

**National Eventz, LLC**  
**2020 Life After 50 Expo - The Adventure Begins**

St. Paul RiverCentre

July 24th-26th

**EXHIBITOR REGISTRATION FORM**

Exhibitor space not reserved until payment is received along with receipt of signed 4-page Vendor Agreement and MN ST19 form.

Date Rec'd: \_\_\_\_\_  
..... By: \_\_\_\_\_  
.....Office use only

This registration form is a binding contract and **must be signed by an officer of the exhibiting company**. Registrations received after June 24th may miss publication deadlines. National Eventz management reserves the right to deny exhibit applications considered not appropriate for event.

Company Name: \_\_\_\_\_ Industry/Category: \_\_\_\_\_  
(as you want it to appear in event marketing) (i.e. Assisted Living, Financial Services, Medical Device)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Company Address: \_\_\_\_\_ Ste: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Company Email: \_\_\_\_\_

Description of booth display/products \_\_\_\_\_

**EXHIBIT BOOTH RESERVATION**

**(set-up times 11:00 a.m. to 1:30 p.m. July 24, 2020):**

Registration includes 10' x 10' booth, 6' table, 1 chair, table skirt and registration for 2 staff.

**2020 Exhibitor Space Rates**

**Exhibit Space \$9.00/sq. Ft**

**Main Aisle Premium \$200.00/10' on the aisle**

**Corner Premium \$150.00/ corner**

**\$100 late fee after April 30, 2020. No exceptions!**

**Electricity: \$110** per exhibitor in advance. \$150 the day of the event. – (additional charges may apply depending on amperage needs. Exhibitor is responsible for providing extension cords suitable for desired use.) **Order electricity from <http://www.rivercentre.org/exhibit>**  
Identify electrical equipment & electrical needs:

**Sponsorship:** Sponsorship provide extra recognition and attention for your organization, products and services. Sponsorships start at \$1500 for organization recognition. For more sponsorship information contact Noel Hammill, (612) 702-0711

We will exhibit the following products, materials, and/or services (only products listed may be exhibited & must have LA50 Management approval: \_\_\_\_\_

**PAYMENT:**  Check Enclosed (Make Payable to National Eventz, LLC)

Credit Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_ CVV: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

**Submit by: Mail: National Eventz, LLC 7558 Taylor Dr, Savage, MN 55378**

**Email: [nhammill@nationaleventz.com](mailto:nhammill@nationaleventz.com)**

I authorize National Eventz, LLC to process all payments on above credit card.  
 I have signed page 4 of this Agreement and completed MN ST19 – this **MUST** be received from all exhibitors even if no sales will be made.

Booth Registration  
\$9.00/sq. Ft Fee \$ \_\_\_\_\_  
  
Main Aisle \$200/10' Premium  
Space Fee \$ \_\_\_\_\_  
  
Corner \$150/corner  
Fee \$ \_\_\_\_\_  
  
Late Reservation \$100  
(after April 30) Fee \$ \_\_\_\_\_  
  
Sponsorship Fee: \$ \_\_\_\_\_  
  
Bingo (\$85): \$ \_\_\_\_\_  
  
**TOTAL: \$ \_\_\_\_\_**

**A 4% processing fee will be applied to all credit card payments.**

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**2020 Life After 50 Expo (LA50)** Enforcement of the Vendor Agreement serve to: 1. Protect the integrity of the LA50 2. Ensure compliance with laws, codes, ordinances, and contract with St. Paul RiverCentre and the City of St. Paul 3. Ensure that all exhibitors are treated consistently 4. The safety and security of all visitors/attendees to St. Paul RiverCentre and the LA50. 5. LA50 management and National Eventz, LLC reserves the right, in its sole and unfettered discretion to determine the eligibility of exhibitors and exhibits for the LA50.

### GENERAL BUILDING POLICIES

Decorations, signs, banners and similar materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, floors, walls, glass, stone, concrete surface, columns, painted surfaces, decorative walls, or **booth fabric**. St. Paul RiverCentre or LA50 event signage and/or graphics may not be obstructed in any manner. No holes may be drilled, bored, or punched in the building. **Contact Noel Hammill (612-702-0711) for sponsorship with prime signage/banner location opportunities.**

All building fire hoses, extinguisher cabinets, electric panels, and exits must be kept visible and accessible at all times.

