8TH ANNUAL HEALTH WELLNESS FAIR

SPRING INTO HEALTH

many exhibits and presentations for adults 50+

MARCH 27, 2014 • 11am to 6pm
GATEWAY CENTER • 1710 NATIONAL AVENUE • HELENA, MT

Exhibits • Products • Screenings • Presentations
EXHIBITOR REGISTRATION
[please complete entire form]

Booth space reservation will be taken through March 26. However, to be included in the Health Fair Guide, you must register by March 20.

Business Name ________________________________________________________________

Type of Product and/or Service _______________________________________________________

Contact ____________________________________________________________

Address _________________________________________________________________

City/State/Zip ___________________________________________________________

Phone____________________ Fax __________________________

Email _________________________________________________________________

Website ______________________________________________________________

Health/Fitness Screening Provided _____________________________________________

Presentation Topic for Consideration ____________________________________________ [see page 3 for presentation information]

Check Option: [see descriptions on opposite page]

☐ Package A—$299
☐ Package B—$439
☐ Package C—$549
☐ Package D—$629
☐ Double Booth— Add $25*

☐ YES, I need electricity. Must check to guarantee booth placement near an outlet.

* If you require more than a 10’x10’ space you must order the double booth. Add 15% for special ad placement request.

Special advertising frequency packages are available to all Health & Wellness Exhibitors. The package includes the booth space, GUIDE ad, plus additional advertising to promote your business.

☐ $2,000 Ad Package
☐ $1,000 Ad Package

Maximize your advertising dollar and your presence at the Health & Wellness Fair! See information on page 3. ✭

TOTAL AMOUNT DUE $____________________

Payment Information [Payment in full must accompany registration form, if not a current IR customer.]

☐ Bill my IR account
☐ Check made payable to Independent Record
☐ Cash ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Credit Card # ____________________________ Expiration Date ____________

Security Code________________ Credit Card will be billed same week registration form is received.

After your registration is received, you will be contacted to discuss your ad design and business brief for the Fair Guide.

To DELIVER MAXIMUM AUDIENCE AND EXPOSURE TO THE FAIR, there will be an extensive ad campaign in the Independent Record beginning in February.

The FAIR will also be advertised in the IR’s Your Time section, online at helenair.com, and in the Missoulian, Montana Standard, and Billings Gazette.

Promotional ads will include date, time, location of the FAIR and list registered exhibitors and FAIR attractions.

In addition to the ad campaign, a FAIR GUIDE will insert in the Independent Record [13,500 copies] on Wednesday, March 26. The Guide will include schedule of events, exhibitor ads, exhibitor business briefs, exhibitor list, and booth locator map. The Guide will also appear online for three months at helenair.com
MAXIMIZE YOUR ADVERTISING DOLLAR

Special advertising frequency packages are available to all Health & Wellness Exhibitors. The package includes booth space, full color ad and business brief/bio in the GUIDE, plus additional advertising in the Independent Record.

$2,000 Package
Double Booth Space
Full Page ad in Expo Guide + Bio
60" of full color ROP advertising*
[Total Value $2,800]

$1,000 Package
Single Booth Space
Half Page ad in Expo Guide + Bio
25" of full color ROP advertising*
[Total Value $1,500]

* 

Register online starting February 20 at www.helenair.com/app/healthfair

The Gateway Center opens at 8 a.m. Thursday, March 27, for booth set up.

Send Registration Form to:
HEALTH FAIR
Independent Record
P.O. Box 4249
Helena, MT 59604-4249
Fax | 447-4008
Phone | 447-4041

Educational Presentations & Screenings

Highlights of the fair for many Health & Wellness Fair attendees are educational presentations and health screenings.

If you have a health and wellness related educational presentation you would like to submit for consideration as part of the activities agenda, please call Shawna Swanz at 447-4003.

Presentations are 45 minutes in length and will be held in a private meeting space adjacent to the booth area. Presentations will be considered on a first come first serve basis, with a completed application. We are planning for no more than six presentations. Promotional advertising for the event will include a schedule of presentations.

Health screenings are very popular. We strongly encourage you to provide a health screening at your booth. Don’t forget to list your screenings on the registration form. Promotional advertising for the event will include a list of all health screenings available.

Health & Wellness Fair

BOOTH + AD PACKAGES

The Health & Wellness Fair is sold as an ad/booth package with options to choose larger ad sizes and/or larger exhibit space. Rates are listed below.

All ADS are full color and are printed in the Fair Guide. 13,500 copies will be inserted in the IR Wednesday, March 26, 2014. In addition to the Fair Guide ad, promo ads listing exhibitors will appear in the Independent Record and helenair.com.

Standard Booth: 10’ wide x 10’ deep
Includes: One (1) 8’x2 1/2’ table, Two (2) chairs,

Double Booth: 20’ wide x10’ deep
Includes: Two (2) 8’x2 1/2” tables, Four (4) chairs

Electrical is available at no charge, but MUST be ordered at time of registration so we place your booth near an outlet.

You must provide your own table coverings.

Secure wireless internet is accessible at the Gateway Center.

FEES:
Package A: Booth + Bio + 1/4 page, (4.889” x 4.8”)$299
Package B: Booth + Bio + 1/2 page, (9.889” x 4.8”)$439
Package C: Booth + Bio + Full page, (9.889” x 9.75”)$549
Package D: Booth + Bio + BACK page, (9.889” x 9.75”)$629

Add 15% for special ad placement request. Double Booth, add $25.

