

6th Annual Holistic Living Expo

March 27, 2010
Middle Bucks Institute of Technology
2740 Old York Road, Jamison, PA
www.holisticlivingexpo.org
215-491-7533
Fax: 215-491-9446

APPLICATION FORM and CONTRACT (1 of 4)

YOUR APPLICATION WILL NOT BE COMPLETE UNLESS ALL PAGES ARE FILLED OUT AND SUBMITTED

Your Full Name: _____

Names of all booth assistant(s) – including yourself (total of 4 or less) _____

Business Name (s) you would like to appear on your banner: _____

Address: _____

Telephone #: _____

Cell # (in case we need to reach you the day of the expo): _____

Email: _____

Website: _____

Services and / or Product: (please specify any product brand names)* _____

Special Requirements for your vendor space (lighting, quiet area). Special requests are on a first come basis. We will attempt to honor requests but this is not a guarantee of placement.

For Office Use Only

_____ Certificate of Insurance (body workers)	_____ Department of Health
_____ Full payment – Amt received _____	Date: _____
_____ Partial payment – Amt received _____	Date: _____
_____ Ad payment – Size of Ad: _____	Amt received _____ Date: _____
_____ Received Ad Copy - Date: _____	Received Program Description - Date: _____

Brief description of your business for the map – 7 to 10 words (Note: Refer to page describing our program)

How did you hear about the Holistic Living Expo _____

NOTE: We have changed the booth pricing this year. We now have 3 categories: hallway space, booth space, and premium spaces. To determine which type of space you would like to purchase, refer to the attached expo map. If you have questions, please call the office.

DESCRIPTION	PRICE	QTY	TOTAL
Hallway space (approx 40 – 50 Sq ft) if paid by Jan 31, 2010**	255		
Hallway space (approx 40 – 50 Sq ft) if paid by March 10, 2010**	265		
Booth space (approx 60 Sq ft) if paid by Jan 31, 2010**	275		
Booth space (approx 60 Sq ft) if paid by March 10, 2010**	285		
Premium Space (over 100 Sq ft) if paid by Jan 31, 2010**	350		
Premium Space (over 100 Sq ft) if paid by March 10, 2010**	360		
Sharing space with another vendor (max 2 vendors / booth)	30		
Extra table	30		
Extra chairs (set of 2)	5		
Electrical Access Requested – first come first served (please bring your own extension cord)	30		
Map / Program Advertising (only 12 spaces available)	75		
Advertise on Expo bag (only 12 spaces available)	100		
Platinum Sponsor***	1,500		
Gold Sponsor***	1,000		
Silver Sponsor***	500		
Bronze Sponsor***	250		
Resources for Wellness Table – if you cannot participate in the expo, display your brochures and/or flyers on our table	25		
TOTAL			

PAYMENT:

Make checks payable to **Holistic Living Expo**

Credit Card Visa MC Disc / Card #

Card HolderName _____ Exp.Date _____ Security# _____

Address of Card Holder _____

Signature of Card Holder _____

Make a copy of these forms and submit all 4 original application pages to:

Holistic Living Expo, 2237 Valley Rd., Jamison, PA 18929

Or Fax to 215-491-9446

EXPO TIMELINE

February 28, 2010 Ad information is due

March 27, 2010 **Day of Expo**

8:00 AM - Doors open for check in and set-up

10:00 AM - Expo opens to the public

5:00 PM - Expo closed, vendor tear down

6:00 PM - All vendors **must** be out of the building

Booth / Table space – We will have your business name printed on a banner above your space unless you tell us otherwise. You will find name badges on your tables. You may bring flowers or other decorations if you wish. Included with your space rental are: privacy backdrops (for interior spaces only), a table with linens, and 2 chairs. Additional tables, chairs, and electricity are available at an additional charge. Please do not bring your own tables. If you are renting an electric hook-up, you will need to bring your own extension cords. Please contact us if you have questions or concerns regarding anything you may be bringing to the Expo. We reserve the right to decide what may or may not be appropriate

Vendor etiquette: Demonstrations **must** be confined to your booth space and please be conscious of your neighbors. Many people have sensitivities; heavy scents, lights, noises may be a detractor to everyone having a positive experience at the Expo. **No food or beverages may be given away without permission from us as this may interfere with other vendors' sales.**

Parking – There is plenty of free parking at the school. However, to offer your future clients the most convenient parking, after you register and unpack, PLEASE MOVE YOUR VEHICLES TO THE SECONDARY LOT which is located on the upper left side of the building

Permits and Insurance: Food and beverage vendors are required to have a temporary health permit (available through us or the county office) and ALL body workers that plan on doing any hands on work at the expo must submit a copy of their effective malpractice insurance prior to the event. **Each vendor** accepts all risks associated with use of the expo space for any loss, damage or injury.

