

- CHESTER – March 15, 2012
- N. LANCASTER – May 8, 2012
- DAUPHIN – May 30, 2012
- YORK – September 19, 2012
- CUMBERLAND – October 23, 2012
- LANCASTER – November 6, 2012

Please complete separate form for each county you are participating in.

APPLICATION AND AGREEMENT

COMPANY INFORMATION:

Company Name: _____

Contact for EXPO: _____
(Will receive EXPO updates)

Company Name as it should appear in print: _____
(This is the name that will appear on signage and the EXPO Guide)

Address: _____ City: _____ State _____ Zip: _____

Phone: _____ Alternate Phone: _____ Fax:* _____

Website Address _____

Email:* _____ Alternate Email: _____

To ensure that you receive all 50plus EXPO updates and announcements, please add kshaffer@onlinepub.com to your safe sender list.

Would you like to receive 11"x17" 50plus EXPO Posters by mail? Yes No

SPONSORSHIP / EXHIBITOR FEES:

- Travel Sponsorship \$10,000
- Health & Wellness Sponsorship \$7,500
- Gold Sponsorship \$5,000
- Silver Sponsorship..... \$3,000
- Automotive Sponsorship \$2,500
- Visitor Bag Sponsorship \$2,500
- Bronze Sponsorship..... \$1,500
- Exhibitor Space \$695
- EXHIBITOR SPACE - EARLY BIRD PRICING \$595**
\$100 OFF the \$695 price if paid by 1/31/12 for spring EXPOs; 6/30/12 for fall EXPOs
- Electric Hook-Up \$50
- Link from 50plus EXPO website to your website \$50

Sponsorship/Exhibitor Fees.....Subtotal \$ _____

EXPO GUIDE ADVERTISING RATES:

- Full Page Ad (10.375"w X 12.5"h).....\$1,740
- 1/2 Page Ad Horizontal (10.375"w X 6.125"h)\$1,100
- 1/2 Page Ad Vertical (5"w X 12.5"h)\$1,100
- 1/4 Page Ad (5"w X 6.125"h)\$584
- 1/8 Page Ad Horizontal (5"w X 3"h).....\$312
- 1/8 Page Ad Vertical (2.5"w X 6.125"h)\$312
- Spot Color add'l \$75
- Full Color (full page) add'l \$375
- Full Color (half page or less) add'l \$200

EXPO Guide Advertising Rates+ Subtotal \$ _____

= TOTAL \$ _____

ADDITIONAL MARKETING OPPORTUNITIES:

I would like to offer: Door Prize (valued at \$10 or more) Description: _____ Value: _____

Health Screening: _____

Door Prizes and/or Health Screenings will be highlighted in the EXPO Guide.

* 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 On-Line Publishers, Inc. and its affiliated services.

   Card # _____ Exp. Date _____

Authorized Signature _____ Printed Signature _____

Check – Enclosed (Completed Application and Agreement must accompany check)

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COMPANY: _____

Exhibit Space:

Space contracted for herein may not be transferred, assigned, sublet, or shared with others without written permission of On-Line Publishers, Inc.

Exhibits must be set up by 8:30 a.m. on the morning of the EXPO, unless extenuating circumstances make this impossible and permission is received from On-Line Publishers, Inc. two weeks prior to the 50plus EXPO. All exhibitors must be present no later than 7:30 a.m. Space must be occupied and attended during all hours of the 50plus EXPO. Exhibits must remain intact until the close of the 50plus EXPO at 2 p.m. **A \$200 fee will be charged for early dismantling and departure.** Dismantling must be completed by 5:00 p.m. on the day of the EXPO.

Each booth will be provided with and separated by dividing drapes at sides and rear. Eight-foot-high draperies will be provided across the back wall of each booth and three-foot-high drapes will be used at the sides. No attachments may be made to draperies. Exhibits shall be installed so they do not extend beyond the space leased. Upon the request of On-Line Publishers, Inc., exhibitors will be required to purchase sufficient space to accommodate their display equipment, tables, etc., to avoid excessive congestion in the aisles or interference with the displays of other exhibitors.

Exhibitors shall maintain their displays in a quiet and orderly manner. Exhibits that include the operation of musical instruments, audio/video equipment, PA systems, etc., shall maintain their displays in a manner not to disturb exhibitors in close proximity.

Exhibitor is responsible for any damage to building caused by its exhibit, employees, or agents. Posting or fixing signs, banners or booths to any permanent wall, woodwork, floor or other permanent portion of the building is prohibited without the express written permission of On-Line Publishers, Inc.

