



SPONSORSHIP APPLICATION **2012 HOME, GARDEN & LIFESTYLE SHOW**



Bedford Fairgrounds, Bedford, PA
Saturday, March 31st - 9 am to 5 pm & Sunday, April 1st - 11 am to 4 pm
Member's Only Preview Friday, March 30th - 5 pm to 7 pm

\$2500 HOME SHOW PRESENTING SPONSOR (Exclusive – One Available)

- All items listed on page two
- Double prime booth
- Your company logo appearing on front of our 2012 Home, Garden & LifeStyle Show Booklet
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the live radio broadcast during our event
- Your company name mentioned exclusively in all radio advertisements
- Your company logo in all newsprint ads

\$1000 HOME IMPROVEMENT), GARDEN and LIFESTYLE SPONSORSHIP (Exclusive - 1 per category available)

- 3 items from the list on page two
- Complimentary booth – as available
- Sponsor supplied banner hung in prominent area of event
- Your company logo appearing on front of our 2012 Home, Garden & LifeStyle Show Booklet
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the live radio broadcast during our event
- Your company name mentioned exclusively in all radio advertisements
- Your company logo in all newsprint ads

\$500 ACTIVITY SPONSOR (CHILDREN'S CORNER, CRUISE-IN/RACE CAR, LAWNMOWER RACES, & GRILL-OFF) (One sponsorship for each event is available)

- 2 Items from the list on page two
- Company supplied banner hung at designated area of event
- Your company logo appearing on front of our 2012 Home, Garden & LifeStyle Show Booklet
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the live radio broadcast during our event
- Your company name mentioned exclusively in all radio advertisements
- Your company logo in all newsprint ads

\$1500 ENTERTAINMENT SPONSOR (1 Available)

- 4 Items from the list on page two
- Complimentary booth – as available
- Your company logo appearing on front of our 2012 Home, Garden & LifeStyle Show Booklet
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the live radio broadcast during our event
- Your company name mentioned exclusively in all radio advertisements
- Your company logo in all newsprint ads

MEMBERS ONLY MIXER SPONSOR (1 Available)

The Members Only Mixer will take place on Friday, March 30th from 5-7PM at Jordan Hall. The choice of an in-kind sponsorship (you would supply food and beverages) or a \$1000 sponsorship (we would supply food & beverages) would be yours if you select this sponsorship. You would also receive:

- 3 Items from the list on page two
- Speaking opportunity at the mixer
- Complimentary booth – as available
- Your company logo appearing on front of our 2012 Home, Garden & LifeStyle Show Booklet
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the live radio broadcast during our event
- Your company name mentioned exclusively in all radio advertisements
- Your company logo in all newsprint ads

MORE SPONSOR OPORTUNITIES ON PAGE 2

OTHER SPONSORSHIPS –

(Includes logo/link on Chamber email & website marketing and on all print advertising)

GOLD - \$1000

- 3 Items from the list below
- Complimentary booth – as available

BRONZE - \$500

- 1 Item from the list below
- Complimentary booth – as available

SILVER - \$750

- 2 Items from the list below
- Complimentary booth – as available

COPPER - \$250

- 1 Item from the list below
- Does not include a booth space

OPTIONS FOR SPONSORSHIPS – Circle the letter of the items you choose

- A. 8.5"x11" flyer (1 or 2 sided) inserted in the Chamber Monthly Mailing every month. (\$1000 or above – 6 months, \$750 – 4 months, \$500 – 3 months, \$250– 1 month)
Note: Sponsor must provide 600 flyers by the 15th of each month.
- B. E-Connection Sponsorship - (\$1000 or above – 9 months, \$750 – 6 months, \$500 – 3 months, \$250 – 1 month)
- C. Website Sponsorship - (\$1000 or above – 6 months, \$750 – 5 months, \$500 – 3 months, \$250 – 1 month)
- D. E-Connection coupon or advertisement - (\$1000 or above – 6 weeks, \$750 – 4 weeks, \$500 – 2 weeks, \$250 – 1 week)
- E. 10% off future Chamber event sponsorships at the same level or higher
- F. Full page feature article in monthly Chamber Newsletter
- G. Banner hung at entrance of the Bedford Fairgrounds (Banner provided by sponsor)

Company Name _____ **Contact Name** _____

Address _____ **City, State & Zip** _____

Email _____ **Phone** _____

Signature _____

I would be interested in doing a demonstration about _____ at the Show.