No smoking is permitted anywhere on the school grounds.

All Expo spaces must be staffed by vendors/sponsors during all regular show hours. At the beginning of the day, we require a refundable **\$50 security deposit** to insure that you remain at your vendor space until 5 PM on the day of the Expo. The deposit may be paid when you check-in and will be returned to you shortly after 5 PM. You may pay by credit card, check, or cash.

Refunds: If, for some unavoidable reason, you cannot fulfill your commitment to participate in the event, we reserve the right to withhold a portion of your payment based on the time frame you give us. Any notice of cancellation must be received in writing. Refund will be dependent upon: 50% withheld if cancellation received prior to January 31, 2010. No refund if cancellation received after February 1, 2010. If we are unable to hold the expo due to circumstances beyond our control, we will not be responsible for refunding fees paid or for any claims or damage which might arise in consequence thereof by.

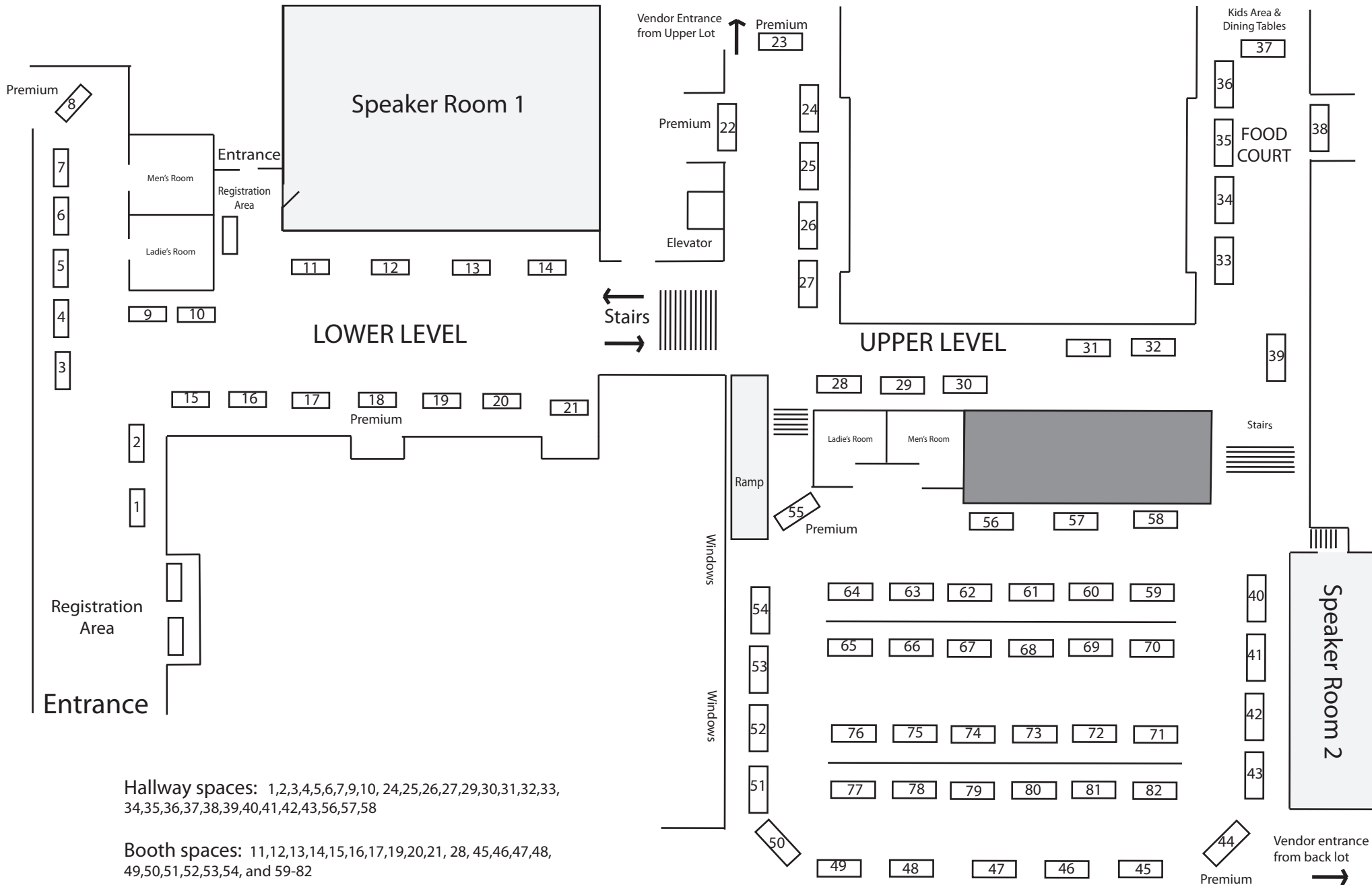
Thank you for co-creating a spectacular educational event for our community. Our goal is to bring the success of the larger Philadelphia shows to Bucks County at a reduced cost to you and the attendees. We will be saturating the market with advertising and are counting on you to do your part in distributing the fliers that you will receive shortly. We know you will agree that the success of the event will, in part, represent the energy that **you** put into it. Your signature below confirms your acceptance of these terms and conditions.

