

# Senior *Style* EXPO 2011

**MOUNT AIRY CASINO • RESORT**  
MOUNT POCONO, PA

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**DO NOT MISS THIS OPPORTUNITY!**  
**OCTOBER 19, 2011**

Showcase Your Company's Services and Products to a Targeted Group of Active Seniors who can See, Touch, Hear and Understand All You Have To Offer.

Contact us Today to Reserve your Space!

**570-325-9664 | [seniorstylenow@gmail.com](mailto:seniorstylenow@gmail.com)**  
**[www.seniorstylenow.com](http://www.seniorstylenow.com)**





OCTOBER 19, 2011

**MOUNT AIRY CASINO RESORT**  
MOUNT POCONO, PA

The Senior Style Expo 2011 continues its tradition of excellence offering an unparalleled opportunity to showcase your company as a sponsor, exhibitor or both. Senior Style Expo is the region's most prestigious venue to introduce your company's products and services to the general public in one unique setting.

**TITLE SPONSORSHIP**

**Investment of \$1,500**

Promoted as Title Sponsor of Senior Style Expo  
Logo/name in all print media  
Double booth, premium location  
Logo/name on selected signage  
Name mentioned on all radio spots  
Name mentioned throughout event on PA  
Banner Ad on Senior Style Website

**GOLD SPONSORSHIP**

**Investment of \$1,000**

Single booth in premium location  
Name prominent in print media  
Logo/name on selected signage  
Logo on Senior Style website

**BREAKDOWN PARTY SPONSOR**

**Investment of \$1,000**

Promoted as Breakdown Party Sponsor  
Logo/Name on select print media  
Logo/Name on select signage

**SILVER SPONSORSHIP**

**Investment of \$700**

50% off booth rental Name listed  
in print media  
Logo/name on selected signage  
Logo on Senior Style website

**FRIEND OF THE EXPO SPONSORSHIP**

**Investment of \$300**

Name listed in print media  
Logo/name on selected signage  
Logo on Senior Style website

Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_

Address \_\_\_\_\_ City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Sponsor level \_\_\_\_\_

Due to the limited quantity of opportunities, sponsorships will be awarded on a first-come, first-paid basis. Payment is due prior to inclusion in any advertising. Please direct all sponsorships questions to Akantha Susko at 570-325-9664 or email seniorstylenow@gmail.com. Please make your checks payable to and mail to: Senior Style Magazine (memo: Senior Style EXPO), 2201 Milford Rd., East Stroudsburg, PA 18301.



OCTOBER 19, 2011

MOUNT AIRY CASINO RESORT
MOUNT POCONO, PA

Company Name Primary Contact

Address City, State & Zip

Phone Fax

Email

What product are you displaying?

Preferred Booth Location (1st Choice) (2nd Choice) (3rd Choice)

This agreement constitutes your contract with Bar Publications, Inc. for exhibit space at the Senior Style Expo 2011 at the Mount Airy Casino and Resort, Mt. Pocono, PA. Show hours are Wednesday, October 19 from 9:00 a.m.—4:00 p.m. (Exhibit load in and set up is the day before Oct, 18th from 6pm - 8pm and then Oct 19th from 6am the day of the show and break down is Wednesday October 19th from 4:00 pm to 6:00pm). Space is assigned on a first-come, first-served basis, following the receipt of this completed exhibitor agreement and deposit or full payment. I have read the Exhibitor Rules and Regulations on the reverse side and this Exhibit Agreement fully and understand and agree to abide by all terms and conditions.

Signature Date

Table with 2 columns: Requested Item, Total. Rows include booth types and add-ons like electricity and tables.

SHOW MANAGER

Akanitha Susko P: 570-325-9664 | F: 888-641-1920
Beth Ritter P: 570-656-7979 | F: 570-424-0484
seniorstylenow@gmail.com | www.seniorstylenow.com

PAYMENT SCHEDULE

Booth rental due in full by 9/15/11
Please make your checks payable to:
Senior Style Magazine Memo: Senior Style Expo,
2201 Milford Rd., East Stroudsburg, PA 18301

CANCELLATIONS/REFUNDS

They are no refunds on the initial deposit. Cancellations received in writing prior to 9/15/2011 will be refunded in full, minus a \$200 cancellation fee. No refunds will be issued after 9/15/2011.