Glitter, liquids, stickers, popcorn, sand, simulated snow, hazer/fogger machine, chewing gum and sticky candy giveaways, and confetti are prohibited. Pyrotechnics, flammable/combustible gases or liquids, hazardous chemicals/materials, blasting agents and explosives are prohibited. No open flames allowed. Use of flammable compressed gas cylinders is strictly controlled within the facility and prohibited.

Exhibitors are responsible for any and all damages done to St. Paul RiverCentre property, or equipment by their employees or their exclusive agents or materials during the event, including move-in and move-out. Exhibitor agrees LA50, National Eventz, LLC, St. Paul RiverCentre, and the City of St. Paul shall not be liable for any damage to St. Paul RiverCentre caused by an Exhibitor, their employees, contractors, or guests.

Tobacco, firearms, alcoholic beverages, and sexually explicit products may not be brought onto the show exhibit floor or onto St. Paul RiverCentre grounds, nor may they be advertised, marketed, distributed, displayed, or consumed on the Event floor, including smokeless/vaping products.

Exhibitor conduct must be respectful to all guests and fellow vendors. LA50, National Eventz, LLC, St. Paul RiverCentre, and the City of St. Paul reserves the right to eject or cause to be ejected from St. Paul RiverCentre any person or persons creating a discernible risk to the public health or safety for a period of time determined by St. Paul RiverCentre Management or LA50 Management staff. There will not be foul language used or swearing at any time. Any act or course of conduct, during or in connection with any event, which is reasonably calculated to be offensive to any religious or ethnic group is strictly prohibited.

### BOOTH SPECIFIC REGULATIONS

Exhibit space fees must be paid in full to LA50 and the ST-19 form must be signed before an exhibitor will be allowed to set up their booth. 2 people allowed per booth. **All Exhibitors MUST register at the event upon arrival prior to transporting materials/supplies to their booth for set-up. Exhibitor Booth set-up times are from 11:00 a.m. until 1:30 p.m. No booth set-up will be allowed after 1:30 a.m. No exceptions! .**

Booth decorations and displayed items must fit within the assigned floor space of a booth unless an additional booth space is requested. The back wall, including booth decorations and displayed items, may not exceed 8 feet high. Exhibit structures are not permitted to block the sight lines of adjacent booths. Exhibitors may not hang anything from the drapery back-drop as this may damage the fabric. Show management retains the exclusive right to determine type & amount of signage and displays in & around booths.

**Aisles and booth floor space should remain clear and free of obstruction.** Exhibitors' materials or booth furnishings may not extend into the aisles or into neighboring booths. Exhibitors may not use or display any materials that may pose a tripping hazard. Excess marketing materials and booth supplies must be stowed under tables or off the premises during open hours to attendees.

Exhibitors are prohibited from subleasing exhibit space to another organization.

No exhibitor will be permitted to produce or release odors, make excessive or loud noises, do demonstrations, or play recorded or live music that is overpowering or obnoxious. The LA50 Show Manager shall determine when an odor, noise, music, or behaviors are offensive and may require an exhibitor to cease producing said odor, noise, music, or behavior. Amplified music played within a booth must be pre-approved by LA50 Show Manager. Sales techniques and verbal/audio displays should be limited to a normal conversational volume.

Medications or supplements; prescription or over-the-counter, may not be distributed, sampled, or sold at LA50. Over-the-counter topical products such as creams, lotions, or cosmetics may be distributed as samples. Exhibitor agrees to assume all risk and liability associated with any such distribution.

No solicitation is allowed outside your rented booth space. Please help keep St. Paul RiverCentre neat. Notify LA50 management if a garbage can needs emptying or you see something that requires attention.

LA50 reserves the right to require exhibitors modify or remove exhibits or staff not in compliance with show rules. Exhibitor agrees to

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assume all costs associated with compliance, without recourse to LA50, National Eventz, LLC, or show management, or its agents. Exhibits are subject to on-site inspection. If your exhibit is out of compliance, all costs incurred for corrective actions will be exhibitor's responsibility. Determination of non-compliance is at the sole discretion of LA50 show management and St. Paul RiverCentre.

