



**Questions?** Contact: Tom Bradley  
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**EXHIBITOR APPLICATION AND AGREEMENT CONTRACT DUE DATE: FRIDAY, MARCH 13, 2020**

Company Name (as it should appear in print) \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax\* ( \_\_\_\_\_ ) \_\_\_\_\_  
 Website Address \_\_\_\_\_  
 E-mail\* \_\_\_\_\_

To ensure that you receive all updates and announcements, please add tbradley@gazettextra.com to your safe sender list.

**EXHIBITOR FEES (Select One)**

- Exhibitor - Basic Booth..... \$700**  
 Includes:  
 One 1/8 page print ad in 60+ Expo Guide (19,000 printed)  
 One 6' skirted table and two chairs in estimated 7' x 6' draped area  
**EXPO Guide Publish Date: Sunday, May 3, 2020**
- Senior Services & Clubs Agencies - Booth... \$365**  
 Includes:  
 One skirted 6' table and two chairs in an estimated 7' x 6' area

**EXPO UPGRADES**

- Additional 7' x 6' draped area/6' skirted table ..... \$285
  - Print Ad—Upgrade Ad Size (See right) ..... \$\_\_\_\_\_
  - Online Ad—GazetteXtra (100,000 impressions)..... \$500
  - Electricity Hookup ..... \$25
  - Wireless Internet ..... FREE
  - Box Lunch (Includes two salads and cookie)
- Qty: \_\_\_ Chicken Caesar Wrap    Qty: \_\_\_ Spicy Italian Sub  
 Qty: \_\_\_ Club Wrap                Qty: \_\_\_ Pecan Chicken Salad Croissant  
 Qty: \_\_\_ Poached Chicken Sub    Qty: \_\_\_ Roasted Eggplant Sandwich
- Total Box Lunch Qty: \_\_\_ x \$10.00 ea. .... \$\_\_\_\_\_

**EXPO INFO & LOCATION**

**Date:** Thursday, May 14, 2020  
**Time:** 8:00 am - 2:00 pm  
**Location:** Holiday Inn Express  
 Janesville Conference Center  
 3100 Wellington Place  
 Janesville, WI  
**Set-up:** Wednesday, May 13 • 3 pm - 6 pm  
 Thursday, May 14 • 6:00 am - 7:30 am

**EXPO GUIDE ADVERTISING UPGRADES**

- All ads include full color**
- Full Page Ad (8.313" x 10").....\$ 415
  - 1/2 Page Ad (8.313" x 5").....\$ 210
  - 1/4 Page Ad (3.25" x 6.5").....\$ 95
  - 1/8 Page Ad (3.25" x 3") Included with basic booth.....\$ 65

**ADDITIONAL MARKETING OPPORTUNITIES**

**I would like to offer:**

- Door prize (valued at \$25 or more)
- Health screening in exhibit space

Description: \_\_\_\_\_  
 Door prizes and health screenings will be highlighted in the Expo Guide.

**AUTHORIZATION & PAYMENT**

\* I understand by providing the fax number and email address above, on behalf of the specified company, I am authorized and hereby give consent for the company to receive faxes and/or emails sent by or on behalf of Bliss Communications, Inc. and its affiliated services. No refunds after April 12, 2019. See Contract terms.

- Charge to Credit Card (Circle One)    VISA    MasterCard

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Authorized Signature \_\_\_\_\_

- Check Enclosed  
 (Check payable to Bliss Communications, Inc.)

Expiration Date \_\_\_\_\_ / \_\_\_\_\_    Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Mail to: The Janesville Gazette/60+ Expo  
 1 S. Parker Dr. • P. O. Box 5001  
 Janesville, WI 53547-5001

