

2017 GFAF Expo Exhibitor Rates & Details

CONTACT INFO: Tina Ferruolo, Director of Sales | 630-796-5120 | tina@glutenfreemg.com

To complete your order, fill out & sign pages 2-3, email to Tina, and save a copy for yourself. Space will not be reserved until payment and paperwork is received.



Booth Size & Features	Item In Gift Bag*	Authors & Non-Profits	Intro Exhibitor Booth**	Standard Exhibitor Booth	Bronze Sponsor
4' table		✓			
5' wide x 10' deep booth			✓		
10' x 10' booth				✓	
Corner 10' x 10' booth					✓
One 4' skirted table, chair, trash can, ID sign			✓		
One 6' skirted table, chair, trash can, ID sign				✓	✓
Other Sponsorship Features					
Inclusion on Meet the Sponsors Page					✓
Item in Expo gift bag*	✓				
Item in Sponsor Showcase					✓
E-Newsletter Logo Inclusion					✓
20% off Custom e-Blasts					✓
Logo on Expo signage					✓
Logo on website sponsor listing					✓
Logo on website exhibitor listing		✓	✓	✓	✓
Number of name badges		2	2	3	4
Number of comp. Expo passes		5	5	5	5
Show Rate		\$50	\$500*	\$800	\$1,750
Gift Bags – One product OR one piece of printed material	\$1,000				
Gift Bags – One product AND one piece of printed material	\$1,500				
Select a Corner Booth				Add \$150	
Bronze Sponsorship Opportunities		Author Area Sponsorship	Non-Profit Area Sponsorship	Hand Sanitizer Stand Sponsorship	

* Items provided for gift bag must be peanut/tree nut/coconut free. See page 2 for details. ** Intro Exhibitor Booth only available to first-time exhibitors.

For additional sponsorship opportunities, please contact your sales representative.



Interested at speaking at one or more events?

Visit our website for a form and we will be in contact with you shortly.

[Click to view the presenter registration form](#)

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Exhibitor Information

Company Name (As you'd like it listed for the Expo) _____

Primary Contact _____
Full Name Email Address

Social Media/Marketing Contact _____
Full Name Email Address

Billing Address _____
Street Address Apt # / PO Box

City State Zip / Postal Code Country

Phone _____ Website _____

Twitter URL _____ Facebook URL _____

Referred By _____
Name Company

Promoting the Expo?

If you have a brick and mortar location within 100 miles of the Expo, may we send you a poster to advertise the event? If yes, please indicate # of print materials to send.

If you'd like them sent to an address different from above, list here:

Number of posters (11"x17" size)

Name Badges

Provide 3 names for name badges, or 2 if you're a non-profit or author. If you need additional badges, the fee is \$20 per badge (indicate quantity below.) If no names are provided, you'll receive 3 generic badges. Deadline for name submittal is four weeks pre-event.

Number of additional badges (More than three are \$20 each)

Product Description

Please let us know what you will be exhibiting at the Expos.

Mandatory Information

Are your products gluten free?

YES NO

- Products at our Expos must be certified gluten free **OR** tested at less than 20 ppm
- You may only bring gluten free products into the event
- If your products are not certified gluten free, please provide proof that they test at less than 20 ppm. Visit www.elisa-tek.com for laboratory testing services and diagnostic kits. Mention GFAF Expo for a 10% discount.
- Please submit your gluten free certification or testing paperwork with your registration form. **Your paperwork will not be processed until with have proof that your products are gluten free.**

Are your products peanut/tree nut/coconut free?

YES NO

In order to exhibit in the Peanut/Tree Nut/Coconut Free Area, your product must fit the following requirements, and **paperwork must also be submitted confirming the facility is peanut/tree nut/coconut free.** Tree nuts include coconuts, almonds, cashews, pecans, pine nuts, pistachios, pralines, walnuts and more. Visit this site for a full list of tree nuts: <http://www.foodallergy.org/allergens/tree-nut-allergy>

If you are exhibiting in the Peanut/Tree Nut/Coconut Free Area:

- All products featured at the Expo must be peanut & tree nut free, with a thorough inventory of ingredients
- All products must be manufactured in a dedicated peanut free & tree nut free facility
- All accompanying items sampled with your product must be manufactured in a dedicated peanut & tree nut free facility

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Exhibitor Location(s)

Select the city(s) you would like to participate in below. **Registration at three or more cities gets a 10% discount. Five or more cities gets a 15% discount.** If you pay your entire bill upfront, your discount will be applied immediately. If you pay per show, your entire discount will be applied to the last show location. See next page for exhibitor location requirements.