### **MEDIA: PHOTOGRAPHY, VIDEO, SOCIAL MEDIA, MUSIC RIGHTS FEES, & COPYRIGHTS**

LA50 management reserves the right to require an exhibitor to cease using live or recorded music if the exhibitor cannot provide documentation onsite showing satisfaction of BMI, SESAC or other copyright or royalty license fees. All BMI, SESAC or other copyright or use fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the exhibitor. Payment of the fees must be made by the exhibitor directly to the applicable licensing agency and a license may be required before playing/using copyrighted and/or recorded or live music. Exhibitor agrees that it shall be solely responsible for obtaining and payment of licenses that may be required to broadcast, perform or display any copyrighted materials, including, but not limited to music, video and software. Exhibitor indemnifies LA50, National Eventz, LLC, the St. Paul RiverCentre, and the City of St. Paul and each of their officers, staff, members, and agents and agrees to defend and pay all claims including attorney fees, costs, and judgments for failure to obtain any necessary licenses.

Personal recording and photography devices (such as smartphones & tablets) are allowed only as paid exhibitors on the exhibit floor. Exhibitors are permitted to record and share their **'own images, products, & booth'** through social networks. Filming on the exhibit floor outside of your booth, including wide-shots during Event hours is not permitted unless written permission has been granted by LA50 management. Same rules apply to social media posting and live streaming for companies posting to their official company pages. For those organizations who have received written permission to video outside of their booth on the exhibit floor, we strongly encourage you to seek signed release forms from anyone who you film & where you intend to use their image commercially. LA50 management reserves the right to video, audiotape, or take photographs of any and all individuals, organizations, and exhibits at the LA50 for training, or for any marketing and advertising purpose.

Filming or recording of LA50 presentations/training events for social media during the event **is not permitted** without written permission. Microphone/speakers and projector/screen for presenters will be provided by LA50 management.

LA50 reserves the right to revoke the credentials of violators and remove the violator from the exhibit hall. Exhibitor agrees to assume all costs associated with compliance. Refunds will not be issued.

### **TEAR DOWN AND CLEANING**

Exhibitors may not begin to remove their booth or leave their booth until after 5:00 p.m on July 26, 2020.. Exhibitors are responsible for removing their exhibit materials and any debris and trash from the exhibit hall immediately upon the close of the attendee show. Any exhibit materials remaining on the floor 3 hours after the close of the show are deemed to be abandoned by the exhibitor. Any costs, penalties and fines associated with removal of the materials from the show floor and exhibitor will automatically be billed **\$100, plus tax**. Violators may be denied space in future LA50 shows. Any item/materials left on the show floor 120-minutes after the close of the event will be disposed of without compensation to the owner. Any exhibitor remaining inside the facility after 8:00 p.m. will be fined and automatically billed \$200.00 per hour starting at 8:01 p.m.

### **EXHIBITOR SET-UP, UNLOADING AND PARKING**

**(Exhibitor set-up times are from 11:00 a.m. to 1:30 a.m., July 24, 2020 – No Exceptions!)**

All Exhibitors must first sign in at the lobby registration table prior to transporting materials/supplies to your booth. St. Paul RiverCentre does not accept advance freight, overnight deliveries or shipments for exhibitors or contractors. Hand dollies and carts are allowed but only after approval by St. Paul RiverCentre Management for turf protection. Motorized vehicles are prohibited in St. Paul RiverCentre (scooters and wheelchairs required for disabled persons are allowed, and vehicles, scooters and wheelchairs displayed by exhibitors as part of their booth are allowed. Extra plywood flooring may be required by St. Paul RiverCentre management or LA50 Show Manager if exhibitors have heavy materials/supplies. Exhibitors to provide necessary material moving equipment and plywood for floor support.

**Exhibitors are liable for damages to the St. Paul RiverCentre.**

LA50 runs Fri July 24th, 2020 2:00 p.m.-6:00 p.m., Sat July 25th, 2020 9:00 a.m.-6:00 p.m., Sun July 26th, 2020 9:00 a.m.-5:00 p.m. Exhibitors may move into the exhibit area beginning at 11:00 am until 1:30 am on July 24th, 2020. **No exhibitor unloading, move-in, or set-up will be allowed after 1:30 p.m. July 24, 2020. Refunds will not be issued to exhibitors that are not allowed to set up their booth due to late arrival.**

All electrical requests must be indicated and paid for prior to the event. **Only the electric items indicated on page 1 of your Exhibitor Registration Form will be allowed.** You may be asked to remove electric appliances not listed on your application. Extension cords are not provided but if you bring your own, it must be safe and in good condition, and may not be a tripping hazard.

