

2018 GFAF EXPO – Sponsor Rates & Details

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

To complete your order, please fill out & sign pages 4-5 and save a copy for yourself. To fill out this form electronically, use Adobe Acrobat or Adobe Reader and email to Tina. Otherwise, please print it, fill it out and send it back to Tina. 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 table, one chair, trash can, ID sign		✓	✓		
Two 6' skirted tables, two chairs, trash can, ID sign				✓	✓
Other Sponsorship Features					
Item in Expo gift bag*	✓				✓
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		✓	✓	✓	✓
Link to a URL of your choice in follow-up email to all Expo attendees		✓	✓	✓	✓
10% off online customer surveys		✓	✓	✓	✓
Number of name badges		4	6	8	10
Number of comp. Expo passes		10	15	20	25
Custom e-Blast Opportunities					
20% off Custom e-Blasts		✓	✓	✓	✓
One FREE e-Blast if you sign up for 5 or more Expos OR 50% off of an e-Blast if you sign up for 3 or more Expos			✓	✓	✓
Show Rate		\$1,750	\$3,000	\$5,500	\$8,500
Gift Bags – One product OR one piece of printed material	\$1,000				
Gift Bags – One product AND one piece of printed material	\$1,500				
Schaumburg Gift Bags One product OR one piece of printed material	\$1,500				
Schaumburg Gift Bags One product AND one piece of printed material	\$2,000				
* ITEMS PROVIDED FOR GIFT BAG MUST BE PEANUT/TREE NUT/COCONUT FREE. SEE PAGE 2 FOR DETAILS.					

Additional Naming Opportunities for Silver, Gold & Platinum Sponsors

See next page for details. 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. We love creativity! Customization is available to those envisioning something different for their brand. Contact your sales rep for details.

Silver Sponsor

- Author Area Sponsorship
- Non-Profit Area Sponsorship
- Lanyards
- Branded Table Sponsorship
- Bathroom Sponsorship
- Water Bottle Sponsorship
Available for San Diego, Glendale & Atlanta

Gold Sponsor

- Blogger Sponsorship
- E-Ticket Sponsorship
- Volunteer T-Shirts
Minimum 450 needed

Platinum Sponsor

- Gift Bags – **SOLD**
- Classroom Sponsorship
- Kids Area Sponsorship
- Cooking Demo Area
- Photo Booth Sponsorship



Interested at speaking at one or more events?

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

[Get Presenter Registration Form here](#)

2018 GFAF EXPO – Silver, Gold & Platinum Sponsor Opportunities

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Silver Sponsor: \$3,000 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

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.

Water Bottle Sponsorship

Provide your branded water bottles to Expo Attendees at our San Diego, Glendale & Atlanta shows. You can brand re-usable water bottles or pre-filled water bottles to be handed out to Expo attendees.

Gold Sponsor: \$5,500 per show

Blogger Sponsorship

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

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

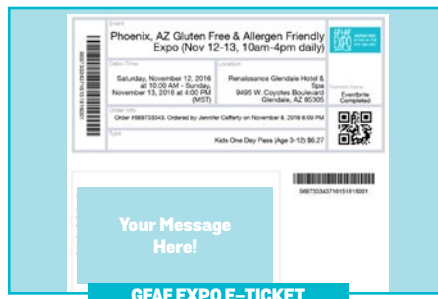
This is a dynamic space that should be a creative area to promote your brand to families. Crafts, a reading area, treasure hunts, face painting, the options are endless. You will need to provide the activities and staff to run the area. **This area needs to be nut-free.**

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

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



2018 GF&AF EXPO – Sponsorship Features

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Available Features for All Sponsorship Levels

Link to a URL of your choice in follow-up email to all Expo attendees

Following-up with Expo Attendees is paramount to completing the full GF&AF Expo experience. We will be sending out a follow-up email to all Expo attendees and your company will be able to provide a link to a webpage of your choice (special Expo landing page, store locator, online coupon, homepage, etc...)

10% off Online Customer Surveys

We have over 4,000 gluten free individuals who are very interested in taking surveys on behalf of our brands. "Data is King" today and we can help you gather the information you need about your brand. You will receive 10% off all online customer surveys for the calendar year.

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"

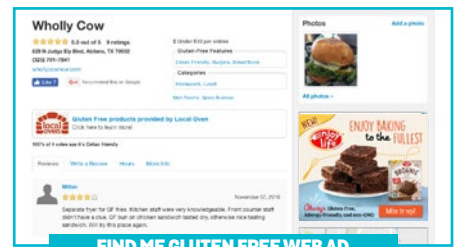
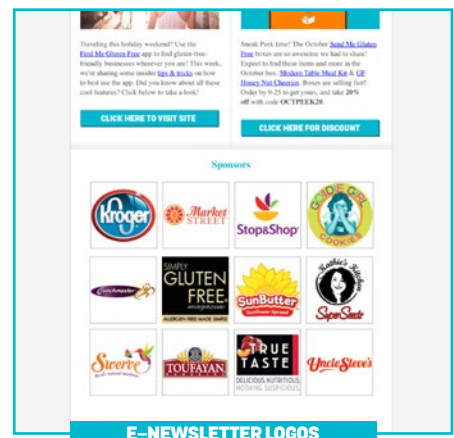
You will receive additional exposure on our Expo website. This includes your logo, a brief description of your company and links to your social media pages.

