



Join us for the 15th Annual Seniors on the Go Expo on Wednesday, April 15, 2020 from 9am to 2pm in the Shipley Arena of the Carroll County Ag Center (706 Agricultural Center Drive, Westminster).

2020 Theme for the Seniors on the Go Expo

Our theme this year is **Connect, Create, Contribute and Be Counted**:

Connect—Senior & Community Centers, Resources, Social Media/Online Tools, Community Groups

Create—Art, Healthy Lifestyle, Circle of Support, Advance Directives, Future Plans, Lasting Memories

Contribute—Time, Talent, Life Long Learning, Life Experiences

Be Counted—2020 Census in Carroll County

We look forward to seeing how you incorporate this theme into your booth set-up and materials. Good luck!



EARLY BIRD DISCOUNT: Take advantage of discounted booth prices by registering no later than January 3, 2020 (paperwork and payment must be received by this date).

Business Level—\$400

Non-Profit—\$200

After January 3, 2020 booth prices increase to \$450 for Business Level and \$225 for Non-Profit.

Sponsorships: We have streamlined our sponsorships to now include Bronze \$600 (single booth along lobby aisle), Silver \$900 (single booth along main aisle), and Gold \$1,600 (double booth along main aisle). Each sponsor will receive free electric and extra chairs (both must be noted on registration paperwork), company logo in Program Guide and special notation online with a larger font.

Registration

Online: <https://register.carrollcountymd.gov/sotge/>

By Check: Make payable to “Carroll County Commissioners” and mail with registration forms to Carroll County Bureau of Aging & Disabilities, Attn: Seniors on the Go Expo, 125 Stoner Avenue, Westminster, MD 21157

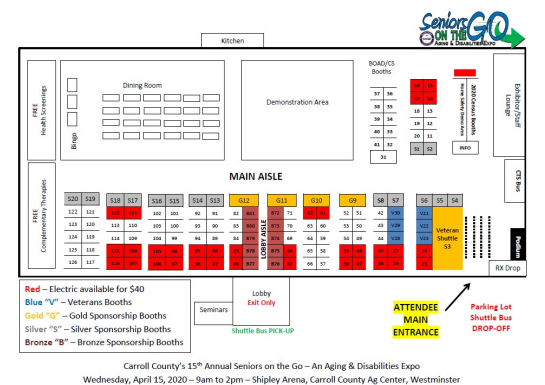
*Registration is not considered complete until forms and payment are received. Please be sure to keep a copy of this paperwork for your agency’s accounting purposes. There will be **no refunds**.*

Vendor registration and participation is open to all agencies, organizations, and businesses providing services to older adults, individuals with disabilities, Veterans, their caregivers and families. The Carroll County Bureau of Aging and Disabilities is an Aging and Disability Resource Center (ADRC), in addition to serving older adults and Veterans.

Please note that unless you are a registered vendor, soliciting/handing out information throughout the event is strictly prohibited. So please register!

Choose Your Booth

The registration form allows the opportunity to request your top 3 choices for a particular booth. Show organizers will make every attempt to honor your location request, however it is not guaranteed. Updates to the floor plan will be made on our website weekly so you will know which booths are still available. Sponsor booths will be assigned by show organizers (marked with an “G” “S” or “B”). This year we will have both a 2020 Census and Falls Prevention/Home Safety Demonstration area. Remember that *exhibit space is sold on a first come, first served basis*.



Booth Electricity

Not all areas of the Shipleys Arena have electricity for booths. If you require electricity for your booth, please check the Expo layout. All booths in red have electricity. Please note that there is an additional fee of \$40 to have electricity available at your booth. This fee is paid during registration.

Shipleys Arena

The Expo provides over 52,000 square feet of one-stop shopping and is an incredible opportunity to showcase the latest in information, technology, products, services, and resources to approximately 2,000 attendees.

Due to mandatory sponsorship requirements of the Carroll County Ag Center and Shipleys Arena, our contract states that anyone offering beverages must use Pepsi Products purchased ONLY from The Pepsi Bottling Group, Frederick. Contact the Ag Center at 410-848-6704 for more information.



Marketing

The Expo Marketing Committee does extensive marketing, with flyers, brochures, banners, etc. visible throughout the community beginning this winter/spring. In addition, information is placed on Carroll County Comcast Channels 19 and 24, Carroll County Government's website and Facebook page, as well as the Seniors on the Go Facebook page (please follow us and include our FB link on your website and materials to assist in advertising the Expo). The committee is always looking for new locations to place banners and yard signs. If you have permission at any locations around Carroll County, let us know. Also, if you are interested in any of our promotional materials for your place of business, they are provided upon request.