Booth Rental Includes

Booth is 8' wide by 6' deep, 3' high back drop, 3' side rails, draped and skirted table, 2 chairs, Booth header sign. Electric is \$50 extra.

Charge \$ to my: Visa MasterCard AMEX

Credit Card Account Number: Expiration Date: Security Code:

Cardholders Name:

Address City, State & Zip

Signature Date:

I authorize the Show to process the above credit card for any balance due according to the payment schedule above.

Please invoice me for the final payment.



OCTOBER 19, 2011

**MOUNT AIRY CASINO RESORT**  
MOUNT POCONO, PA

**Display Regulations:**

1. Exhibitors shall have at least one attendant at their booth at all times while the Senior Style Expo (herein referred to as "Expo") is open to the general public.
2. Loud sound displays or flashing light displays are not permitted.
3. Rear booth partition drapes are 3' high. Aerial displays must be safely anchored within the exhibit booth. The Expo does not permit any part of, or item within the exhibitor's booth to exceed 6' in height, without prior written approval from Bar Publications Inc. (herein referred to as "Expo Management"). Displays over 6' in height must be masked where the display is visible over a neighboring exhibitor's booth. Displays must be confined to actual rented space, with no elements extending into the aisle.
4. Displays cannot block neighboring booths. Display elements over 3' high must be set back 3' from the aisle. Raw plywood, cardboard, or other structural material must be painted or appropriately covered if visible from another booth.
5. Exhibitors shall use care not to deface floors, walls, or columns of Mount Airy Casino & Resort (herein referred to as "Venue"), including the booth equipment provided and/or rented for the Expo. DO NOT hang items from the drapery or drapery frames or from walls. Exhibitors will be liable for such damage resulting from acts of these types.
6. Exhibitors shall use care not to disrupt the flow of traffic in front of booths. Demonstrations that tend to attract large gatherings in the aisles in front of booths are prohibited.
7. The use or dispensing of any alcoholic beverages from any booth is prohibited.
8. Exhibitors shall not sell food or beverages.
9. Exhibitors are responsible for the cleaning and maintenance of their booth and must keep the booth fully assembled and in presentable condition at all times during the Expo.
10. All displays shall conform to the Expo & local Fire Marshall's inspection requirements. Display materials shall be nonflammable or flame retardant.
11. Propane or Helium tanks or other highly flammable or potentially explosive materials are prohibited inside the exhibit hall.
12. Exhibitors shall not assign or sublet any part of their assigned space; nor may two or more unrelated companies share a single space or combine their reservations.
13. Balloons are not permitted to be used as booth décor and are not permitted to be distributed to attendees.
14. Cash & carry sales may be conducted from an Exhibitor's booth only if the exhibitor has proper permits and License(s). The Exhibitor is responsible for reporting and paying all sales taxes (where applicable). Contracts may be signed and deposits accepted.

**B. Unethical Practices:**

1. No soliciting for business by any Exhibitor or his/her representative(s) is permitted at the booth(s) of other Exhibitors, or in the aisles. Exhibitors must remain within their contracted booth space.
2. Samples, catalogues, pamphlets, publications, and any other promotional material may be distributed by an Exhibitor only from within his/her booth(s).
3. Unethical or inappropriate conduct, or infractions of these Guidelines and Regulations by an Exhibitor or by an Exhibitor's representative(s), may result in dismissal from Expo. Expo management reserves the right to stop or if necessary, remove from the Expo an Exhibitor, or their representative(s) performing an act or practice that, in the opinion of Expo Management, is objectionable or detracts from the dignity of the show. In such an event, it is specifically understood by the Exhibitor that no refund will be made, and that no demand for redress will be honored from the Exhibitor, the Exhibitor's representative, or any agent for the Exhibitor.

**C. Security:**

1. Exhibitors are urged to remove valuable property from the premises during non-exhibit hours of the Expo. The Expo and Venue are not responsible for lost

or stolen property.