The Gateway Center opens at 8 a.m. Thursday, March 27, for booth set up.

Register online starting February 20 at www.helenair.com/app/healthfair
Health & Wellness Fair Rules and Regulations

If you do not find the answer to any question you may have about the Health & Wellness Fair in these Rules and Regulations, please call Shawna Swanz at (406) 447-4003.

1. Rules and Amendments. Exhibitor agrees to the terms, conditions, rules and regulations set forth below. The Independent Record and/or the Gateway Center has the full authority to make such further rules, amendments, and regulations as may be considered necessary or desirable for the safe and proper conduct of the show. The Independent Record and/or the Gateway Center has full authority to interpret and enforce all rules and regulations.

2. Contract for Space. Applicants are required to execute and forward Application/Contract to the Independent Record. To be valid, each contract must convey payments as stated on the Application/Contract.

3. Payments. Registration fees must be received with application, if you do not have an account with the Independent Record. Check, cash or credit card information is considered receipt of payment.

4. Cancellations must be in writing. Booths cancelled on or before March 20, 2014 will receive a full registration fee refund. After March 20, 2014, 50% of registration fee will be refunded. Refunds will be processed after the show.

5. Booth assignments are made by the Independent Record. Special requests will be considered on a first come first serve basis, however, assignments are subject to change in order to balance industry categories throughout the venue. Booth assignment and floorplan will be available upon request after March 24.

6. All Exhibitors must be current in all debts to the Independent Record in order to participate in the Show.

7. Exhibitors must be registered prior to March 20, 2014 to be listed in the Health & Wellness Fair guidebook.

8. No exhibitor passes are issued, however we strongly encourage company name badges for easy identification by event staff and fair attendees.

9. Entry to the Show area during non-Show hours and set up time is strictly prohibited. The building is kept locked and no one is admitted without special permission from Gateway Center staff.

10. All reasonable means are taken by the Gateway Center to protect the property of the exhibitors. However, all goods, wares and merchandise of any kind placed in the Show is understood that the Independent Record and the Gateway Center is released from any and all claims, demands, and other damages arising out of occurrences in or at the leased space or as occasioned or suffered by exhibitor or any of its employees, agents or persons in attendance in or at such space. EXHIBITORS ARE URGED TO USE CAUTION AND NOT LEAVE VALUABLES IN BOOTHS WHEN NOT ATTENDED, DURING SETUP AND TEAR-DOWN.

11. The Committee reserves the right to prohibit an exhibit or part of an exhibit which, in their judgment, may detract from the character of the Show. This restriction includes persons, things, displays, conduct and printed matter.

12. Subletting of exhibit space is prohibited. Two or more firms may not exhibit in a single space unless a special arrangement is made with the Independent Record Project Manager.

13. No exhibit will be permitted to protrude into adjoining booths or the aisles. Any exhibit exceeding 10” must get Independent Record Project Manager approval. No signs may be erected which block the visibility of another booth.

14. Drawings for prizes and give-aways are allowed. No exhibitor may advertise or distribute tickets for prizes or give-aways which are contingent upon a purchase, or conduct any promotions with obligations imposed.

15. ELECTRICAL SERVICE (110 volt/500watt) is available upon request. Extension cords are the responsibility of the exhibitor and must be approved gauge to the size of the load according to N.E.C. All equipment regardless of source of power must comply with National Electrical Code, all Federal, State and local safety codes.

16. The exhibitor will be required to replace, repair or otherwise assume all expenses for any defacement or injury of the premises or booth equipment caused by their exhibit or its representative(s).

17. All aisles must be kept clear of exhibits, interviews, demonstrations; distribution of literature, etc. must be made within the exhibitor’s space only.

18. Booths must be able to pass Fire Marshall’s inspection and for this reason non-flammable materials are recommended.

19. Neither the Independent Record, nor the Gateway Center shall be required to perform any term, condition or covenant in this lease so long as such performance is delayed or prevented by Acts of God, strikes, lockouts, materials or labor restrictions by any governmental authority, civil riot, floods, or any other cause not reasonably within the control of the Independent Record or Gateway Center and which by the exercise of due diligence the Independent Record or Gateway Center is unable, wholly or in part to prevent or overcome.

20. An 8’ x 2 1/2’ table and 2 chairs are provided. Table coverings or additional tables are the responsibility of the Exhibitor.

21. Exhibitor’s booth must be staffed by representatives during all show hours.

22. Exhibitor must, at its own expense, keep its booth clean, rugs vacuumed, products dusted, and displays in good order.

23. Set up will be on Thursday, March 27, 8-11 a.m. No entrance or setup into the Gateway Center before this time.

24. Exhibitors are prohibited from tearing down booth prior to 6 p.m. March 27.

25. Exhibitors must remove all garbage from booth area after show breakdown.

26. Exhibits not removed by 9 p.m., Thursday, March 27, will be subject to late removal, force labor, and storage fees.

27. VIOLATIONS: Any exhibitor breaching or in violation of any of the above Rules and Regulations shall upon oral notification by the Independent Record or Gateway Center forthwith comply with such Rules and Regulations. If the oral warning is not heeded and violation of the terms and conditions of these regulations on the part of any exhibitor continues, right is hereby given the Independent Record to terminate the lease to occupy space at its option, and the Independent Record may enter and take possession of the space occupied by the exhibitor and the exhibitor shall pay all expense in connection with such removal and all damages which the Independent Record or Gateway Center may incur; and forfeit all money paid or due to the Independent Record on account thereof.