## EXHIBITOR CONTRACT TERMS & CONDITIONS

1. Vendor's exhibit materials must meet fire and safety regulations. Authorities may confiscate or remove any non-conforming materials.
2. Vendor will not use, store or transport any hazardous materials at expo.
3. "Only" food allowed is individual pre-packaged small treats.
4. Vendor will not cause or permit beer, wine, liquor or any other alcoholic beverage of any kind to be sold, given away or used at the expo.
5. No smoking is permitted at the facility hosting the expo (the "Facility").
6. Parking at the Facility is located at the south end of the conference center for Vendor's employees, agents and representatives.
7. Exhibits must be fully set-up by **8:00 am on Thursday, May 14, 2020**. Vendors will be allowed to set-up from **3:00 to 6:00pm on Wednesday, May 13, 2020**.
8. Vendor's exhibit must be open and staffed during all expo hours.
9. Vendor may not dismantle its exhibit until after the expo closes on **Thursday, May 14, 2020, at 2:00pm** or Vendor will be subject to a \$50.00 penalty. Vendor must dismantle and remove its exhibit from the Facility by **4:00pm, Thursday, May 14, 2020**, or Vendor will be subject to a \$50.00 penalty. Bliss Communications, Inc may remove and dispose of any exhibit materials remaining after this deadline at its discretion and without liability to Vendor.
10. Vendor may not sublet or reassign booth space without written permission.
11. Vendor's exhibit will not visually, physically or audibly disturb aisles or adjacent vendors.
12. Vendor will not attach any materials to columns, walls, floors or any other part of the Facility or to any furniture at the Facility. Banners may be attached with s-hooks to pipe and drape.
13. Adams Publishing Group may reject or restrict any exhibit, in part or in whole, at its discretion.
14. Adams Publishing Group will assign booth space at its discretion and may change any booth assignments.
15. This contract is cancelable by Vendor through **Friday, April 10, 2020** with full refund. If due to unforeseen circumstances Vendor is unable to participate in the expo, Vendor will notify Adams Publishing Group in writing/email on or before **Wednesday, April 22, 2020**. There will be a credit towards the 2020 expo.
16. Vendor is responsible for any loss, theft or destruction of its goods or property while at the expo. To the fullest extent allowed by law, Adams Publishing Group and the owner/operator of the Facility, and their respective officers, directors, members, employees, agents and representatives, are not responsible for the acts or omissions of any security equipment or security personnel.
17. Vendor hereby grants Adams Publishing Group and its designates the right to use photographs, audio/video creations or other renderings of Vendor's exhibit space at the expo for an unlimited period of time for its own purposes without compensation.
18. Vendor may not use the expo logo for the show or any other tangible or intangible property of Adams Publishing Group or the owner/ operator of the Facility without prior written consent.
19. Vendor shall protect, indemnify, defend and hold harmless Adams Publishing Group, the owner/operator of the Facility and any person associated with the sponsorship or administration of the expo and their respective officers, directors, members, employees, agents and representatives, (collectively, the "Indemnified Parties") for, from and against any third party claims, demands, proceedings, suits and actions, including any related liabilities, obligations, losses, damages, deficiencies, penalties, taxes, levies, fines, judgments, settlements, costs, expenses, legal fees and disbursements, and accountants' fees and disbursements, incurred by, borne by or asserted against any of the Indemnified Parties that relate to, arise out of or result from Vendor's participation in the expo.
20. THE INDEMNIFIED PARTIES' MAXIMUM LIABILITY FOR DAMAGES IN CONNECTION WITH THIS CONTRACT, REGARDLESS OF THE CAUSE OF ACTION, WILL NOT EXCEED THE TOTAL AMOUNT PAID BY VENDOR TO SENIORLEAF FOR EXHIBIT SPACE AT THE EXPO. IN NO EVENT WILL ANY OF THE INDEMNIFIED PARTIES BE LIABLE TO VENDOR OR ANY OTHER PERSON OR ENTITY FOR ANY INCIDENTAL, SPECIAL, INDIRECT, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, REVENUE, BUSINESS OR GOODWILL, WHETHER IN AN ACTION IN CONTRACT, TORT (INCLUDING, WITHOUT LIMITATION, NEGLIGENCE AND STRICT LIABILITY) OR OTHERWISE, EVEN IF THE INDEMNIFIED PARTIES HAVE BEEN ADVISED OR KNEW OF THE POSSIBILITY OF THE DAMAGES. THE FOREGOING LIMITATION OF LIABILITY APPLIES EVEN IF ANY REMEDY UNDER THIS CONTRACT FAILS OF ITS ESSENTIAL PURPOSE.
21. If all or any portion of the expo is not held due to war, fire, strike, government regulation or restriction, natural or public catastrophe or any other event of force majeure, Adams Publishing Group will refund to Vendor any prepaid amounts on a pro rate basis. None of the Indemnified Parties will be liable if the Facility is damaged from any cause whatsoever.
22. By entering into this contract, the parties do not intend to undertake a joint venture. Neither party will be the agent of the other and neither party will have any authority to create or assume any obligations whatsoever in the name of the other party or on its behalf. This contract establishes a business relationship between Vendor and Adams Publishing Group Vendor hereby acknowledges that Adams Publishing Group may communicate with Vendor via fax, email, telephone, U.S. mail or any other method. Vendor may opt out of receiving these communications at its discretion.
23. The substantially prevailing party in any suit, action or proceeding brought in connection with this contract will be entitled to payment by the other party of all attorneys' fees, collection costs, court fees and other expenses incurred by the substantially prevailing party, regardless of whether incurred before or after judgment. All notices under this contract must be in writing. Notices will be effective if delivered personally, mailed by certified mail (return receipt requested) or delivered by recognized commercial courier addressed to the other party at their last known business address. This contract and any interpretation thereof will be governed by the laws of the State of Wisconsin. This contract constitutes the entire agreement between the parties with respect to the subject matter hereof and neither party will be bound by any terms, conditions or representations not set forth in this contract. Neither party will be bound by any oral agreement or special arrangements contrary to the terms and conditions of this contract, and no agent or employee of Adams Publishing Group has the authority to vary any of the terms and conditions of this contract, except pursuant to a duly authorized and executed written amendment or waiver to this contract. If any portion of this contract is declared invalid under applicable law, such declaration will not affect the remaining terms of the contract, all of which will remain in full force and effect.