A Douglas County-wide Event for "All Things Senior Related"

Community Partner/Sponsor Packet

Senior Life EXPO

Because it's all about loving life in the second half!

Thursday, June 30, 2022
1:00-5:00 PM
Douglas County Events Center

500 Fairgrounds Road in Castle Rock

FREE to the Public

Sponsored by the Castle Rock Senior Activity Center

2323 Woodlands Blvd., Castle Rock, CO 80104 303-688-9498

Website: castlerockseniorcenter.org / Email: CRseniorcenterevents.com

DEADLINES

May 1st 2022 Partner/Sponsor Registration Deadline
(for primary advertising & first level promotion)

June 1st, 2022: Final Registration Deadline

Senior Life EXPO
Because it's all about loving life in the second half!

EVENT TIMETABLE

Booth Set-Up Begins: 11:00AM

Event Hours: 1 to 5 PM

20 min. Sponsor Presentations

2 Session On The Half Hour from 1:30 to 4:30 PM

Dear Senior Advocate,

Plans for our **8th Annual Senior Life Expo** are well underway for **Thursday, June 30, 2022** at the *Douglas County Events Center.* Please consider joining us as a **Community Partner/Sponsor** as we host an engaging day presenting ***"All Things Senior"!*** By working together to provide a wide variety of resources, personally connecting with others and extending our sincere gratitude and compassion for our senior adult community, lives will be enriched and challenges met for all concerned. Partners can present their programs and services geared toward senior needs to all visiting guests.

Community Partner/Advertising/Presenter Sponsor Registration is Now OPEN

First Level and Primary Advertising Partner Registration—*Deadline: Sunday, May 1st.*
Final Registration For All—*Deadline: Wednesday, June 1st.*

Booth rental rates and specifics are posted within this packet. Government services, service organizations, and small non-profits (501(c)3 required) may rent a booth at a reduced rate *(which does not include a returning vendor booth discount).*

Due to Covid highs and lows in 2020 & 2021, our Senior Life Expo events were either cancelled or hosted at minimum capacities. Last year we saw 250+ walk through the doors seeking information. We believe more than ever having experienced the recent challenges in our community, senior interest will be heavy, attendance will be high and our networking resources gained through this event will provide a more secure life for the senior adult community and their loved ones. Together as we provide answers with compassionate care and understanding, it is all possible because of the wonderful senior advocates who partner with us. Our event will follow all TriCounty Health and Douglas County Covid restrictions and guidelines at the time of our event. We will remain poised to make adjustments however extreme should a rise in the virus take place and public safety be at risk. Our event will include an open floorplan established through Event Center guidelines at the maximum capacity up to 100 Partner booths, open attendance, Partner presentations and demonstrations. Booths will be 10'x10' with an open space of 10' between and in isleways to accommodate a safe flow of guest traffic and social distancing.

Partner, Sponsor and Presentation Sponsor registration are offered on a first-come, first-serve basis so please be sure to register as soon as possible as booths are in high demand. Please note: Only one exhibitor/ Community Partner per agreement is allowed in your booth. We sincerely hope you will join us! Feel free to pass this information along to senior advocates within your network and share with your mailing lists and clients inviting them to attend even if you are unable to become a Community Partner or Sponsor.

If you have any concerns or questions, please feel free to contact us.

Stacey Fahrenbruch — Events/Project Coordinator
Debbi Haynie — Executive Director
Bob Halvorson — Executive Vice-President

Castle Rock Senior Activity Center 303-688-9498 CRseniorcenterevents@crgov.com

www.castlerockseniorcenter.org

Community Partner and Sponsor Information

What you will receive as a Community Partner

- *10'x10' booth in the Events Center with black backdrop, a 6-ft table, 2 chairs and unlimited wireless connection (Partner will supply tablecloth and all materials)*
- *Your name and phone number by category in the Senior Life Expo Program Booklet each attendee will receive. We also continue to pass these out throughout the year as resource guides.*
- *Promotion of the event in print and online publications. Posters can be picked up to promote within your facility/organization & a digital version to promote event online*

