

# 2019 SENIOR & CAREGIVER EXPO Vendor Kit

October 22, 2019  
8:30 am to 1:00 pm

Cargiver Training  
9:00 am to 12:00 pm

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Life Church  
2223 N. Washington Ave  
Cookeville, TN 38501

Dated Material Enclosed

Please take a few moments to examine the contents and forms inside.  
If you are not the person responsible for setting up your exhibit,  
please pass this along to appropriate staff. Thank you!

## **CHECKLIST & DEADLINE DATES**

Dear Vendor:

We are pleased you will be joining us for the Seventeenth Annual Senior Expo. This Vendor Kit includes service forms and general information to help you better organize for the event.

<b>SECTION / PAGE</b>	<b>DEADLINE DATE</b>	<b>COMPLETED</b>
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### **Section A, Pages 3-7: FORMS**

Platinum Registration Form.....	September 3, 2019.....	<input type="checkbox"/>
Platinum Payment Due.....	October 4, 2019.....	<input type="checkbox"/>
Gold Registration Form .....	October 4, 2019.....	<input type="checkbox"/>
Gold Payment Due.....	October 11, 2019.....	<input type="checkbox"/>
Silver Registration Form.....	October 14, 2019.....	<input type="checkbox"/>
Silver Payment Due.....	October 18, 2019.....	<input type="checkbox"/>
In-Kind Registration Form.....	October 11, 2019.....	<input type="checkbox"/>
Materials for bags Due.....	October 14, 2019.....	<input type="checkbox"/>
For Insurance Companies, CMS Regulation Form Due with Registration Form.....		<input type="checkbox"/>

### **Section B, Pages 8-15: GENERAL INFORMATION**

General Information .....	Read ASAP .....	<input type="checkbox"/>
Exhibit Rules .....	Read ASAP .....	<input type="checkbox"/>
Display Standards .....	Read ASAP .....	<input type="checkbox"/>
Security Tips .....	Read ASAP .....	<input type="checkbox"/>

### **Section C: OUTREACH & MEDIA GUIDE**

Outreach & Media Kit ( <i>emailed separately after registration</i> ) .....	<input type="checkbox"/>
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If you have any questions, please call 931-476-4143 or email [cfarless@ucdd.org](mailto:cfarless@ucdd.org), to speak with Clare.

Sincerely,

Clare Farless  
Family Caregiver Coordinator

## Section A: FORMS

## Registration Form Links

Dear Vendor:

We have emailed you the link to register online. Please copy the appropriate link below if you have not received one by email. For help with online registration, you may contact Clare Farless at [cfarless@ucdd.org](mailto:cfarless@ucdd.org).

### SPONSORSHIP LEVELS

**\$550 Platinum Sponsorship:** receives one to two tables (main sanctuary of church, kids church, or hallway), a logo banner to be displayed outside, logo to be displayed on church tv screen, your business materials (due when fees are paid or no later than Oct 5th) will be placed in each bag handed out to attendees as they enter the event (up to 3 printed materials can be submitted), two to four lunches, recognition in program, listed in newspaper articles, and on the UCDD's Facebook page.

Platinum Registration Form Link:

<https://forms.gle/mFnrh6B6Di4q8n7>

**\$225 Gold Sponsorship:** receives option of table at event, a logo displayed in gold sponsors' exhibit space outside, your business materials (due when fees are paid or no later than Oct 10th) will be placed in each bag handed out to attendees as they enter the event (up to 3 printed materials can be submitted), two lunches, recognition in program, and on the UCDD's Facebook page.

Gold Registration Form Link:

<https://forms.gle/mLhaqFW6dw4NvK746>

**\$125 Silver Sponsorship:** receives one table in exhibit and two

lunches. Silver Registration Form Link:

<https://forms.gle/22zZ92dge453Npx68>

**In-Kind Sponsorship:** receives one table. Lunch is available for purchase.

In-Kind Registration Form Link:

<https://forms.gle/P3aUKvK7ZV5XQgX76>

### Door Prize Donation Form

**Make Your Company Name  
Synonymous with FUN ...  
*donate door prizes!***

**DEADLINE DATE: October 14, 2019**  
USE YOUR STAMP OR LABEL FOR  
CONVENIENCE IN FILLING OUT  
THIS FORM.

Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Phone (    ) \_\_\_\_\_  
Fax (    ) \_\_\_\_\_  
E-mail \_\_\_\_\_

Completing this form serves Management notice that you agree  
to be contacted by mail, phone, fax and/or e-mail.