Facebook and Webpage

All registered vendors will be listed on the Seniors on the Go webpage, as well as the Expo Facebook page. Please follow us and include our Facebook link on your website.

#SOTGExpo2020

#CarrollCounts2020

Media Sponsorships

Carroll County Times

Once again we are partnering with the Carroll County Times for the publicity of this event. The Times will be inserting the Official Expo Program Guide to be distributed to over 20,000 households in Easter Sunday, April 12, 2020's paper. The Program Guide will also be given to visitors on the day of the Expo. In addition there will be advertisements, "featured event" notations on the CC Times online calendar, and advertising tiles on the Times homepage. All vendors who've registered by March 1, 2020 will be listed in the Expo layout of the Program Guide and will be contacted by the CC Times to purchase additional advertising.



We will also partner with WTRR, with the Expo highlighted during a Guest DJ event the week prior. WTRR will also run radio advertisements of the Expo and its various events. In addition, all vendors have an opportunity to purchase additional advertising with WTRR leading up to the Expo and during the Guest DJ event. WTRR's market reaches 26,000 listeners daily.

How to Win a Free Booth for the 2021 Expo

Because of our efforts to keep a crowd after lunch, we ask that vendors remain set up until 2:00 pm. At 2:00 pm, we will have a “vendor” drawing. The vendor drawn, that is still completely set up, will win a free “business level” booth at the next Expo. We are happy to announce that **Maryland Vascular Specialists** won a free business booth for the 2020 Expo. Congratulations Maryland Vascular Specialists!

Booth Set-Up

Booth set up will **ONLY** be on Tuesday, April 14th between 12:30 pm and 5:30 pm. There will be **NO BOOTH SET-UP** the day of the Expo. If you are an out-of-town vendor, please contact Leslie Wagner at 410-386-3818 to discuss your booth set-up options.



Expo Day Breakfast and Lunch

Included in your registration fee are 2 wristbands for breakfast and lunch. Additional wristbands may be purchased for \$5 each during registration.

A Continental Breakfast will be served in the Exhibitor Lounge between 8:00 and 8:45am.

Lunch (pizza, salad, fruit, chips) will be served in the Exhibitor Lounge between 11:30am to 1pm.

Vendor Parking

Two parking passes will be provided to vendors in their Expo packet that can be picked up during booth set-up on Tuesday (12:30-5:30pm). Please note that the Vendor parking area is subject to ground conditions. Every effort will be made to have this area available for vendors; however, if the ground conditions are undesirable, vendors will need to park in the visitor parking area and either walk or use the available shuttle buses.

Vendor Prize Bingo

The Expo’s Vendor Prize bingo is always a very popular event. All prizes donated will be on display, indicating the vendor and booth location. Before each bingo game, the prize will be presented and the vendor donating the prize will be acknowledged. If you are interested in donating a vendor prize, please note what the prize will be on your registration form. Vendor prizes can be brought with you on Tuesday’s booth set-up.



Sincerely,

Leslie Wagner

Chair, Seniors on the Go Expo—410-386-3818—SeniorExpo@carrollcountymd.gov

2020 Registration Form

Registration is NOT complete until payment and all paperwork is received. There will be NO refunds for this event. Registration must be received by **March 1, 2020** to be listed in the Official Expo Program Guide. Any vendor who's payment/contract is not received by March 1st will not be listed in the guide.



Sponsor/Exhibitor Level	Booth Cost	Extra Chairs?	Electricity	What You Receive
Non-Profit Exhibitor <i>Must provide copy of tax-exempt card to Leslie Wagner to receive discount</i>	EARLY BIRD (until 1/3/2020) = \$200 After 1/3/2020 = \$225	\$4/each # Extra <input type="checkbox"/>	\$40 YES <input type="checkbox"/>	10' x 8' booth with 8' back drape, 3' side drapes, 6' topped skirted table, 2 chairs, 2 wristbands for breakfast and lunch, and business name on booth sign and in Official Expo Program Guide (must receive registration by March 1, 2020 deadline to make Official Expo Program Guide). Drape colors are black.
Business Exhibitor	EARLY BIRD (until 1/3/2020) = \$400 After 1/3/2020 = \$450	<input type="checkbox"/>	<input type="checkbox"/>	
Bronze Sponsor	\$600	No Charge # Extra <input type="checkbox"/>	No Charge YES <input type="checkbox"/>	Same as business exhibitor above plus booth along lobby aisle, 2-inch width-size logo in guide, special notation on Expo webpage, and no charge for extra chairs or electricity (please note if needed).
Silver Sponsor	\$900			Same as business exhibitor above plus booth along main aisle, 2 ½ inch width-size logo in guide, special notation on Expo webpage, and no charge for extra chairs or electricity (please note if needed).
Gold Sponsor	\$1,600+			Same as business exhibitor above, but with expanded booth size (equivalent to 2 regular booths) along main aisle, 3-inch width-size logo in guide, special notation on Expo webpage, and no charge for extra chairs or electricity (please note if needed).