Vendor Signature _____ Date _____

_____ Yes, you may use my picture in future advertising

_____ No, do not use my picture in future advertising

Karen McGlynn and Marilyn Bullock
info@holisticlivingexpo.org or 215-491-7533



Hallway spaces: 1,2,3,4,5,6,7,9,10, 24,25,26,27,29,30,31,32,33, 34,35,36,37,38,39,40,41,42,43,56,57,58

Booth spaces: 11,12,13,14,15,16,17,19,20,21, 28, 45,46,47,48, 49,50,51,52,53,54, and 59-82

Premium spaces: 8, 18, 22, 23, 44, 55

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ADVERTISING OPPORTUNITIES

Our 2010 Program

Instead of a program book this year, we are creating an 11" x 17" Expo Guide with Map. It will fold in half and then fold again into thirds. We hope that this format will make it easier for people to use the map and to navigate the expo. The reduced size of the 2010 Expo map gives us only 12 advertising spaces and limited space for vendor descriptions. We encourage everyone to have a website or webpage that we can list on the Expo Guide. If you do not already have a website, Bullock Marketing & Design is offering a special price for a single, simple web page. Call 215-862-6489 for details.

Each ad space will be approximately 3.5" wide by 1" high. Though the ads are small, we will create each of the ads to ensure consistent quality and to make the best use of space for maximum visibility. And because there are only 12 ad spaces, each ad will receive optimum exposure. These ads are \$75 each and are available on a first come first serve basis.

Our 2010 Expo Bag

This year we will be handing out a reusable "green" bag as our Expo bag. These bags are considerably more expensive than the bags handed out in previous years. To help defray the cost of the bags, we are offering ad space on the bags. Again, there are only 12 spaces available and each space is approximately the size of a business card. Advertising on the Expo Bag will give optimum exposure for the life of the bag. Each ad space will be sold for \$100.

Sponsor Opportunities: Refer to attached sponsor levels

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Sponsor levels and benefits are described below:

Platinum Sponsor – \$1,500

- Your business name, logo, and website link will appear on the home and sponsor pages of our website and on all printed material, including posters, printed advertising, expo brochures, flyers, and postcards
- Your business will be mentioned in all press releases and articles
- Your business will receive a free booth at the Expo (\$255 value)
- Complimentary ad space on our Expo bag (\$100 value)
- Your business will receive 5 free passes to the Expo (\$25 value)

Gold Sponsor – \$1,000

- Your business name, logo, and website link will appear on the home and sponsor pages of our website and on all printed material, including posters, printed advertising, expo brochures, flyers, and postcards
- Your business will be mentioned in all press releases and articles
- Complimentary ad space on our Expo bag (\$100 value)
- Your business will receive 3 free passes to the Expo (\$15 value)

Silver Sponsor – \$500

- Your business name, logo, and website link will appear on the home and sponsor page of our website and on expo brochures, flyers, and postcards
- Your business will be mentioned in all press releases and articles
- Your business will receive 2 free passes to the Expo (\$10 value)

Bronze Sponsor – \$250

- Your business name, logo, and website link will appear on the home and sponsor page of our website and on expo brochures and flyers
- Your business will receive 1 free pass to the Expo (\$5 value)