E-Newsletter Logo Inclusion

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

Custom eBlasts

Receive 20% off up to two eBlasts per calendar year



Available Features for Silver, Gold & Platinum Levels

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
- 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

- Sign up for 5 or more Expos and get one FREE eBlast **Value: \$5,500**
- Sign up for 3 or more Expos and get fifty percent (50%) off of one eBlast. **Value: \$2,750**

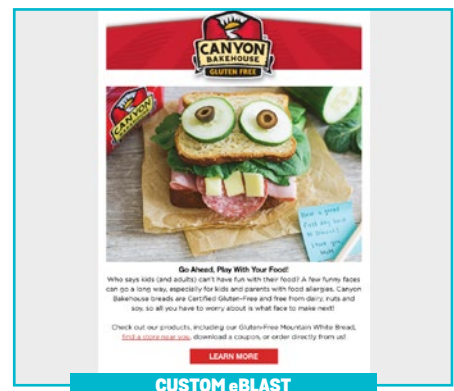
Available Features for Platinum Level Sponsorship

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: \$1,000 per show. Value: \$1,500 for Schaumburg 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**



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Exhibitor Information

Company Name
(For Expo Listing)

Company Website

NAME BADGES

Provide 3 names for name badges. 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.

PRIMARY CONTACT (Responsible for sharing all logistics with show staff, including Brand Ambassadors.)

Full Name

Email

BILLING INFORMATION

Address

Apt# or
PO Box

City

State

Zip/Postal
Code

Country

NUMBER OF ADDITIONAL BADGES
(More than ten are \$20 each)

Phone

SOCIAL MEDIA/MARKETING CONTACT

Full Name

Email

Twitter URL

Facebook URL

PRODUCT DESCRIPTION

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

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, please list in the space to the right:

NUMBER OF POSTERS (11"x17" size)

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.

<input checked="" type="checkbox"/> REGION/CITY/DATE	EXPECTED ATTENDANCE
Southern California – San Diego, CA – Feb. 10 & 11	3,000 consumers
Midwest – Schaumburg, IL – Apr. 7 & 8	6,500 consumers
Rocky Mountain – Denver, CO – Apr. 21 & 22	2,500 consumers
Southern Atlantic – Atlanta, GA – May 19 & 20	2,500 consumers
Southwest – Glendale, AZ – Jun. 23 & 24	2,500 consumers
New England – Worcester, MA – Jul. 21 & 22	3,000 consumers
NY Metro – Secaucus, NJ – Oct. 13 & 14	3,500 consumers
Southern – Dallas, TX – Oct. 27 & 28	3,000 consumers
Northern California – San Mateo, CA – Nov. 17 & 18	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

Expo Attendees Ad

Include an advertisement in the Expo follow-up email **sent to all attendees!** It's a good way to remind attendees about your brand & offer a discount code to **drive online sales.**

- Up to 6 ad spots available per email
- We will share an image of what the ad looks like prior to launch

Expo Attendees Ad – Locations: New Jersey or Chicago \$750

Expo Attendees Ad – All Other Locations \$500

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

Full payment must be received 8 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.

Late Fee Terms & Conditions: The Gluten Free Media Group charges 1.5% of interest per month after the payment due date. In order to avoid late fees, ensure that you pay your correct amount by your due date.

Additional Requirements Checklist

Please include the following materials with your application and check to make sure all requirements are fulfilled:

Check on-line Exhibitor Kits for any additional show requirements

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.

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

Registration Authorized By:

Please remember that the Primary Contact is responsible for sharing all logistics with show staff, including Brand Ambassadors.

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/2018-san-diego-ca-exhibitor-kit/>

Schaumburg, IL

<http://gfafexpo.com/2018-schaumburg-il-exhibitor-kit/>

Denver, CO

<http://gfafexpo.com/2018-denver-co-exhibitor-kit/>

Atlanta, GA

<http://gfafexpo.com/2018-atlanta-ga-exhibitor-kit/>

Glendale, AZ

<http://gfafexpo.com/2018-glendale-az-exhibitor-kit/>

Worcester, MA

<http://gfafexpo.com/2018-worcester-ma-exhibitor-kit/>

Secaucus, NJ

<http://gfafexpo.com/2018-secaucus-nj-exhibitor-kit/>

Dallas, TX

<http://gfafexpo.com/2018-dallas-tx-exhibitor-kit/>

San Mateo, CA

<http://gfafexpo.com/2018-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.



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 325,000+ 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

2018 GFAF EXPO – 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	Denver	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>