Advertising Sponsor Community Partner

- *All the Community Partner benefits*
- *Highlighted as a Sponsor in Program Book and in promotional items.*
- *Advertisement in the Senior Life Expo Program Booklet*
  (Specs will be supplied after registration confirmation and Sponsor will supply camera-ready artwork
- *Due May 1st by close of day*

Presentation Sponsor Community Partner (Only 12 Sessions Offered)

- *All the Community Partner and Advertising benefits*
- *A 20-minute breakout session presentation in a separate room to educate, inform or promote your organization (Presentation details to be arranged after confirmation)*

PRICING

Business Partner

Corner Booth: $250

Interior Booth: $200

Returning Business Partners receive a $25 discount

Government, Service Org. or small Non-Profit (501(c)3) Partner

Booth: $125

Advertising Sponsor

Booth rental + $50

Presentation Sponsor

Booth rental + $100

Additional optional add-on fees

Senior Life Expo Thursday, June 30, 2022
1:00PM-5:00PM at Douglas County Events Center

Community Partner
Advertising Sponsor
Presentation Sponsor

Registration Form
(February 2022)

To reserve booth space, please complete this agreement and return along with your registration fee by email, mail or in person (see below). Email to: CRseniorcenterevents@crgov.com. Fax 303-814-1035 or stop by.

Please note, PAYMENT MUST ACCOMPANY this Registration Form:

Name : _____

Name : _____

Company/Organization:_____

Street Address: _____

City/State/Zip Code: _____

Best phone to reach you: _____

Email: _____

Phone # for Program Book listing: _____

Description of services offered: _____

_____

Circle up to 3 categories for your listing in the Program Booklet which will be given to each participant. Final categories to be determined by Senior Life Expo Committee.

Adult Day Care
Alternative Health
Cultural and Recreation
Disabled Services
Emergency Services
Financial Services
Food Resources
Funeral/Cremation /Cemetery
Government Programs
Health Care Provider
Health Screenings
Home Health Agency
Home Safety/Accessibility /Repair
Hospice Agency
Housing Assistance
Housing - Assisted Living
Housing - Ind. Living
Housing - Memory Care
Insurance Providers /Services
Legal Services
Long Term Insurance
Medical Aids & Devices
Medical Services
Mortgages and Lending
Moving Services
Realty
Rehab. Facility
Senior Activities/Volunteer
Senior Assistance or Services
Senior Center /Programming
Senior Organization
Service Organization
Support Resources
Transportation

We hereby acknowledge that we have read event rules and regulations and it is agreed that these are a part of the agreement. No agreement other than those contained here-in shall be binding upon the parties unless in writing and signed by the Castle Rock Senior Activity Center event organizers.

_____ _____
Authorized Signature of Exhibitor Date

_____ _____
Castle Rock Senior Activity Center Event Representative Date

Senior Life EXPO
Because it's all about loving life in the second half!

Registration:

Registration begins: February 1st, 2022

Deadline to be included in 1st printing of promotional materials: May 1st, 2022

Final deadline to register: June 1st, 2022

No registrations will be accepted without payment. First-come, first-serve basis.

Please note:

We do not offer exclusive rights to any of our participating partners. We reserve the right to limit the quantity of partners per category.

Only one exhibitor/community partner per agreement. Booths may not be shared by partners

Community Partner/Sponsor Registration

Businesses:
- ❑ Corner Booth $250
- ❑ Interior Booth $200

❑ Returning Partner/Sponsor Discount: (-$25 if you were registered as a partner in 2021)

Booth Rental $_____

Government/Service Organization/Small Non-Profit (501(c)3 required):
- ❑ Booth $125

Booth Rental $_____

Partner/Sponsor level:
- ❑ Community Partner
- ❑ Advertising Sponsor - Additional $50
- ❑ Presentation Sponsor - Additional $100

