



SPONSORSHIP APPLICATION 2020 HOME, GARDEN & LIFESTYLE SHOW

Bedford Fairgrounds, Bedford, PA
Saturday, April 4th & Sunday, April 5th



☐ **\$2,500 HOME SHOW PRESENTING SPONSOR** (Exclusive – Only One)

- All items listed on page two (providing year-round marketing exposure)
- Highest-visibility double booth space at main show entrance in Jordan Hall (20" wide x 15" deep)
- Your company logo and featured ad appearing in our 2018 Home, Garden & LifeStyle Show Newspaper Insert
- 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 & potential TV interview feature (WJAC)
- Your company name mentioned exclusively in all radio advertisements
- Your company logo featured in all newsprint ads as part of show title

☐ **\$1,000 HOME, GARDEN OR LIFESTYLE SPONSORSHIP** – (Exclusive – Only One Ea– LIFESTYLE, GARDEN PENDING RENEWAL)

- 4 items from the list on page two
- Complimentary exhibit space – double-booth indoors and one outside exhibit area (if needed)
- Sponsor supplied banner hung in prominent area of event
- Your company logo appearing on our 2018 Home, Garden & LifeStyle Show Newspaper Insert
- 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

☐ **\$1,000 ENTERTAINMENT SPONSOR** (PENDING RENEWAL)

- 4 Items from the list on page two
- Complimentary booth – as available
- Company banners on entertainment stage during event & fliers to be distributed at the Chamber welcome table
- Your company logo appearing on our 2018 Home, Garden & LifeStyle Show Newspaper Insert
- Banner ad in program booklet (folded map) with the show's entertainment schedule
- 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 in all radio advertisements as Entertainment Sponsor
- Your company logo in all newsprint ads

☐ **\$500 ACTIVITY SPONSOR (KIDS CORNER (or 2@ \$250, as Available), RACE CAR SHOW, RV SHOW, others as negotiated.)** (One exclusive sponsorship for each activity is available, or businesses may choose to share cost & booth space.)

- 2 Items from the list on page two and a 10-foot booth space, as available.
- Company-supplied banner hung at designated area of event & opportunity to provide activities (with approval.)
- Your company logo on the cover and ad inside of the 2018 Home, Garden & LifeStyle Show Newspaper Insert
- Your company logo (with a link to your website) in all Chamber email & website marketing
- Priority exposure during the radio broadcasts during our event
- Your company name mentioned with sponsored activity in all radio advertisements
- Your company logo in all print, email and web advertising

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

- 8.5"x11" flyer (1 or 2 sided) inserted in the Chamber Monthly Mailing.
(\$1000 or above – 6 months, \$750 – 4 months, \$500 – 3 months, \$250 – 1 month)
Note: Sponsor must provide 625 flyers by the 15th of each month.
- E-Connection Sponsorship - (\$1000 or above – 9 months, \$750 – 6 months, \$500 – 3 months, \$250 – 1 month)
- Website Banners - (\$1000 or above – 6 months, \$750 – 5 months, \$500 – 3 months, \$250 – 1 month)
- E-Connection coupon or advertisement - (\$1000 or above – 6 weeks, \$750 – 4 weeks, \$500 – 2 weeks, \$250 – 1 week)
- 10% off future Chamber event sponsorships at the same level or higher
- 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 promoting a demonstration about _____

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

Extra Charges & Upgrades (Tables, coverings & skirting can be rented through Always A Party by calling: 940-7300)

Extra Charge	Member	Non-Member	Qty	Subtotal
220 Electricity (2 inside available booths)	\$25	\$25		
Booth Curtains for inside booths only (Pipe & Drape)	\$35	\$35		
Ad upgrade in show print program and newspaper insert (11,000 copies)	\$50	\$50		

Sponsorship Total \$ _____

Extra Charges \$ _____

Total Cost \$ _____

Deposit \$ _____

Balance Due \$ _____

Please note: Chamber policy provides previous year's sponsors to have first right of acceptance for sponsorship opportunities. Call the Chamber if you are interested in a sponsorship to discuss availability. All un-renewed sponsorships will be available to the general membership no later than February 1st.

☐ Check Enclosed☐ Please Invoice

Does your business have a Facebook page? _____

Do you have a YouTube Video promoting your business? _____

2020 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 Thursday, April 4th, 9AM – 5PM and Friday, April 5th, from 9AM – 6PM. (All installations must be completed by Friday at 6:00 PM unless special arrangements are made.) NOTE: Organizers reserve the right to shorten the show hours by one hour Sunday in the event of inclement weather.)
- 4. Dismantling:** Booths may be dismantled immediately following the closing of the show from 4-6:00 PM on Sunday or MUST BE COMPLETED ON MONDAY, April 8th FROM 9 AM TO 2 PM. Early dismantling may result in a fine of \$100.
- 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. **Display set-up may not cause dirt or debris to be left in or around another vendor's exhibit. Vendors are required to clean up all messes created by your set-up including but not limited to mud left by the use of machinery to haul booth materials.**
- 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 3:00 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 no 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 (Contact & Company Name – please print.) _____



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 during set up (Thursday, April 4th through Friday, April 5th) and the show (Saturday, April 5th through Sunday, April 6th, 2019).

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.