

# 2017 GFAP Expo Sponsor 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*	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Corner 10' x 10' booth		✓	✓		
Double corner 20' x 10' booth				✓	
Prime location double corner 20' x 10' booth					✓
One 6' skirted tables, one chair, trash can, ID sign		✓	✓		
Two 6' skirted tables, two chairs, trash can, ID sign				✓	✓
<b>Other Sponsorship Features</b>					
Item in Expo gift bag*	✓				✓
Door prize giveaways			✓	✓	✓
Social media posts			✓	✓	✓
Number of ad impressions on Find Me Gluten Free			25,000	50,000	75,000
Item in Sponsor Showcase		✓	✓	✓	✓
Inclusion on Meet the Sponsors Page		✓	✓	✓	✓
E-Newsletter Logo Inclusion		✓	✓	✓	✓
Logo on Expo signage		✓	✓	✓	✓
Logo on website sponsor AND exhibitor listing		✓	✓	✓	✓
Number of name badges		4	6	8	10
Number of comp. Expo passes		5	10	15	25
<b>Custom e-Blast Opportunities</b>					
<b>20% off</b> Custom e-Blasts		✓			
<b>One FREE e-Blast</b> if you sign up for <b>5 or more Expos</b>			✓	✓	✓
<b>50% off of an e-Blast</b> if you sign up for <b>3 or more Expos</b>			✓	✓	✓
<b>Show Rate</b>		<b>\$1,750</b>	<b>\$3,000</b>	<b>\$5,500</b>	<b>\$8,500</b>
<b>Gift Bags</b> – One product OR one piece of printed material	<b>\$1,000</b>				
<b>Gift Bags</b> – One product AND one piece of printed material	<b>\$1,500</b>				

\* Items provided for gift bag must be peanut/tree nut/coconut free. See page 2 for details.

## Sponsorship Opportunities

Additional signage signifying your sponsorship for an area will be featured for each Expo you sponsor. For t-shirts and gift bags, you must design, produce and ship all materials. See next page for details. We love creativity! Customization is available to those envisioning something different for their brand. Contact your sales rep for details.

### Bronze Sponsor

Author Area Sponsorship  
Non-Profit Area Sponsorship  
Hand Sanitizer Stand Sponsorship

### Silver Sponsor

Lanyards  
Branded Table Sponsorship  
Bathroom Sponsorship

### Gold Sponsor

Blogger Sponsorship  
*Only TX and AZ remaining!*  
E-Ticket Sponsorship  
Volunteer T-Shirts – **SOLD**  
Minimum 450 needed

### Platinum Sponsor

Gift Bags – **SOLD**  
Minimum 25,000 needed  
Classroom Sponsorship  
Kids Area Sponsorship  
Cooking Demo Area  
Photo Booth Sponsorship – **SOLD**



### 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](#)

# 2017 GFAF Expo Sponsorship Opportunities

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## Bronze Sponsor: \$1,750 per show

### Author Area Sponsorship

- Your brand will receive additional visual exposure
- Many consumers are looking for resources and information from Authors.
- Authors attend the Expos at the extremely reduced rate and we depend on sponsorship dollars to provide these services to the communities

### Non-Profit Area Sponsorship

- Your brand will receive additional visual exposure
- Many consumers are looking for resources and information from Non-Profits
- Non-Profits attend the Expos at the extremely reduced rate and we depend on sponsorship dollars to provide these services to the communities

### Hand Sanitizer Stand Sponsorship

This is an annual sponsorship, covering eight GFAF Expos in 2017. Your company logo will be displayed on all hand sanitizer stations throughout the event. Currently offer 4 stations at each event.

## Silver Sponsor: \$3,000 per show

### Lanyard Sponsorship

This is an annual sponsorship, covering eight GFAF Expos in 2017. Your company name and/or logo will appear on all Expo lanyards.

### Branded Table Sponsorship

Gain maximum exposure on all concession tables. Display company information, coupons and literature on all tables.

### Bathroom Sponsorship

Capture attendees attention by placing information on the stall doors, as well as the ability to place approved soap/lotion/toiletries at the sink area.

## Gold Sponsor: \$5,500 per show

### Blogger Sponsorship

Only available in Dallas and Glendale. This has been sold in the other cities.

Reach out to the Expo Blogger Team (15-30 bloggers per show) Pre and post Expo communication via email with the Blogger Team. Meet & Greet session in your booth with the bloggers before the Expo to promote your brand directly to the bloggers.

### E-Ticket Sponsorship

Your logo and recognition of your brand will be printed on all online tickets.

### Volunteer T-Shirt Sponsorship – SOLD

## Platinum Sponsor: \$8,500

### Gift Bags – SOLD

### Classroom Sponsorship

You have the ability to brand the room with items such as retractable banners, table cloths, coupons or literature on the class seats and items (as long as they are **nut-free**). This sponsorship also comes with the opportunity to be a presenter.

### Kids Area Sponsorship

This is a dynamic space that should be a creative area to promote your brand to families. Crafts, a reading area, treasure hunts, face painting, the options are endless. You will need to provide the activities and staff to run the area. This area needs to be **nut-free**.

### Cooking Demo Sponsorship

Our newest sponsorship! We will be offering cooking demonstrations in the Expo area. We are looking for a sponsor that can bring their own cooking demonstration area to be viewed by the attendees. Electrical fees will apply.

### Photo Booth Sponsorship – SOLD

This is prime real estate at the entrance of the Expo Hall. Create a branded step and repeat photo area for maximum brand exposure.