Southern California Show
San Diego, CA - February 11 & 12

Expected attendance:
2,500 consumers

Midwest Show
Schaumburg, IL - April 22 & 23

Expected attendance: 6,000
consumers

Southern Atlantic Show
Atlanta, GA - May 20 & 21

Expected attendance: 2,500
consumers

Southwest Show
Glendale, AZ - June 24 & 25

Expected attendance: 2,500
consumers

New England Show
Worcester, MA - July 22 & 23

Expected attendance: 3,000
consumers

NY Metro Show
Secaucus, NJ - October 14 & 15

Expected attendance: 3,500
consumers

Southern Show
Dallas, TX - October 28 & 29

Expected attendance: 3,000
consumers

Northern California Show
San Mateo, CA - November 18 & 19

Expected attendance: 2,500
consumers

Booths & Sponsorships

You can find Expo rates and sponsorship package details on page 1.

Include Item in the Expo Gift Bag
Product must be peanut/tree nut/coconut free. See page 2 for details

Author or Non-Profit Table

Intro Exhibitor Booth
Only available to first-time exhibitors.

Standard Exhibitor Booth

Corner Exhibitor Booth

Bronze Sponsorship

Payment Information

Space will not be reserved until payment and paperwork is received. Once Exhibitor Registration is received, an invoice will be sent allowing you to pay by e-check, Mastercard, Visa, American Express or Discover. For International payments please contact michelle@glutenfreemg.com. Other payment options include:

- Wire transfer - Please include a \$25 service charge.
- Check - Send checks to:
Gluten Free Classes, LLC
900 Ogden Ave. #132
Downers Grove, IL 60515

A 50% non-refundable deposit is required to reserve a booth. Full payment must be received 10 weeks before the event or space will be relinquished. All signed contracts are binding regardless of payment. However, a specific exhibit space location will only be assigned when the signed contract and payment are received. No refunds will be issued.

Additional Requirements Checklist

Please include with your application:

A copy of your liability insurance with at least one (1) million coverage and the following listed as an additional insured:

Gluten Free Classes, LLC
900 Ogden Ave. #132
Downers Grove, IL 60515

A JPEG of your logo
Sized to fit 250px wide x 120px tall)

High resolution logo
(For Bronze sponsorships and higher)
An EPS, Illustrator or high res Photoshop file (at least 5" at 300dpi)

Gluten free certification or testing paperwork. Your registration will not be processed until with have proof that your products are gluten free.

ALL PRODUCTS handed out at Expo booth must be gluten free. This includes promotional products such as lip balm.

Paperwork to exhibit in the Peanut/Tree Nut/Coconut Free Area or be included in the Expo Gift Bag
Paperwork confirming the manufacturing facility is peanut/tree nut/coconut free.

Gift Bag Requirement Checklist

If sending an item for the Gift Bags, please read and check off the following:

Include Item in the Expo Gift Bag Gift Bag items MUST be shipped to the advanced warehouse. Please label "Gift Bag Items" You are liable for all shipping and handling fees.

There are no peanuts, tree nuts or coconut in our product for the gift bags

Our product does not expire until a minimum of 30 days after the Expo

If sending multiple pieces of literature, they must be stapled together

Note to Nonprofits

Nonprofits that wish to collect donations of leftover food samples from exhibitors must obtain permission from show management prior to the Expo. Please contact Elizabeth at elizabeth@glutenfreemg.com for all food donations.

Registration Authorized By:

Name _____

Date _____

Signature _____

By signing above, I agree that I have read and agree to the Legal Terms & Conditions- See next page.

2017 GFAP Expo Exhibitor Registration

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Online Exhibitor Kits

Health Department Fees/Forms

Please be sure to check each city's Exhibitor registration page to see if any health department fees or forms are required.

Exhibitor/Sponsorship Registration Page

Each city has a different Exhibitor Packet and page with all details including hotel, health department, electric, wifi, etc. found by clicking the appropriate links below:

San Diego, CA

<http://gfafexpo.com/2017-san-diego-ca-exhibitor-kit/>

Schaumburg, IL

<http://gfafexpo.com/2017-schaumburg-il-exhibitor-kit/>

Atlanta, GA

<http://gfafexpo.com/2017-atlanta-ga-exhibitor-kit/>

Glendale, AZ

<http://gfafexpo.com/2017-glendale-az-exhibitor-kit/>

Worcester, MA

<http://gfafexpo.com/2017-worcester-ma-exhibitor-kit/>

Secaucus, NJ

<http://gfafexpo.com/2017-secaucus-nj-exhibitor-kit/>

Dallas, TX

<http://gfafexpo.com/2017-dallas-tx-exhibitor-kit/>

San Mateo, CA

<http://gfafexpo.com/2017-san-mateo-ca-exhibitor-kit/>

Legal Terms & Conditions

1. All signed contracts are binding regardless of payment. However, a specific exhibit space location will only be assigned when the signed contract and payment are received. No refunds will be issued.
2. All brands represented in a booth must be owned and operated by the exhibiting company. If you would like to have additional brands represented in your booth please ask your sales representative for additional information.
3. Special services including, but not limited to, shipping, electric, wifi and ice are not included in booth rental fees and must be ordered separately from the contractors listed on the Expo website. GFAP EXPO reserves the right to refuse contracts and return payments once all designated exhibit spaces are filled on a first-come, first-served basis.
4. Each exhibitor is required to provide show management with a certificate of insurance, which verifies that the exhibitor is covered for loss or damage to property and liability for personal injury. This policy must cover the dates of the show, including move-in and move-out. Absolutely no exhibit setup will be allowed until a certificate is on file with show management. Policy must list Gluten Free Classes, LLC as an additional insured.
5. Force Majeure: Gluten Free Classes, LLC should not be liable for delay or failure of performance with respect to this Subscription caused by an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond control of Gluten Free Classes, LLC ("Force Majeure Events"). In such event, Gluten Free Classes, LLC shall be entitled to retain such portion of the Contract Price as required to compensate Gluten Free Classes, LLC for expenses incurred up to the time of the Force Majeure Event.

More Marketing Opportunities!

Not everyone in the U.S. can make it to one of our Expos, but we have nationwide marketing solutions that are available to your company. Contact our Director of Sales, Tina Ferruolo at tina@glutenfreemg.com.



Find Me Gluten Free

A gluten free friendly restaurant finder

- Advertise your product or retail establishment on our app and/or website to reach over THREE MILLION gluten free consumers!

Visit findmeglutenfree.com



Custom eBlasts

A gluten free network of email subscribers

- Utilize our list of 200,000+ gluten free consumers and 1,600 gluten free bloggers
- Showcase your product and get reports on the number of opens and click-through rate

Visit glutenfreemg.com

Preferred Providers for the GFAF Expos

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To help you find the perfect company to meet your needs, it is our pleasure to provide you with this list to assist you in finding providers for our Expos. We do not endorse their work, but we have had many brands work with these companies in the past.

— The GFAF Expo Team

DEMO COMPANIES	San Diego	Schaumburg	Atlanta	Phoenix	Worcester	Secaucus	Dallas	San Mateo
Sample More Green Karen Sands karen@samplemoregreen.com	✓	✓	✓	✓	✓	✓	✓	✓
Busy Bee Promotions Mark Nelson mark@busybeepromotions.com	✓	✓	✓	✓	✓	✓	✓	✓
Heather Collins Marketing Heather Collins heather@hcollinsmarketing.com	✓	✓	✓	✓	✓	✓	✓	✓
Miru's Promotions Julie Seal julie@miruspromotions.com	✓	✓	✓	✓	✓	✓	✓	✓
SPN Sampling Jennie Coulthurst jennie@spnsampling.com	✓	✓	✓	✓	✓	✓	✓	✓
Natural Selection Promotions Penny Hemingway penny@naturalselectionpromotions.com	✓			✓			✓	✓
Direct Demos and Merchandising Alana Pedraza alana@directdemos.com		✓		✓			✓	✓
Atlanta Convention & Tradeshow Diona McKenzie dionamckenzie@atlantaconventionstaffing.com			✓					

Insurance Options

All exhibitors must provide a Certificate of Liability Insurance naming **Gluten Free Classes, LLC** as an additional insured. Our address is **900 Ogden Ave. #132, Downers Grove, IL 60515**. Certificate must be valid for the dates of the Expo(s) you are attending and Gluten Free Classes, LLC must be listed as an additional insured.

ACT Insurance	https://www.actinsurance.com/trade-show-insurance
DHC Insurance	http://www.dhcins.com/vendorins.htm
RainProtection Insurance	https://securevendorinsurance.com/RainProtection
Insurance 4 Exhibitors	https://www.insurance4exhibitors.com/index.html

Gluten Free Testing

If your products are not certified gluten free, please provide proof that they test at less than 20 ppm. Please submit your gluten free certification or testing paperwork with your registration form. Your paperwork will not be processed until with have proof that your products are gluten free.

Elisa-Tek
GFAF Expos Gluten Free Testing Form

<https://goo.gl/jTe5mq>