Choice of Booth: Same as Last Year _____ First Choice _____ Second Choice _____ Third Choice _____

Extra Charges & Upgrades (Tables, coverings & skirting can be rented at Always A Party 693-6613)

Extra Charge	Member	Non-Member	Qty	Subtotal
220 Electricity (2 inside available booths)	\$25	\$25		
Pipe & Drape for inside booth	\$35	\$35		
Ad upgrade (see below)	\$50	\$50		

Sponsorship Total \$ _____

New Vendor Benefit in 2012! Home, Garden & Lifestyle Show Flyer Advertising

A large 17"x23" full-color glossy flyer will be inserted into the Bedford Gazette's March 30th edition (more than 10,000 copies) and given to every attendee at the show. (Approximately 11,300 copies!) This is an exhibitor-only flyer and will not include advertising of non-exhibitors. Each vendor receives a listing with booth space. Additional 2.75"x2.25" ad space is available for additional cost. (See above.)

Extra Charges \$ _____

Total Cost \$ _____

Deposit \$ _____

Balance Due \$ _____

Check Enclosed

Please Invoice

2012 BEDFORD COUNTY HOME, GARDEN & LIFESTYLE SHOW

- 1. Space Agreement:** Management may assign space based on the nature of the company and products to be displayed as well as the amount of space available in the effort to promote and develop the most professional and balanced show. Show management reserves the right to refuse space because of unethical or illegal business practices.
- 2. Subletting of Space:** No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to them, nor exhibit therein any other goods, apparatus, service, advertising signs, etc. than those manufactured or sold by the exhibitor in the regular course of his business. Violations of this rule shall be cause for eviction without refund.
- 3. Installations of exhibits:** Set Up will be Wed., March 28th through Friday, March 30th from 9AM – 5PM. (All installations must be completed by Friday 5:00 PM for a Member's Only Preview from 5 – 7 PM.)
- 4. Dismantling:** Booths may be dismantled immediately following the closing of the show from 4-6:00 PM or MUST BE COMPLETED ON MONDAY, April 2nd FROM 9 AM TO NOON.
- 5. Relocation of Exhibits:** Management reserves the right to alter the location of exhibitors or of booths as shown on the official floor plan if deemed in the best interest of the exposition. Management shall have the further right to prohibit, prevent, and remove any exhibit or proposed exhibit, or any part or portion thereof, which in the judgment of management is unsuitable or inappropriate for the exhibition or purposed of such exhibition; and such right shall exceed, but shall not be limited to, all equipment, materials, displays, installation and other items consulting part of or used in connection with any such exhibit.
- 6. Arrangement of Display:** Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. It is suggested that exhibitors having large or bulky exhibits REQUEST wall space. Any display materials exposing an unfinished surface to neighboring booths must be finished at the exhibitor's expense. Exhibits may not exceed 11 ft. in height.
- 7. Signs:** No signs or banners are to be placed outside of the exhibit space assigned to the exhibitor. Any exhibitors displaying signs, which are or look amateurish or unprofessional and detract from the integrity of the show may be required to remove such signs or pay a banner fee of \$150 at the discretion of the show management.
- 8. Sound Control:** Loud speakers, radios, television sets, and/or the operation of any type of product, machinery, equipment which is of sufficient volume as to be annoying or hazardous to the neighboring exhibitors will not be permitted. Public address systems used to attract the attention of people passing in front of your booth is not permitted.
- 9. Electrical Needs:** Every booth will have access to one standard 110 VAC electrical outlet if indicated on registration form. Exhibitor must supply their own electrical cords. Additional fees will be applied to exhibitors who need a 220 VAC outlet.
- 10. Flammable Materials:** All materials used in the exhibit hall must conform to the fire regulation of the local fire department. All packing paper, excelsior and wrapping materials are to be removed from the floor and must not be stored under the tables or behind displays. Materials not conforming to such regulations will be removed immediately at the exhibitor's expense.