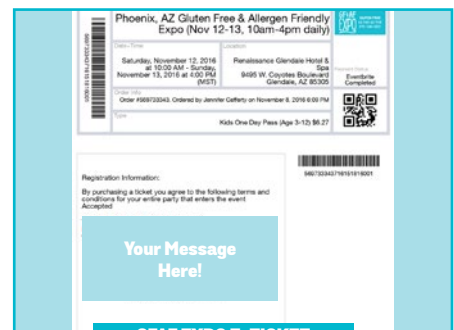
AUTHOR AREA



HAND SANITIZER STAND



PHOTO BOOTH



GFAF EXPO E-TICKET

# 2017 GF&AF Expo Sponsorship Features

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## Available Features for All Sponsorship Levels

### Item in Sponsor Display (at Attendee Expo entrance)

Increase your brand visibility. ALL sponsorship level can showcase their products at the entrance of the Expo. Attendees have the opportunity to view your products while they wait in line!

### Logo on website “Meet the Sponsors Page”

You will receive additional exposure on our Expo website. This includes your logo, a brief description of your company and links to your social media pages.

### E-Newsletter Logo Inclusion

Our e-newsletters are sent out to 300,000 consumers and your brand will be included before the Expo.



## Available Features for Bronze Level Sponsorship

### Custom eBlasts

Receive 20% off up to two eBlasts per calendar year

## Available Features for Silver, Gold & Platinum Levels

### Door Prize Giveaway (at Attendee Expo exit)

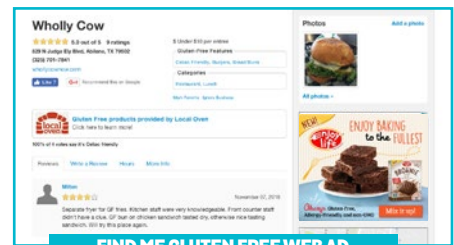
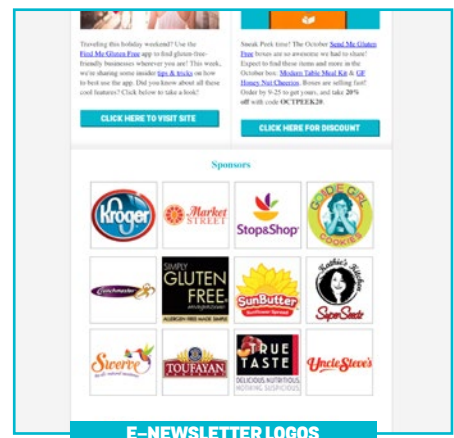
Silver, Gold & Platinum Sponsors can put an item of choice, gift basket, or high-value coupons at the Exit Survey Table. These products will be on display throughout the show and provide added visibility for your brand. Prizes will be raffled at the end of the show.

### Social Media Posts – Each participating sponsor will be receive:

- One boosted Facebook post on the GF&AF Expo Facebook page. The cost of the boosted post is included in your sponsorship.
- One promotional Twitter post on the GF&AF Expo Twitter page. The content of these posts are determined by our Media Relations Director. If you would like to suggest content for us to post on your behalf, contact [laura@glutenfreemg.com](mailto:laura@glutenfreemg.com)
- Inclusion in the Expo Facebook posts tagging all event sponsors as a group
- Inclusion in the Expo Twitter posts tagging all event sponsors as a group
- In addition, any tweet posted by the sponsor brand promoting the Expo will be retweeted by the GF&AF Expo

### Custom eBlasts

- One FREE eBlast if you sign up for 5 or more Expos. **Value: \$4,500**
- Fifty percent (50%) off of one eBlast if you sign up for 3 or more Expos. **Value: \$2,250**



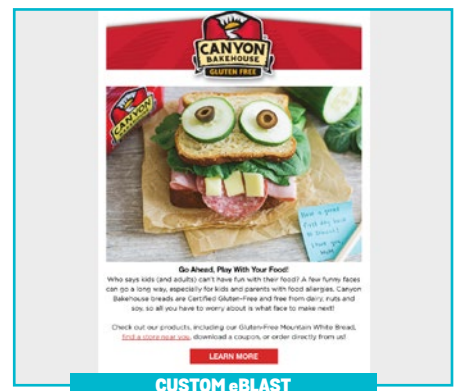
## Available Features for Platinum Level Sponsorship

### Item in Expo Gift Bag

Platinum Sponsors can put a product or coupon in our attendee gift bags for no additional fee. The item must be nut-free. **Value: \$1000 per show.**

### Find Me Gluten Free Impressions

- Silver Sponsors receive 25,000 FREE impressions per show. **Value: \$250**
- Gold Sponsors receive 50,000 FREE impressions per show. **Value: \$500**
- Platinum Sponsors receive 75,000 FREE impressions per show. **Value: \$750**



# 2017 GFAF Expo Sponsor Registration

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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](http://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.

Bronze Sponsorship

Silver Sponsorship

Gold Sponsorship

Platinum 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

## 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.**

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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. GFAF 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](mailto: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 [findme glutenfree.com](http://findme glutenfree.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](http://glutenfreemg.com)

# Preferred Providers for the GF AF 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 GF AF Expo Team

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

<b>ACT Insurance</b>	<a href="https://www.actinsurance.com/trade-show-insurance">https://www.actinsurance.com/trade-show-insurance</a>
<b>DHC Insurance</b>	<a href="http://www.dhcins.com/vendorins.htm">http://www.dhcins.com/vendorins.htm</a>
<b>RainProtection Insurance</b>	<a href="https://securevendorinsurance.com/RainProtection">https://securevendorinsurance.com/RainProtection</a>
<b>Insurance 4 Exhibitors</b>	<a href="https://www.insurance4exhibitors.com/index.html">https://www.insurance4exhibitors.com/index.html</a>

## 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**  
**GF AF Expos Gluten Free Testing Form**

<https://goo.gl/jTe5mq>