

Saturday January 18, 2020, 11 a.m.–3 p.m.

A NEW Location: Santa Rosa Plaza Mall

Sponsor & Exhibitor Application

company / organization

contact name

phone

email

1. Sponsor! 5 months promotion, before, during & after the show.

Includes Expo Booth, Online Virtual Fair, Digital Website ad, Social Media, E-Blast inclusions & more!

(See Sponsorship Checklist page 4 for Benefits)

			<i>Advertiser Discount!</i>	
Bronze Sponsor	<input type="checkbox"/> \$132/per mo. (for 5 mo.)		\$115/mo. (for 5 mo.)	\$ _____
Silver Sponsor	<input type="checkbox"/> \$162/per mo. (for 5 mo.)		\$145/mo. (for 5 mo.)	\$ _____
Gold Sponsor	<input type="checkbox"/> \$263/per mo. (for 5 mo.)		\$233/mo. (for 5 mo.)	\$ _____

2. Expo Booth, Saturday January 18 In-Person at Santa Rosa Plaza Mall, 11 a.m.–3 p.m.

	<i>Booth Only</i>	<i>Advertiser Discount</i>	
Showcase Booth	<input type="checkbox"/> \$445	\$395 <i>SAVE \$50</i>	\$ _____

3. Virtual Expo - Online at SonomaFamilyLife.com

	<i>Includes photo & video</i>	<i>Advertiser Discount</i>	
Online - 3 months	<input type="checkbox"/> \$285/ 3 months	\$185 <i>SAVE \$100</i>	\$ _____
Additional month	<input type="checkbox"/> \$95/ add'l Mo.	\$70/ mo. <i>SAVE \$25</i>	\$ _____

4. NEW! Customize! Special Ultimate Summer Marketing Opportunities!

		<i>Advertiser or Exhibitor Discount</i>	
eBlast Inclusion	<input type="checkbox"/> \$70/ Blast	\$50/ Blast <i>SAVE \$20</i>	\$ _____
Dedicated eBlast!	<input type="checkbox"/> \$450/Blast	\$350/Blast <i>SAVE \$50</i>	\$ _____
Rectangle on Website	<input type="checkbox"/> \$200/mo.	\$175/mo. <i>SAVE \$25</i>	\$ _____
Total			\$ _____

Booth Plan

6. Who can we contact the day of the Expo?

booth manager _____

cell phone _____

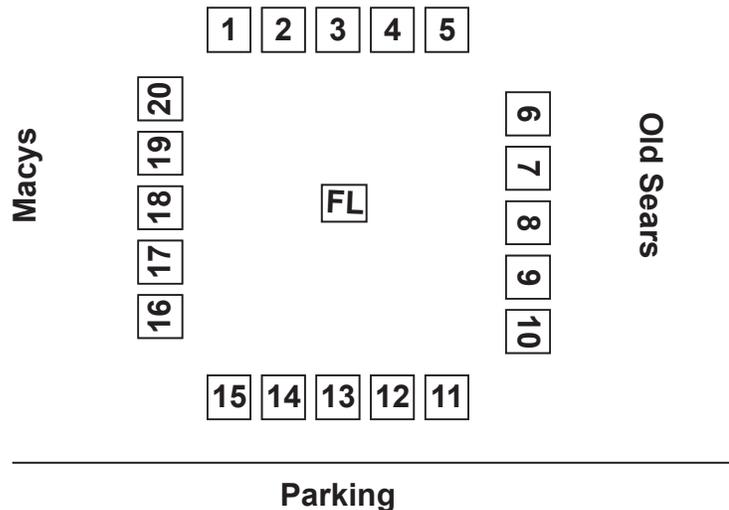
booth staff _____

cell phone _____

5. Please indicate your preferred booth!

Mendocino Ave.

Santa Rosa Plaza Mall
1st Floor, Center Court



Payment

Method of Payment Check VISA MasterCard Discover American Express

Credit Card Number _____

Exp. Date _____ Security Code _____

Billing Address _____

City, State, Zip _____

Saturday January 18, 11 a.m.–3 p.m. Expo Exhibitor Information

Space: Booths are assigned by Show Management. (8x6 space).