- 11. Care of building and exhibits:** Exhibitors will be responsible for any damages done to the building by themselves, their agents, or employees. All property destroyed or damaged by exhibitors must be placed in its original condition by the exhibitor or at the exhibitor's expense. Walls, woodwork, and the floor in the building must not be defaced or altered in any manner. Tacking, taping or nailing of signs, banners, etc. to any permanent walls or woodwork or beyond the limits of any background is prohibited. No nails or bracing wires used in erecting displays may be attached to the building. Exhibitors will be required to keep their booth displays neat and orderly throughout the show. Exhibitors using unauthorized tape or demo materials will be charged for restoration or removal from damaged surfaces.
- 12. Liability:** It is expressly agreed that the Management will not be liable to the Exhibitor, or their employees, to their guests, or the their agents, for any damage loss or injury from fire, water, storm, electricity, smoke, theft, labor dispute, civic commotions, or threats thereof, or acts of the other exhibitors. In the event the management is compelled to take charge of any property of an exhibitor, it will do so only at the exhibitor's own risk. However, the Show Management cannot be held responsible for exhibitor's property, whether located at his exhibit or anywhere else on the show location. Small and especially valuable materials should be safely packed away by the exhibitor during hours when his exhibit is not staffed. If the exhibitor feels that he needs additional protection to cover the hazards involved in the preceding paragraph, the exhibitor should take out their own insurance.
- 13. Rights of Management if event is not held:** Management shall not be held liable for any damages or expense incurred by exhibitors in the event the show is delayed, interrupted, or not held as scheduled, for any reason beyond the control of the Management.
- 14. Cancellation of Contract:** If this agreement is cancelled by exhibitor for any reason, or by Management because of exhibitor's default or violation of this agreement, monies paid to Management by exhibitor shall be retained as follows: If cancellation occurs within 30 days of the show, the entire rental paid to date by the exhibitor shall be retained by Management. The retained rental shall be liquidated damages for the direct and indirect costs incurred by Management for organizing, setting up and providing space for exhibitor's withdrawal including re-letting the space. All cancellations must be in writing.
- 15. Staffing:** All exhibits must be maintained in complete and orderly form from the opening to the closing of the show and must be adequately staffed all the hours the show is open. Exhibits may not be dismantled until the close of the show at 4:00 PM on Sunday.
- 16. Sales:** Transfer of goods and exchange of money is permitted on the show floor. Exhibitors may also sign contracts for purchases.
- 17. Liability Insurance:** Exhibitors are required to provide a Certificate of Liability insurance naming the Bedford County Chamber of Commerce as a covered party. **WE MUST HAVE THIS document to later than one week before the show.** (Most insurance companies will fax directly to the Chamber (814-623-6089) if exhibitor requests them to do so.)

I HAVE READ AND AGREE TO THESE TERMS.

Exhibitor (Company Name) _____

Signature: _____ Date: _____



I, hereby (a) waive, release, and discharge from any and all liability for the death, disability, personal injury, property damage, property theft or actions of any kind which may hereafter accrue to me or my organization/business,

Name of Business

the Bedford County Chamber of Commerce, Bedford Fair Grounds, and its respective officers, agents, and employees; (b) indemnify and hold harmless the Bedford County Chamber of Commerce, Bedford Fair Grounds, and its respective officers, agents, and employees from any and all liabilities and claims made by other individuals or entities as a result of any of my actions or the actions of any participant, or any agent, employee, or member of my organization/business in our participation in the Bedford County Chamber Home, Garden & LifeStyle Show on March 30th through April 1st, 2012.

I, the undersigned, on behalf of myself and my organization/business acknowledge that I have read and understand the waiver and release herein affirm that this release and waiver shall be construed broadly to provide release and waiver to the maximum extent permissible under applicable law.

Signature

Date

NOTE: We will hold this waiver in your file until we receive a Certificate of Liability for your business.