### **BUSINESS LICENSE AND SELLER'S PERMIT**

No selling of products or services on-site are allowed at St. Paul RiverCentre without first obtaining approval from National Eventz, LLC This policy applies only to sales of products/services with transactions conducted on-site during the event. Any injuries to persons or damage to St. Paul RiverCentre facility or other property as a result of such sales are the responsibility of the exhibitor that sold the product or service. **ABSOLUTELY NO SALES OF FOOD AND BEVERAGES TO BE CONSUMED ON-SITE ARE ALLOWED ON-SITE BY EXHIBITORS.**

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### CANCELLATION POLICY

Non-refundable payment in full for exhibit space in LA50 is required before space may be reserved. In the event the facility in which the LA50 is to be held is destroyed or becomes unavailable for occupancy, or if the LA50 is cancelled or curtailed, for any reasons beyond the control of National Eventz, LLC, including but not limited to, casualty, explosion, fire, lightning, snow and ice storms, flood, weather, epidemic, earthquake, or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, National Eventz, LLC, or St. Paul RiverCentre and its agents will not be responsible for any loss of business, loss of profits, consequences or special damages or expenses of whatever nature the exhibitor may suffer. There are no refunds under any circumstances.

### SECURITY

Exhibitors must be mindful of the security of items in their booth at all times, including non-public hours such as the hours exhibitors are allowed in the hall early and after hall hours at tear down. LA50 is not responsible for loss or damage to exhibitor's property.

The right to enter the exhibit hall or any space leased by LA50 is subject to revocation without refund at the discretion of LA50 Management.

### RELEASE OF LIABILITY AND WAIVER AGREEMENT:

By signing below, each exhibitor states they shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy naming National Eventz, LLC as an additional insured for the day of the event. The Policy shall insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the LA50. National Eventz, LLC, St. Paul RiverCentre, the City of St. Paul, and the employees, agents and volunteers of each of these entities, shall not be liable for any claim, demand, injury, damage, action, or causes of action whatsoever to exhibitor's staff, guests, or property due to the passive or active negligence of National Eventz, LLC, St. Paul RiverCentre, the City of St. Paul, and the employees, agents and volunteers of each of these entities, arising out of or, connected with: (i) participation in the event or use of the facility; (ii) use or operation of equipment before, during or after the event or use of the facility or (iii) action of any participant in the event or their use of the facility. Exhibitor agrees to expressly release and discharge National Eventz, LLC, St. Paul RiverCentre, the City of St. Paul, and the employees, agents, and volunteers of each of these entities, from all such claims, demands, injuries, damages, actions or causes of action whatsoever. Exhibitor understands that agreement to the foregoing terms is required before use of the facility is allowed.

Exhibitors agree to hold National Eventz, LLC, show management, St. Paul RiverCentre, or the City of St. Paul, and the employees, agents, and volunteers of each of these entities harmless and defend and indemnify National Eventz, LLC, St. Paul RiverCentre, the City of St. Paul, and the employees, agents and volunteers against any claims related to the use of St. Paul RiverCentre by Exhibitor, its agents, employees, or subcontractors. Exhibitor further agrees to defend, indemnify and hold harmless National Eventz, LLC, St. Paul RiverCentre, the City of St. Paul, and the employees, agents and volunteers from any liability, claims, damages, costs, judgements or expenses, including reasonable attorney's fees, occasioned by or arising in connection with the use of St. Paul RiverCentre by Exhibitor, or Exhibitors employees, subcontractors, members, guests or invitees including any and all claims for bodily injury or death or property loss or damage sustained as a result of St. Paul RiverCentre by Exhibitor or Exhibitor's employees, subcontractors, members, guests or invitees.

I have read this Vendor Agreement and know and understand its contents and agree to its terms.