To the fullest extent permitted by law, Exhibitor agrees to defend, indemnify and hold harmless On-Line Publishers, Inc., its officers, directors and employees from any and all claims, demands, suits or causes of action which arise out of or are proximately caused by negligent acts or omissions of Exhibitor, its employees or agents, or caused by the Exhibitor's display or materials.

On-Line Publishers, Inc. does not guarantee or agree to protect Exhibitor against loss of any kind. Exhibitor recognizes and agrees that in entering this Agreement, it is not relying on or expecting On-Line Publishers, Inc. to provide any type of security or protection against loss or damage of any kind, and Exhibitor hereby waives any claims or causes of action relating to any such loss or damages. On-Line Publishers, Inc. reserves the right to reject any exhibitor candidate or exhibitor's display materials it deems inappropriate for its customer base.

It is understood, in the event Exhibitor fails to comply with any of the terms of this Agreement, On-Line Publishers, Inc. reserves the right to terminate this Agreement, in which case Exhibitor shall immediately remove from Exhibit Hall, at Exhibitor's expense, its exhibit, employees, and agents. On-Line Publishers, Inc. has the right but not the obligation to remove or cause same to be removed at Exhibitor's expense if Exhibitor fails to do so immediately, and Exhibitor hereby waives and releases any and all causes of action or claims of any nature arising out of such removal, and all payments previously made by Exhibitor to the 50plus EXPO shall be forfeited and retained by On-Line Publishers, Inc. without further obligation to Exhibitor.

If for any reason On-Line Publishers, Inc. determines to cancel or terminate the 50plus EXPOs which you have contracted to participate in by this agreement, the Exhibitor waives all claims the Exhibitor might have against On-Line Publishers, Inc. for damages or expenses and agrees to accept in complete satisfaction and discharge of all claims against On-Line Publishers, Inc., the Exhibitor's pro-rata share of the total amount paid by all Exhibitors less all costs and expenses incurred by On-Line Publishers, Inc. in connection with the 50plus EXPO, including a reserve for future claims and expenses in connection herewith.

The Exhibitor agrees the charge for Exhibitor space(s) reserved in advance has been made in consideration of Exhibitor using and paying for all space(s) reserved. The Exhibitor shall not be relieved from such payment by failure to use such reserved space for any cause whatsoever.

Advertising:

The Exhibitor agrees the charge for advertising space reserved in advance has been made in consideration of Exhibitor using and paying for all space reserved. The Exhibitor shall not be relieved from such payment by failure to use such reserved space for any cause whatsoever. It is agreed the space reserved hereunder may be used only by or on behalf of the Exhibitor herein named and the Exhibitor's privileges shall not be used directly or indirectly for the promotion of any business, person, or organization other than the Exhibitor.

On-Line Publishers, Inc. reserves the right at its absolute discretion, at any time, to cancel any advertising order or reject any advertising copy.

All restriction, including without limitation, positioning, separations, facing, editorial adjacencies, or other stipulations, are at the sole discretion of On-Line Publishers, Inc.

The Exhibitor agrees if war, an act of God or of a government agency, shortage of paper, production problems or other extraordinary circumstances render performance of this Agreement by On-Line Publishers, Inc. a hardship or onerous, On-Line Publishers, Inc. shall have the right to cancel this Agreement without penalty. The Exhibitor agrees On-Line Publishers, Inc. shall not be liable, nor shall this contract be subject to termination, for any loss or damage sustained by the Exhibitor resulting from typographical errors, wrong insertions or omissions in whole or in part. In cases where On-Line Publishers, Inc. has caused a typographical or advertisement error or omission, On-Line Publishers, Inc.'s liability to the Exhibitor shall not exceed the amount charged the Exhibitor for the advertisement.

The Exhibitor acknowledges a business relationship with On-Line Publishers, Inc. and, as such, consents to the receipt of fax, email and other communications and offerings from On-Line Publishers, Inc. and its affiliates.

WE HEREBY CONTRACT FOR SPONSORSHIP/EXHIBITOR SPACE/ AND AGREE TO COMPLY WITH THE <i>EXHIBITOR AGREEMENT</i> .	
BY: _____ Authorized Signature	DATE: _____
WE HEREBY CONTRACT FOR ADVERTISING SPACE AND AGREE TO COMPLY WITH THE <i>EXHIBITOR/ADVERTISER AGREEMENT</i> .	
BY: _____ Authorized Signature	DATE: _____