2. Exhibitors shall use the designated exhibitor parking lot during exhibit hours.

**D. Liability:**

1. Exhibitors are liable for any damage to the exhibit hall floors, walls, or columns; to standard booth equipment rented or provided; and to the property of other Exhibitors that they may damage.
2. Exhibitors are responsible for their own insurance to cover all contingencies including, but not limited to, fire, theft, property damage, public and private liabilities, and worker's compensation.
3. The Expo, Expo Management and Venue will not be responsible and does not guarantee against loss, damage, or injury that may occur to the Exhibitor; the Exhibitor's employees, representatives or agents; or any property related thereto; from any cause whatsoever prior, during, or subsequent to the Show. The Exhibitor expressly releases the Show, Show Management and Venue, and agrees to indemnify the same against all claims for such loss, damage, or injury. If any action by the Exhibitor before, during, or after the Show causes legal action against the Show, Show Management or Venue, the Exhibitor will be solely responsible for any and all resulting legal costs.

**E. Insurance:**

1. A Certificate of Insurance naming the Bar Publications Inc. and Mount Airy Casino and Resort as additional insured is required of all exhibitors 30 days prior to the opening of the Expo.

**F. Set Up/Tear Down:**

1. Exhibit times are Wednesday, October 19th from 9:00 a.m. to 4:00 p.m.
2. Installation and Booth Set up will be the day before Oct, 18th from 6pm - 8pm and then Oct 19th from 6am the day of the show. If an Exhibitor fails to occupy space assigned for the Expo or fails to comply in any other respect with the terms set forth for the Expo, the Expo reserves the right to use such space in any manner whatsoever, without releasing the Exhibitor from the financial obligation agreed upon when the Exhibitor's reservation was accepted, from infraction of these Guidelines and Regulations, or from any other financial obligations incurred through the Exhibitor's anticipated occupancy in the Expo.
3. **Dismantle and Tear Down begin at 4:00 p.m. on Wednesday, October 19th and must be complete prior to 6:00 p.m.** Exhibitors shall keep their displays and products fully assembled until the end of the Expo. Do Not Pack Up Early! Exhibitors who pack up early will be ineligible to participate in future events.
4. If an Exhibitor fails to remove any item from the exhibit hall by 6:00 p.m. on Wednesday, October 19th, the Expo in its sole discretion will remove the item. The Expo, Expo Management or the Venue is not responsible for any loss or damage that may occur to any item during this process. It is the Exhibitors responsibility to reimburse Expo Management a removal fee of \$250 plus any cost associated with the removal and/or storage of the item, prior to Expo Management releasing the item to the Exhibitor.

**G. Other:**

1. All matters and questions not covered by these regulations are subject to the decision of the Expo and Expo Management. Expo Management may amend these rules and regulations at any time and all amendments that may be made shall be equally binding upon publication on all parties affected by them as the original regulations.
2. The decision of Expo Management is final in any disagreement between Exhibitors.
3. Expo Management reserves the right to modify the floor plan at any time and alter locations of exhibitors or booths or show activities, without notice, to present a more successful Expo if deemed in the best interest of the Expo.
4. In the event that the Expo shall be partly or totally destroyed by fire, or the elements, or by any other cause, or in case any other circumstances shall make it impractical for the Expo Management to permit the contracted space to be occupied by an Exhibitor, then this agreement shall terminate, and the Exhibitor shall waive any claim for damages or compensation except the prorated return of the amount for space rental.

# Senior Style

EXPO 2011

OCTOBER 19, 2011  
**MOUNT AIRY CASINO RESORT**  
MOUNT POCONO, PA

Be sure to be in the **only print media** distributed at the door of the Senior Style Expo



The Senior Style Expo Issue will feature all exhibitors and sponsors of the show. All current Senior Style Magazine advertisers in an existing Ad Agreement will receive a free business card ad in addition to your current ad - valued at \$150. Currently advertiser also have the opportunity to upgrade their current with a \$50 discount.\*

Exhibitors that are not current advertisers will have the opportunity to place an ad in the EXPO issue only, without signing an Ad Agreement at the annual rate with an additional \$50 discount this issue only.\*\*

## **GREAT WAYS TO USE YOUR AD MIGHT BE:**

Expo Giveaways and/or coupons • Drawing Registrations  
Company/Service Advertisements • Partner or Co-op advertising

### **YES! I definitely want to be in the Sept/Oct EXPO issue of Senior Style Magazine**

I am a current Advertiser and EXPO exhibitor with an Ad Agreement. Here is my business card

Please upgrade my ad to a \_\_\_\_\_ page with a \$50 discount.

Signature \_\_\_\_\_

I am a exhibitor at the EXPP, but not a current advertiser. I would like a \_\_\_\_\_ sized ad.

