



Sunday May 18, 2014
11 am – 4 pm

**Vancouver Hilton Hotel
& Convention Center
301 W 6th Street
Vancouver, WA 98660**

For over 20 years we've offered businesses the opportunity to meet face-to-face with active, healthy and independent 50-plus individuals and their families. Join us for another successful year providing products, services, and resources to our community! Last year approximately 2,500 people were in attendance.

This event supports the Human Services Council's Retired and Senior Volunteer Program. Our mission is "To connect the wisdom, experience, and talents of volunteers with opportunities to enrich the quality of life for themselves and their communities." Help us meet our goal of saving Clark County non-profits 2.5 million dollars.

WHAT ARE OUR AUDIENCE DEMOGRAPHICS?

- **Age:** Under 45 (1%) 45-55 (4%) 55-65 (27%) 65-75 (44%) Over 75 (24%)
- **Gender:** Male (27%) Female (73%)
- **Income:** Less than \$20K (22%) \$20K-\$40K (28%) \$40K-\$60K (30%) \$60K-\$80K (10%) Over \$80K (10%)
- **Residence Location:** Vancouver (78%) Other Clark County (16%) Oregon (6%)
- **Made a purchase at the show, or will be purchasing or contacting an exhibitor in next three months:** 73%
- **Would attend this show again:** 99% **Would encourage others to attend the show:** 99%

WHAT DO EXHIBITORS SAY ABOUT OUR EVENT?

"The Expo enables my business to market to my target audience and I receive contacts all year long. Advertising dollars very well spent! Thank you for another great year!"

"We have participated for several years and find it is the best senior focused event in the greater Vancouver/Portland area."

"This event gives us the most exposure to our demographic of any that we do in Vancouver. The goodwill that we gain from this event is immediately felt as so many seniors there comment on how much they appreciate and love us."



"The community members who attended the event were wonderful! This was a great outlet to advertise our services."

"People there RAVED about how well executed this was. We have already had MULTIPLE people come in due to having spent some time at our booth."

NEW! EXHIBITOR REFERRAL PROGRAM - Spread the word about the Connections Expo!

Do you know any businesses missing out on the opportunity to participate in this exciting event? If your answer is yes, share your successful experience with them. Referrals are a valuable part of our event and we want to thank you for your help in introducing us to community businesses like yourself!

- **Referral Reward:** You will receive (1) Thank you gift bag day of the event (2) FREE ad in Volunteer Voice Newsletter (3) logo on Expo Website.
- **How do I participate?** Confirmation of your referral credit will be considered after the Connections Expo receives the following: 1) Registration and payment from you as an exhibitor 2) Registration and payment from a FIRST TIME exhibitor 3) Registration of FIRST TIME exhibitor must mention they found out about the event from you. A confirmation email will be sent once eligibility has been met.
- **Eligibility:** Eligible referrals do not include companies that have exhibited in our past shows; this referral program is for new exhibitors only. Current exhibitors can receive one referral credit per year.

PARTICIPATION LEVELS  BENEFITS 	Home Based Business (\$125) <i>small business with no store front. Verification may be requested.</i>	Exhibitor (Non-Profit \$150 & Profit \$275) <i>*non-profits may be asked to verify 501c3 status</i>	Bronze Sponsor \$650	Silver Sponsor \$1000	Gold Sponsor \$3000	Platinum Sponsor \$5000
	Exhibit at Event <i>(Includes: 6-foot table, covering, & two chairs.)</i>	One Table	One Table	One Table	Two Tables	Three Tables
Name in Guide**	•	•	•	•	•	•
Hyperlink on Expo website	•	•	•	•	•	•
Logo on Expo Website			•	•	•	•
Marketing item on Advertising Table						•
Name on Advertising			•	•	•	•
Logo on Poster & Ads					•	•
Inclusion on Bingo Card*			•	•	•	•
Ad in Expo Guide**			One-eighth page ad (\$176 value)	One-fourth page ad (\$352 value)	One-half page ad (\$704 value)	Two-third page ad (\$1056 value)
Logo & hyperlink on Human Services Council Website			•	•	•	•
Ad in Volunteer Voice Newsletter					• (One-fourth page)	• (One-half page)
Signage in Event Lobby (provided by sponsor)						•
Wireless Internet	\$25	\$25	•	•	•	•
Location Selection (Must be chosen if you want electricity.)	\$50 (first come first served)	\$50 (first come first served)	• (first come first served)	• (first come first served)	• (first come first served)	• (first come first served)
Volunteer Hospitality Room Access					• 2 wristbands	• 10 wristbands