All exhibitor promotional activity is restricted to assigned exhibit space. All activities associated with the event, in and around facility and parking lot, require the express approval of Family Life and Facility management.

Insurance, Permits, Licenses: Exhibitors may be required to provide, in advance, appropriate liability insurance certificate, and proof of applicable permits and licenses.

Cancellation Policy: Exhibit spaces are non-refundable.

Facility Policy: Exhibitors are required to keep exhibit area

clean and safe at all times. No glue, tape or tacks are allowed on the walls or floors. Exhibitors accept financial responsibility for damage caused to facility, including but not limited to damage to any part of facility.

Event Management reserves the right to close down any activity or exhibit.

Set-Up: Saturday as early as 7:30 a.m. Please be in contact with show management if an emergency arises. Empty spaces may be reassigned after 10 a.m. with no refund.

Break-down: Saturday 2 hours following event close. Remaining exhibits may be subject to a handling/storage fee.

Important! Early Exhibit Removal Prohibited.

To maintain the attractiveness of the show for all exhibitors, any exhibitors leaving before advertised closing time agree to pay a \$250 fee. Exhibitor is responsible for all actions of Exhibit booth staff. **Initial Required).**_____

Agreement of Non-Liability & Indemnification:

A. THE UNDERSIGNED agrees that in consideration of Family Life allowing the undersigned to come upon the premises of the Event Facility for the purposes of conducting thereon a promotional event, the undersigned hereby agrees that neither Family Life, nor any other party who has an ownership interest, shall be liable to the undersigned for any damage to persons or property or loss of life caused by any act or omission of the aforementioned parties which occurs during the time (or arising from any act or omission that occurs during the time) the undersigned is upon the premises of the event site. The undersigned further acknowledges and agrees that no property of the undersigned shall at any time be deemed to be in the care, custody, or control of any of the above-mentioned parties, other than the undersigned.

B. THE UNDERSIGNED further agrees that it will indemnify and save harmless Family Life, Santa Rosa Plaza Mall, or any other party who has an ownership interest, from and against any and all claims, actions, damages, liability and expense in connection with the loss of life, personal injury and property damage occurring on or about the event site during the period in which the undersigned is participating in this event. In case Family Life, Santa Rosa Plaza Mall, or any other party who has an ownership interest, shall be made a party to any litigation commenced against the undersigned, the undersigned shall protect and hold harmless Family Life, Santa Rosa Plaza Mall, or any other party who has an ownership interest, and shall pay all costs, expenses and reasonable attorney fees incurred in connection with such litigation.

Print Name _____

Signature _____ **Date** _____

Sponsor! 5 months promotion, before, during & after the show!

Includes Fair Booth, Online Virtual Fair, Website Digital ad, Social Media, E-Blast inclusions & more!

Sponsorship Oct–Feb Multi-media Targeted Marketing

	Bronze Sponsor	Silver Sponsor	Gold Sponsor
Live January 18, 11 a.m.–3 p.m.			
Showcase Booth	X	X	X
Logo on Center Court Banner	X	X	X
Upgrade to Large Logo		X	X
Virtual Fair – Online	X	X	X
Family Life Website:			
Look Who’s Coming: Sponsors listed first		X	X
1/2 Rectangle Ad on Website		X	X
Website Rectangle Ad (top of Website)			X
Press Coverage			
Press Releases Inclusion	X	X	X
160,000 Consumer Magazine Reach			
Editorial Recogniton	X	X	X
Logo Promotions	X	X	X
Upgrade to Large Logo		X	X
Advertising Social Media Marketing & Promotion			
Social Media Posts (FB, twitter, Pinterest, Intragram)	X	X	X
Logo on 150 Posters	X	X	X
Upgrade to Large Logo		X	X
Inclusion in promotional e-blasts		X	X
Dedicated e-blast–all about you–sent out twice			X

Press Coverage: 160,000 Consumer Magazine Reach

Advertiser, monthly for 5 mo.	\$115/mo.	\$145/mo.	\$233/mo.
Non-advertiser, monthly for 5 mo.	\$132/mo.	\$162/mo.	\$263/mo.

Online...Mobile...Magazine...eMail...Social...In-Person...Local...Award-winning