### Logo Use Policy:

National Eventz, LLC and 2020 Life After 50 Expo are not responsible for your company's logo use guidelines or other company marketing policies. Due to the volume of work in managing many companies' logos, we are unable to accommodate preapproval requirements for print and digital materials we produce to promote 2020 Life After 50 Expo. We are committed to producing quality marketing materials that reflect the high standard of National Eventz, LLC and 2020 Life After 50 Expo. We will not accept responsibility for any errors, omissions, misprints, or other violations of your company's logo use policies for any reason. Use of your logo will be limited to promoting your sponsorship and participation in 2020 Life After 50 Expo as agreed to in the Exhibitor Agreement, which includes the National Eventz, LLC and 2020 Life After 50 Expo website and blog, print and digital advertising, and event signage. By signing this Agreement, you are agreeing to our Logo Use Policy.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Authorized Officer of Organization Signature**

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Note: ALL EXHIBITORS, including non-profit companies, must complete and submit the MN FORM ST19 (Operator Certificate of Compliance) available for download at [www.nationaleventz.com](http://www.nationaleventz.com). Your booth will not be reserved until this form is submitted.**

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### Sponsorship Opportunities! 2020 Life After 50 Expo

#### Silver Sponsorship: \$1500

Logo recognition as a Silver sponsor on one stand-alone exhibit floor sign with other Silver Level sponsors. High traffic booth location for visibility and traffic (one 10'x10' booth with skirted table, 1 chair is included with sponsorship – additional 10'x10' booth spaces are available at a discounted price of \$800 each.) BINGO included.

Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for the event. A website link will be included on the 2020 Life After 50 Expo website sponsorship page for up to 90 days after the event. A blog post with your logo and one web-link on the 2020 Life After 50 Expo website.

#### Gold Sponsorships \$2000

Logo recognition as a Gold sponsor on one presentation area sponsor sign, and one stand-alone exhibit floor sign with your logo and the 2020 Life After 50 Expo logo. High traffic booth location for visibility and traffic (one 10'x10' booth with skirted table, 1 chair is included with sponsorship – additional 10'x10' booth spaces are available at a discounted price of \$300 each.) BINGO included. A prime 15-minute presentation slot in our exhibit floor presentation space for attendees to learn more about your organization and products. Speaker system provided for your use. Logo displayed on 2020 Life After 50 Expo website. Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for the event. A website link will be included on the 2020 Life After 50 Expo website sponsorship page for up to 90 days after the event. Up to 2 blog posts with your content, logo and one web-link on the 2020 Life After 50 Expo website.

#### Platinum Sponsorships: \$5000

Exclusive billing in all marketing as a Presenting Co-Sponsor (along with National Eventz, LLC) Expo Signage – Logo recognition as a presenting sponsor on one presentation area sponsor sign, and one stand-alone exhibit floor sign and one 16' sail banner with your logo and the 2020 Life After 50 Expo logo. Co-Sponsor (along with National Eventz, LLC) logo displayed on back of BINGO

card. Premium booth location for visibility, in the rotunda and traffic (two 10"x10" booths, each with a skirted table, 1 chair is included with sponsorship – additional 10"x10" booth space is available at a discounted price of \$800 each.) BINGO included. Two 30-minute presentation slots with exclusivity for presentation topic in our exhibit floor presentation space for attendees to learn more about your organization and products. Speaker system provided for your use. Logo prominently displayed on 2020 Life After 50 Expo website. Organization name and sponsorship level will be provided in all online, media, and print advertising and marketing for event. A website link to your website will be included on the 2020 Life After 50 Expo website sponsorship page for up to 90 days after the event. Partner Logo Use: Use of the official 2020 Life After 50 Expo logo for up to 90 days after the event in your print and online marketing. Permission to video expo event outside booth from exhibit floor for commercial and social media purposes.

#### Exhibit Bingo - \$85

Your company featured on a Bingo card given to all attendees upon arrival. Attendees visit your booth to get a stamp on their Bingo card. Completed Bingo cards are eligible for a prize drawing.

For more information: Noel Hammill (612) 702-0711  
nhammill@nationaleventz.com

Logo Use Policy: Logos are to be submitted in .jpg, .png or PDF format. National Eventz, LLC and 2020 Life After 50 Expo are not responsible for your company's logo use guidelines or other company marketing policies. Due to the volume of work in managing many companies' logos, we are unable to accommodate preapproval requirements for print and digital materials we produce to promote 2020 Life After 50 Expo events. We are committed to producing quality marketing materials that reflect the high standard of National Eventz, LLC and 2020 Life After 50 Expo . We will not accept responsibility for any errors, omissions, misprints, or other violations of your company's logo use policies for any reason. Use of your logo will be limited to promoting your sponsorship and participation in 2020 Life After 50 Expo as agreed to in the Exhibitor Agreement, which includes the 2020 Life After 50 Expo website and blog, print and digital advertising, and event signage.