#### **Door Prizes accomplish so much!**

- They excite attendees – everyone wants to win something.
- They provide additional exposure to your products and services.
- They turn new customers into repeat customers – they have to have more!

So, think of your door prize donation as an investment in bigger, better sales and make your company synonymous with FUN. Start planning what great gifts you want to provide NOW.

Yes, count on us for the following door prizes:

1. Prize Description: \_\_\_\_\_
2. Prize Description: \_\_\_\_\_
3. Prize Description: \_\_\_\_\_

**Please return** a copy of this form after completing your online registration form – we will have a Door Prize area designated for winners to pick up their prize. Each attendee receives a ticket at the registration table.

**PLEASE DO NOT KEEP YOUR DOOR PRIZES AT YOUR BOOTH.**

#### **And the winner is ... YOU!**

Door prizes are awarded throughout the event. Door prize donors are asked to place their contact information on the door prize. Attendees always comment on the generosity of door prize donors.

**A staff member will be by your booth the morning of the event to gather your door prize  
or you may take it to the door prize booth.**

**PLEASE MAKE A COPY FOR YOUR RECORDS**

**\*\*\*This form must be completed by all insurance companies and returned with the registration form.\*\*\***

CMS Regulations on Educational Events  
70.8, 42 CFR 422.2268(1), 423.2268(1)

**Definition:**

An educational event is an event designed to inform Medicare beneficiaries about Medicare Advantage, Prescription Drug or other Medicare programs and does not include marketing (i.e., the event sponsor does not steer, or attempt to steer, potential enrollees toward a specific plan or limited number of plans).

**Materials:**

Materials distributed or made available at an educational event must be free of plan-specific information, (including plan- specific premiums, co-payments, or contact information), and any bias toward one plan type over another.

**Examples of Acceptable Materials and Activities for Plans/Part D Sponsors (or their representatives):**

- A banner with the plan name and/or logo displayed
- Promotional items, including those with plan name, logo, and toll-free customer service number and/or website. Promotional items must be free of benefit information and consistent with CMS's definition of nominal gift.
- Respond to questions asked at an educational event.

**The bottom section needs to be initialed by the Plans/Part D Sponsors (or their representatives) agreeing to not do the following:**

- \_\_\_\_\_ Discuss plan-specific premiums and/or benefits.
- \_\_\_\_\_ Distribute plan specific materials.
- \_\_\_\_\_ Distribute or display cards, scope of appointment forms, enrollment forms, business reply cards, or sign-up sheets.

- \_\_\_\_ Set up individual sales appointments or get permission for an outbound call to the beneficiary.
- \_\_\_\_ Attach business cards or plan/agent contact information to educational materials, unless requested by the beneficiary.
- \_\_\_\_ Advertise an educational event and then have a marketing/sales event immediately following in the same general location
- \_\_\_\_ Have participants sign up for door prizes at your table by gathering contact information.

By signing below, you agree that this event does not include any sales activities and is not considered by CMS to be a sales/marketing event. If found in violation of CMS rules for an educational event, you will be asked to immediately leave the event, will forfeit your booth registration fee, and will be reported to CMS for violating marketing guidelines.