Health Screening – No Additional Charge (*Vendors will be selected by: relevance, date registered, and screening type, i.e. there will only be one blood pressure table*)

Please describe: _____

Booth **OR** Health Screening Area

Vendor Prize Bingo Donation – Prize Description:

Yes

Booth Cost:
 Extra Chairs: # _____ x \$4 = (no additional charge for sponsors)
 Extra Meal Wristbands (Breakfast/Lunch): # _____ x \$5 =
 Electricity at \$40: (no additional charge for sponsors)
 TOTAL:

Assignment of exhibit space is on a first come, first served basis; however, event organizers will try to give exhibitors the opportunity to choose a location. Please look over the enclosed floor plan and indicate a booth preference. Every attempt will be made to honor an exhibitor's location request; however, it is not guaranteed. Show organizers reserve the right to re-locate exhibitors. Please remember the agreement to participate is not complete until all of the requested information and payment is received.

Please indicate preference by booth number: Choice #1 _____ Choice #2 _____ Choice #3 _____

NOTE:

- Booths marked with an "S" "G" and "B" are prime locations for sponsors and will be assigned by show organizers.
- Booths marked in RED are available with electricity for an additional fee.

Business/Name: _____

(As you would like it to appear in the Official Expo Program Guide and on booth sign)

Contact Person: _____ Date _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Cell: _____ Fax: _____

Email Address: _____ Website: _____

Description of Business/Organization: _____

Registration is NOT complete until ALL forms and payment are received. Any payments/contracts received after March 1, 2020 will not be listed in the Official Expo Program Guide.

Mail to:

Carroll County Bureau of Aging & Disabilities
Seniors on the Go Expo
125 Stoner Avenue
Westminster, MD 21157



The Americans with Disabilities Act applies to the Carroll County Government and its programs, services, activities, and facilities. Anyone requiring an auxiliary aid or service for effective communication or who has a complaint should contact The Department of Citizen Services, 410.386.3600 or 1.888.302.8978 or MD Relay 7-1-1/1.800.735.2258 or email ada@carrollcountymd.gov as soon as possible but no later than 72 hours before the scheduled event.



Please return this signed agreement with registration and payment

EXHIBITOR PARTICIPATION AGREEMENT

The undersigned hereby agrees to participate in the Carroll County Seniors on the Go Expo in the Shipley Arena at the Carroll County Ag Center located at 706 Agricultural Center Drive in Westminster, Maryland on:

Event

Wednesday, April 15, 2020 - 9:00 a.m. to 2:00 p.m.

Set-Up Time

Tuesday, April 14, 2020 - 12:30 to 5:30 p.m.

All exhibitors must be set up by 5:30pm on Tuesday, April 14, 2019. Booth spaces must be occupied and attended during all hours of the Expo. Exhibits must remain set up until the close of the Expo at 2:00 p.m. Exhibitors dismantling early will not be offered any special booth spaces at next year's Expo and will not be entered for a 2021 free booth drawing. Booths need to be completely dismantled by 3:00 p.m. on Wednesday, April 15, 2020.

The undersigned hereby agrees to indemnify and hold harmless the Carroll County Commissioners, its officers, agents, employees, and volunteers from any and all liabilities, damages, judgments, settlements, losses, costs, or charges incurred as a result of any claim, demand, action, or suit relating in any way to your participation in the Carroll County Seniors on the Go Expo.

The Carroll County Bureau of Aging & Disabilities does not guarantee or agree to protect Exhibitor against loss of any kind. Exhibitor recognizes and agrees that in entering into this contract, it is not relying on or expecting Carroll County Bureau of Aging & Disabilities to provide any type of security or protection against loss or damage of any kind and Exhibitor hereby waives any claims or causes of action relating to any such loss or damages.

I acknowledge that this agreement to participate is not complete until all requested information and payment have been received by the Carroll County Bureau of Aging & Disabilities/Expo Chair.

I have read and understood the contents of this Agreement and Release; wherefore, I have executed this Agreement and Release on this _____ day of _____, 20 ____.

Signature

Print Name

Business Name

Witness



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