*The Bingo Card is an exciting incentive for attendees to have their card stamped and entered in the grand prize drawing. This activity encourages a steady flow of traffic to your exhibit area throughout the day.

**The Messenger has a 15,000 circulation. Registration and ad must be received by April 10, 2014. Ad sizes: One-eighth page ad (5" x 3 7/8" or 2.375"x7 7/8"); One-fourth page ad (10.25" x 3 13/16" or 5" x 7 7/8"); One-half page ad (10.25" x 7 7/8" or 5" x 16"); Two-third page ad (7.625"x16")

Connections Expo - Registration & Contract

(A letter of confirmation will follow when registration is received. Payment must be received before the event.)

Sponsor/Exhibitor Name: _____

Representative Name: _____ Phone: _____

Email: _____ Fax: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Website: _____ Type of Product/Service: _____

How did you find out about event: _____ RETIREMENT CONNECTION _____

I was referred by another exhibitor/sponsor. Name: _____

PARTICIPATION LEVELS:

_____ (#) Home Based Business at \$125 each \$ _____
_____ (#) Business Exhibits at \$275 each \$ _____
_____ (#) Non-Profit Exhibits at \$150 each \$ _____
_____ Bronze Sponsorship (\$650) \$ _____
_____ Silver Sponsorship (\$1,000) \$ _____
_____ Gold Sponsorship (\$3,000) \$ _____
_____ Platinum Sponsorship (\$5,000) \$ _____
_____ Other (must be pre-approved by Expo Staff) \$ _____

EXTRA FEATURES:

_____ Location Selection (\$50) \$ _____
(FREE FOR SPONSORS) Once your registration is received, an expo staff member will email you the exhibitor layout.
IMPORTANT: YOU MUST SELECT THIS OPTION TO ACCESS ELECTRICITY. (ELECTRICITY IS AVAILABLE ON A FIRST COME FIRST SERVED BASIS. YOU MUST CHOOSE A TABLE THAT IS IDENTIFIED AS HAVING ELECTRICAL ACCESS BASED ON THE MAP.)
_____ Wireless Internet Connection \$ _____
(\$25 for Exhibitors) (Free for Sponsors)
Please note if you do not request Internet on your registration the Hilton charges \$50 plus tax the day of the event.)

Marketing:

Please mail me _____ (#) posters.

Special Activities:

_____ I have special health screenings, activities, demonstrations, etc. happening at my table. Please include in advertising: _____

Comments:

PAYMENT OPTIONS

CHECKS

PAYABLE TO: Human Services Council

MAIL TO: Human Services Council

201 NE 73rd Street, Suite 101 Vancouver, WA 98665

PAYPAL

Available upon request. A processing fee will be included. Please inquire for additional information.

Total \$ _____

The exhibitor/sponsor agrees that upon review and acceptance by the Retired and Senior Volunteer Program, this registration will become a contract between the exhibitor/sponsor listed above and the Human Services Council. The exhibitor/sponsor and its representatives agree to abide by the Terms and Conditions of this registration and contract for exhibit space and/or sponsorship. Payment must be received before participation in the event.