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**Plans/Part D Sponsors or Representatives Signature**

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**Date**

## **Section B: GENERAL INFORMATION**



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## **GENERAL INFORMATION**

**EVENT** Life Church  
**LOCATION:** 2223 N. Washington Ave  
Cookeville, TN 38501

### **EVENT HOURS:**

#### **Monday, October 21**

Early Booth Set-up ..... 1:30 pm – 4:00 pm

#### **Tuesday, October 22**

Booth Set-up ..... 7:00 am – 8:30 am

Exhibit Hours ..... 8:30 am – 1:00 pm

Caregiver Training ..... 9:00 am – 12:00 pm

(Schedule subject to change)

### **Booth Sponsorship Packages:**

**Platinum Sponsorship:** receives one to two tables (main sanctuary of church, kids church, or hallway), Lunch for two to four people, a logo banner to be displayed outside, logo to be displayed on church tv screen, your business materials (due when fees are paid) will be placed in each bag handed out to attendees as they enter the event (up to 3 printed materials can be submitted), recognition in program, listed in newspaper articles, and on the UCDD's Facebook page

**Gold Sponsorship:** receives option of table (two lunches included) at event, a logo displayed in gold sponsors' exhibit space outside, your business materials (due when fees are paid) will be placed in each bag handed out to attendees as they enter the event (up to 3 printed materials can be submitted), recognition in program, and on the UCDD's Facebook page.

**Silver Sponsorship:** receives one table in exhibit space and two lunches.

**In-Kind Sponsorship:** limited scholarships available for nonprofits and other organization will be centered on a one on one bases. They will receive one table in exhibit space. Lunch available to purchase.

**Booth  
Decoration  
&  
Engagement**

Each booth is invited to participate in the Senior & Caregiver Expo's booth decoration contest. This year's theme is "*A Day at the Show* **'Connect, Create, Contribute!'**" with a emphasis on a recognizable TV, Movie or Game Show.

**Decorations:** Decorations should be TV, Movie or Game show themed, with all costumes and decorations remaining fun and tasteful. Be prepared to offer candy and/or small prizes for your booth activity.

**Activities:** If possible, incorporate hands on activities to encourage attendee engagement. To increase interaction, consider offering prizes for active participants.

**Electric:** If electric is needed for your booth, please indicate on registration form.

**Lunch &  
Refreshments:** Please indicate on registration form how many lunches your table(s) will need. AAAD staff will start delivering lunches to your table at 11:30 am.

**Removal of  
Exhibits:** All exhibits must remain intact until the official closing hour/move-out time of **1:00 pm**. Early packing is prohibited. Exhibitors must maintain their exhibits until that time. Exhibits must be completely dismantled by 3:30 pm.

### **EMERGENCY PROCEDURES**

Emergencies and disasters are unpredictable and can strike without warning. Preplanning and preparing for effective emergency action will benefit everyone involved in our expo. Failure of advance emergency preparation may result in injury or death to personnel, loss or damage of facilities, property and equipment. Everyone should make an effort to do their part in any given emergency situation. The following are only suggestions:

#### **ACCIDENT**

1. Do not move the injured or ill person. Try to make them comfortable.
2. Notify the Registration Desk/AAAD Staff at once.
3. Immediately following the situation, give a full report to Management.

#### **FIRE - EXHIBIT HALL**

1. Upon discovery of a fire, immediately notify the Facility or a AAAD staff personnel so that emergency procedures can be initiated.
2. Never attempt to extinguish a fire before notifying Facility or AAAD staff.
3. Make every attempt to protect yourself, other exhibitors, attendees and property.
4. DO NOT PANIC. DO NOT CAUSE PANIC IN OTHERS.
5. Cooperate with any directive given by Facility or AAAD Personnel.
6. If evacuation is necessary, please cooperate as quickly as possible. Clear yourself of the building. Do not attempt to re-enter the building until an "ALL CLEAR" is issued by the authorities. Once approval is given, exhibitors will be permitted to re-enter the building, then attendees.

