE EXPO IS STRICTLY FORBIDDEN.**

# SENIOR LIFESTYLE EXPO FLOOR PLAN