Sponsor Fee $_____

Add-on Options:
- ❑ Electricity $20
- ❑ Additional Table $15
- ❑ Additional Chair $5
- ❑ Sponsor Ad Graphic Design $50

Add-On Fee $_____

TOTAL REGISTRATION FEE: $_____

Payment Options (required to register):

❑Cash ❑Check #_____ ❑Charge

Card # _____

Expire _____ CVV #____ Zip Code _____

OFFICE USE ONLY

*Date Received:*_____ *Received by:*_____

Paid By: Check[ ] Cash[ ] Charge[ ]

*Entered date:*_____ *Confirmation sent:*_____

Community Partner Rules & Regulations

Thursday June 30, 2022
1:00PM-5:00PM at Douglas County Events Center

Registration

Only one Exhibitor/Community Partner per agreement.
Community Partners may be businesses, government services, service organizations, or small non-profits (501(c)3 required) that offer services specific to senior citizens. The Event Committee reserves the right to restrict registration for those who do not meet these specifics. Special rates apply to government programs, service organizations and small non-profits only. Registration is available on a first-come, first-serve basis, until booths are filled.

Assignment of Space and Sponsorships

Booth assignments will be made by the Event Committee. We do not offer exclusive rights to any of our participating vendors. We reserve the right to limit the quantity of vendors per category.

Installation/Tear Down - Care of Exhibit Space

Booths must be set-up and ready for opening by 1:00PM (Partners/Sponsors may check in at 11:00 AM). Exhibitors have until 6:00PM to completely vacate booth space. *No one will be allowed to take down exhibits until after the official closing of the show at 5:00PM with NO exceptions* (doing otherwise will forfeit the right to enter future shows). Each exhibitor must have an attendant present at all times, keep spaces clean and in good order.

Unoccupied Spaces

If the exhibitor fails to occupy the space assigned to them by 12:30PM the day of the event, fails to comply in any other respect pertaining to the terms of this agreement, the Event Committee has the authority to use such space in any manner.

Limitations

Booths are 10 x 10 ft and include one 6-ft table, two-chairs and a backdrop curtain. You will need to bring your own tablecloth, decorations and all other materials. Exhibits shall be installed so as to not extend beyond the space allotted. Booth workers must stay within the perimeter of the booth; no soliciting in the aisles. Distribution of printed matter, souvenirs or other articles must be restricted to the space of the exhibit. No individual public address systems or flammable materials will be permitted (no open flames allowed). Music or audio-visual sound must not be audible outside of the booth/table area. Painters tape or gaffer tape are the only acceptable adhesive for all surfaces (floor, walls, table, etc.). Unused space must be kept clear so as to adhere to Covid guidelines and social distancing efforts.

Parking

Exhibitors must park in designated parking areas after unloading, until time to tear down. You will be supplied with a loading/unloading and parking map showing the lots for our Partners and Volunteers. Shuttles will be running between the front doors and parking lots. Absolutely NO PARKING will be allowed in the fire lanes as you will be towed at your own expense.

Liability

The Castle Rock Senior Activity Center cannot guarantee exhibitors against loss or damage of any kind. Booths are offered with the understanding that the exhibitor will hold the Castle Rock Senior Activity Center harmless from any or all liabilities for any cause. The Castle Rock Senior Activity Center shall not be responsible for any loss, damage or injury that may occur to the exhibitors, their employees or property from any cause whatsoever prior to, during or subsequent to the event. Periods covered by the exhibit agreement and the exhibitor, upon signing the agreement expressly release the Castle Rock Senior Activity Center and all claims for any loss, damage or injury.

Eventualities

In case of facility damage caused by unforeseen elements or any other circumstance that shall make it impossible for management to permit the contracted space to be occupied by the exhibitor, this agreement shall terminate immediately. The exhibitor shall waive any claim for damages or compensation except the prorate return of the amount paid for space rental.

Advertising

The Event Committee will advertise the event through various media avenues. In addition, exibitors are asked to share promotional materials (which will be emailed and can be picked up) with constituents to promote the event.