### **EXHIBIT RULES**

1. **ELIGIBILITY:** AAAD reserves the right to accept or deny any applicant to the Expo.
2. **PROMOTION/PHOTOGRAPHY:** Pictures/video will be taken at the Senior Expo for the promotion of the event and may be used on social media, UCDD's website, submitted to media outlets, etc. Exhibitors grant the AAAD permission to use such pictures/videos in any and all of its publications, including web-based publications, without payment or other consideration.
3. **SPACE RENTAL BASIC PACKAGE:** Included in the space rental basic package are: all services and equipment as stated in the space package and promotional advertising.
4. **PAYMENTS AND REFUNDS:** All applications for space must be accompanied with appropriate payment to be valid, and total payment must be received before registration deadline or space can be reassigned. Full payment is required the day of the expo. Unpaid exhibitors will not be permitted to set up or move in until paid in full. If assignment of space cannot be made, deposits will be refunded. Deposits will not be refunded after assignment of space has been made. All notices of exhibit space cancellation must be submitted to Management in writing and will be officially dated when received by Management. Cancellations may be accepted at the sole discretion of Management. Under all circumstances, Management retains the right to sell any space canceled by exhibitor.
5. **SPACE ASSIGNMENTS AND LOCATIONS:** Assignments are made on a first-come, first-paid basis. Space assignment will be made with consideration for the individual's preference to location as much as possible but in keeping with the best interest of the expo. It is advisable that exhibitors inform Management of any company or exhibit from which they wish to be kept separated, so Management will know of the situation. Assignments are made with due regard for the total expo and it is to be understood that the Management's assignments are final. Management reserves the right to change the floor plan if deemed necessary in the best interest of the expo.
6. **SUBLETTING OF SPACE:** Exhibitors will display only merchandise regularly sold by them. No space may be shared or sublet. Failure to list and pay fees for any and all merchandise displayed by exhibitors shall be deemed cause for cancellation of space.
7. **CANCELLATION OF CONTRACT:** In the event of cancellation of the Expo due to fire, strikes, acts of God, government regulations, or any cause beyond control, the Management shall determine an equitable basis for the refund of such portion of Publicity and Exhibit Fees as possible, after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of the Management.
8. **LIABILITY:** All property of the exhibitor is to remain under the control of the exhibitor, subject to the rules and regulations of the exposition. It is advised that exhibitors carry an insurance rider policy to cover exhibits and samples against loss and damage. This and also liability insurance should be discussed with your own insurance broker. Exhibitors should use prudence in the care of their samples while at the expo and not leave their merchandise unattended during expo hours, and, during move out, keep all merchandise within their space area and consolidate their display as much as possible to ensure, in the confused nature of move-out time, that merchandise is not misplaced.

Exhibitors are responsible to carry public liability insurance against injury to the person and property of others and to insure exhibit material against damage or loss.

AAAD and their respective officers, agents and employees expressly disclaim any and all liability for any loss, damage, or injury to person or property sustained by an exhibitor, his agents, or any other person, caused by fire, theft, water, accidents or any other manner, whether caused by an act or failure to act, either intentionally or negligently caused by conduct of AAAD and their respective officers, agents and employees or by a party or parties other than AAAD. By submitting the registration form the exhibitor agrees to fully indemnify and hold forever harmless AAAD and their respective officers, agents and employees for any loss, damage or injury sustained by an exhibitor or any other person caused by fire, theft, water, accidents or any other manner resulting from the act or failure to act of the undersigned exhibitor, his agents or employees, or by any other party or parties.

8. FIRE REGULATIONS: All fire regulations must be adhered to in accordance with the local fire department and Fire Underwriters specifications. All display materials, including props, decorations and all fabrics or other material used for decoration or covering of tables, risers, etc., must be flameproof and electrical equipment must meet specifications of all codes. All building electrical connections and disconnections must be obtained through the hotel and approved electricians.

All wiring must meet specifications. Exhibitors shall not allow their displays to block view or access to safety equipment. Any demonstration or device using any type of combustible fuel, with or without an open flame, must be cleared with the building and fire authorities before it can be brought into the exposition facility.

Each exhibitor is charged with the knowledge and compliance of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the expo.

9. EXHIBITS: The exhibit should be such that it does not interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video, sensory or physical means. Exhibitor's own signs can be used but must be inside space area.

The use of music licensed under ASCAP or BMI is prohibited. This includes most popular music. Be aware that ASCAP or BMI has the right to impose stiff fines and legal costs on exhibitors using licensed music. The expo will not assume any such fines or costs. Any fines and fees imposed on Management due to the use of licensed music by an exhibitor will be billed to the offending exhibitor.

Promotions, such as models, booth personnel, materials and catalogs must be consistent in dress and nature with the dignity and image of the exposition, and costumed personnel must be confined to inside the respective spaces.

No animals, reptiles, birds, rodents or insects will be allowed on premises.