X _____
Exhibitor/Sponsor Signature

X _____
Retired & Senior Volunteer Program Representative Signature

Phone: 360.735.3682 E-mail: jeannep@hsc-wa.org Fax: 360.694.6716 Website: www.50plusconnectionsexpo.com
Mailing Address: Human Services Council - Connections Expo, 201 NE 73rd Street, Suite 101 Vancouver, WA 98665

CONNECTIONS EXPO TERMS & CONDITIONS

The Connections Expo is an event produced by the Retired and Senior Volunteer Program, a program of the Human Services Council. All matters not covered in these conditions are subject to the decision of the Human Services Council.

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LIABILITY—The exhibitor is entirely responsible for the space registered and shall not injure, mar or deface the premises. The exhibitor shall not drive, nor permit to be driven, any nails, hooks, tacks or screws in any part of the building. Exhibitor shall not affix to walls of building any advertisements, signs, etc, with materials other than non-commercial Velcro. All signs and advertisements must stay in the confinement of the area of your table space (6 x 6 foot regular exhibitor space). Passing out information beyond the area of your exhibit is prohibited. The Exhibitor agrees to reimburse the facility for any loss or damage to the premises or equipment occurring in the space leased to the exhibitor.

PARTICIPATION – The contracted space is to be used solely by the Exhibitor whose name appears on the contract and no portion can be sublet or assigned.

The Retired and Senior Volunteer Program reserves the right to refuse participation to any exhibitor and/or sponsor it sees fit.

BOOTH DISPLAY— All exhibits include a 6’ covered table and two chairs. Sponsorship of the Expo may include additional tables and space and is noted in each of the sponsorship packages.

Exhibits must be set up by 10:45 a.m., Sunday morning unless extenuating circumstances make this impossible and permission is received by the Connections Expo Management two weeks prior to Expo. Space must be occupied and attended during all hours of the event. Exhibits must remain set up until the close of the event at 4 p.m. Exhibits and all materials must be removed immediately following the expo.

The aisles, passageways, and overhead spaces remain under the control of the Management and no signs, decorations, banner, advertising material or exhibits, will be permitted in those areas except by permission of the Management. All exhibits and personnel must remain within the confines of their own spaces and no Exhibitor shall erect signs or display products obstructing the view, occasion injury or disadvantageously affect the display of other Exhibitors.

Exhibitors shall maintain their displays in a neat and orderly manner. Exhibits that include the operation of musical instruments, audio video equipment, etc., must be arranged so as not to disturb adjacent exhibitors and their patrons. Boxes and/or literature are not to be piled up at the booth in an untidy manner and must be disposed of following the event by the exhibitor.

The Human Services Council reserves the right to restrict or remove exhibits, without refund, that may have been falsely entered, or may be deemed by the management unsuitable or objectionable. Offenders will be asked to leave the area if any of the above is violated; and as an exhibitor offender no refund will be given.

THEFT—We wish to provide the tightest security possible for the protection of your exhibit properties, however, the Retired and Senior Volunteer Program, Human Services Council, Hilton Hotel and Convention Center, nor our insurance company are financially liable for losses or mysterious disappearances of any kind.

CANCELLATION POLICY—Refunds, less \$50 handling fee, will be issued to cancellations in writing received at the Human Services Council 45 days prior to the event.

BOUNCED CHECKS—If payment in the form of a check has insufficient funds or the check is cancelled, the Human Services Council will charge a \$40 NSF fee in addition to the original amount of the check. Future payments will only be accepted by cash or money order.

CONSENT TO USE OF EXHIBITOR'S LIKENESS - Exhibitor hereby consents to Human Services Council’s royalty-free use of visual and audio reproductions of the Exhibitor and its employees and exhibit(s) including without limitation recordings, photographs, video tapes, films and other images or likenesses for the purpose of the Human Services Council’s advertisement and promotion of this and future shows.

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Neither the Human Services Council, our sponsors, our exhibitors, nor the Hilton Hotel and Convention Center, will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor’s employees or property from any cause whatsoever. The exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

The contract contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.