The booth design and exterior must be suitably furnished or covered by the exhibitor. Display must be adequate enough to support exhibitor's samples and so constructed as to be sturdy enough to not collapse, nor be such that display leans or rests against an adjacent space.

Exhibitors are to display in only the space allocated to them. No other area of the exhibit hall or other gathering place of the attendees can be used in any way.

Displays must be set up and ready by the opening hour of the expo. Exhibits must be staffed during expo hours.

Exhibitor should make arrangements to pack at the end of the exhibit hours and make sure to have personnel remain with the display until it is finally packed. Any merchandise or items left at the expo will be considered abandoned.

10. **CONDUCT:** It is a violation of Expo Rules for an (uninvited) exhibitor to enter another exhibitor's booth at any time. Exhibitors are prohibited from photographing by any means another exhibitor's booth without permission of that exhibitor.

No exhibitor shall sponsor any special event off expo premises during show hours that could effect expo success.

Early packing is prohibited. Every exhibitor agrees to keep his exhibit open during published hours and is bound by these rules and regulations to not dismantle his exhibit until published closing time on the last day.

11. **RESERVATIONS OF RIGHTS:** Management reserves the right to demand release of space before or during the expo for failure of exhibitors or their representatives to conform to the rules and regulations or failure to pay all space rental costs; to reallocate space at any time; to offer requested space when available; to make space assignments; to reject any and all applications as this is a closed expo and displays and products must conform to the general nature of the expo and be compatible with the character and objective of the exposition. Management reserves the right without written notice to amend these rules, regulations and conditions or to issue additions as it deems necessary for the good and well-being of the expo.

It is Management's responsibility to establish rules or guidelines while allowing the greatest flexibility within each exhibit. The exhibitor's responsibility is to "be a good neighbor" while displaying his product or service. Review the following guidelines and please use them in developing your display so you maximize the impact of your exhibit and "be a good neighbor."

12. **SOUNDS:** Police your own booth to be sure the noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.



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## **SECURITY TIPS ON SAFEGUARDING YOUR BOOTH**

### **DO'S**

1. Try to be on site when your product is being delivered to your booth.
2. Conduct a physical inventory after your product has been delivered, noting any missing or damaged items.
3. When setting up your booth, place your products within visible vicinity.
4. After setting up your booth, conduct a visual inventory of your product and the way in which it is displayed.
5. Store any excess product or give-aways either with the decorator or in a locked cabinet.
6. Either carry laptop computers (or similar equipment) with you, or store them in a locked cabinet.
7. Utilize overnight security storage if available.
8. Cover your displays with a tarp or other non-see-through material; it creates a mental block to any perpetrator.
9. When arriving in the morning, go directly to your booth to prevent any early personnel from free shopping in your booth.
10. During the start of move-out, please stay with your booth until you pack it.
11. At the closing of the expo, don't leave your booth immediately; spend some time in your booth until the floor clears. This is one of the premium times during which theft occurs.
12. Display your product in such a way that it is not accessible from outside your booth during the event.
13. Blocking the entrance to your booth prior to leaving provides a mental barricade to any perpetrator. Use either caution tape or place chairs at the entrance.
14. Try to greet anyone that comes into your booth as this will send a signal that you are aware of their presence; this will discourage any perpetrators from attempting to steal.
15. Obtain proper insurance coverage for your goods, including transit to and from the expo site.

### **DON'TS**

1. Leave your product scattered all over your booth.
2. Forget to account for your product when it is delivered to your booth.
3. Put any valuables in areas with easy access.
4. Leave electronic equipment on tables, shelves or in other areas without securing it during non-event hours.
5. Leave your booth unattended to go shopping on the floor during event time.
6. Allow yourself to become less aware of persons approaching or leaving your booth during the event.
7. Leave purses or briefcases on tables near the entrance of the booth or in an unattended blind spot.
8. Leave any prototype product unsecured in your booth.
9. Secure any purses, briefcases, or valuables behind drapes or underneath tables. This is the first place that any perpetrator will be targeting.
10. Leave your booth unattended during lunch time. Work out a schedule between you and your co-workers to stagger your lunches.