



**2008**

Website: [www.SeniorBoomerExpo.org](http://www.SeniorBoomerExpo.org)

## Senior Boomer Expo 2008

### Senior Boomer Expo 2008

*An Event of Senior Boomer Expo Inc. of Middle Tennessee*

**Where:** Tennessee State Fairgrounds

**When:** Wednesday, Oct. 8, 2008 - 9:00 AM to 3:00 PM,  
5:00 PM to 8:00 PM

**Senior Boomer Expo Inc. of Middle Tennessee**

501 Union Street, 6<sup>th</sup> Floor, Nashville, TN 37219

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# RULES & REGULATIONS

## SENIOR BOOMER EXPO

An Event of SENIOR EXPO INC. OF MIDDLE TENNESSEE

*Please Read Carefully*

1. **SENIOR BOOMER EXPO** encourages all sponsors to provide health screenings, in particular those emphasizing heart health, cognitive vitality, and good dentition. Expo requires that booths offering screenings be located in a specific area designated by Expo (to smooth traffic flow).
2. The sooner **SENIOR BOOMER EXPO** receives Sponsor funding and artwork, the sooner Expo can develop promotional material spotlighting Sponsor's logo and contribution level.
3. Sponsors setting up more than one booth may have a corner booth or booths in any premium location of their choice—no two of which need be adjacent (Subject to date/time-stamped arrival of funds from other sponsors, patrons, and exhibitors that prioritizes booth selection).
4. Exhibitor registration may not be transferred, assigned, sublet or shared with others without written permission of **SENIOR BOOMER EXPO**.
5. **General Instructions: Exhibits must be set up by 7 p.m., October 7th - the day PRIOR to the actual EXPO event** unless extenuating circumstances make this impossible and written permission is received from **SENIOR BOOMER EXPO** two weeks prior to Expo. **All Sponsors, Patrons, and Exhibitors manning booths must be in place no later than 8:30 a.m., October 8th, the day of the event.** Exhibitor Booths must be occupied during all hours of SENIOR BOOMER EXPO.

### Day Program Exhibitors Only

**(Exhibit Hours are: 9:00AM - 3:00PM)**

Exhibits belonging to the **Day Program** must remain set up **until the 3:00 p.m. close of SENIOR BOOMER EXPO 2008**. Exhibitors dismantling early will not be offered any special consideration for booth space at any following **SENIOR BOOMER EXPO** event. All Exhibits and all materials belonging to Day Program Exhibitors **must be removed by 5 p.m. the day of the event**, unless otherwise given **written** permission by the Fairgrounds.

### Day & Evening Wellness Program Exhibitors

**(Exhibit Hours are: 5:00PM - 8:00PM - Concert starts approximately 7:00PM)**

Exhibits belonging to the **Evening Wellness Program** must remain set up **until the 7:30 p.m. close of SENIOR BOOMER EXPO 2008**. Exhibitors dismantling early will not be offered any special consideration for booth space at any following **SENIOR BOOMER EXPO** event. All Exhibits and all materials belonging to Evening Wellness Exhibitors **must be removed by 9 p.m. the day of the event**, unless otherwise given **written** permission by the Fairgrounds.

6. Each 8' X 10' booth space will be provided with, and separated by, dividing drapes at sides and rear. A 6' X 2 ½' table with front drape is provided. Draperies 8 feet high will be provided across the back wall of each booth and 3-foot high drapes will be provided on both sides. Each booth also is also provided two chairs and a wastebasket. Exhibits **must** be installed so that they **do not** extend beyond the space leased. **Any obstruction projected from the back wall of the booth or blocking the view of adjoining booths in any way will not be permitted without prior written approval by SENIOR BOOMER EXPO. Upon the request of SENIOR BOOMER EXPO, exhibitors will be required to purchase sufficient space to accommodate their display's equipment and tables to avoid excessive congestion in the aisles or interference with the displays of other exhibitors.**
7. Exhibitors are asked to utilize the services of the display company (**Freeman Decorating**) for booth carpet and additional draperies. Carpet and drapery theme colors are determined by **SENIOR BOOMER EXPO**. If you wish to use other carpet or drapery, you must make your request, with a description of the changes, **in writing**, to **SENIOR BOOMER EXPO** for approval. **If prior approval is not received, SENIOR BOOMER EXPO reserves the right to ask you to remove the carpet or drapery.**

8. Exhibitors must have prior written permission from **SENIOR BOOMER EXPO** to make any structural changes to the booth space.
9. **SENIOR BOOMER EXPO** will provide hand trucks during set-up Tuesday afternoon, October 7th. However, Exhibitors must understand that it their responsibility to set up their exhibits in the space leased. **If additional assistance (labor) is needed by Exhibitors – to set up a display, including assistance with unloading and transporting materials – an Exhibitor must contract for this labor directly from the display company, FREEMAN DECORATING. THE EXHIBITOR WILL BE CHARGED BY THE DISPLAY COMPANY FOR ITS ASSISTANCE.**
10. An Exhibitor must put up an attractive, **visually interesting** display. An Exhibitor may not merely place literature on your table. **SENIOR BOOMER EXPO** and/or the display company will be happy to offer suggestions/advice on ways to enhance your exhibit and contribute to the event's theme.
11. Exhibitors must maintain their displays in a neat, quiet, and orderly manner. Exhibits that include noise-making devices such as audio/video equipment must be arranged so they do not disturb adjacent exhibits. Boxes and/or literature are not to be piled up at, or inside of, the booth in an untidy manner.
12. Exhibitors must have prior **written** permission from **SENIOR BOOMER EXPO** to give out food or beverage items (other than candy or similar treats).
13. All literature must be distributed from - and all business conducted from - an Exhibitor's booth(s) unless other arrangements have been made in advance and approved in **writing** by **SENIOR BOOMER EXPO**. **All persons, including Exhibitors, are prohibited from circulating throughout the Fairgrounds and the aisles of the buildings either for solicitation or for distribution of literature.**
14. Exhibitors **may offer goods and services - except FOODS** - for sale or contract.
15. Exhibitors are responsible for any damage to any fairgrounds building caused by its exhibit, employees or agents. **Affixing signs, banners or booths to any permanent wall, woodwork, floor or other permanent portion of fairgrounds buildings is prohibited** without the express written permission - in advance - from **SENIOR BOOMER EXPO**. **IF IT IS NECESSARY TO USE THE SERVICES OF THE DISPLAY COMPANY TO MOVE ANY OF YOUR BOXES OR OTHER HEAVY OBJECTS, YOU WILL BE BILLED BY THE DISPLAY COMPANY. YOU WILL BE RESPONSIBLE FOR ANY OF THE CHARGES YOU INCUR.**
16. Exhibitor agrees to hold harmless and indemnify **Greater Nashville Regional Council, United Way of Metropolitan Nashville, Davidson County, the State of Tennessee, and SENIOR BOOMER EXPO** from any and all claims or causes of action that arise out of - or are proximately caused by - a Sponsor, Patron, or Exhibitor's exhibits, employees or agents.
17. While security services are provided, **SENIOR BOOMER EXPO does not guarantee or agree to protect any Exhibitor against loss of any kind.** An Exhibitor recognizes and agrees that, in entering into this Contract, it is not relying upon, or expecting, **SENIOR BOOMER EXPO** to provide any type of security or protection against loss or damage of any kind and an Exhibitor hereby waives any claims or causes of action relating to any such loss or damage.
18. It is understood that, **in the event an Exhibitor fails to comply with any of the terms of this Registration and Rules and Regulations of SENIOR BOOMER EXPO** that are applicable to Exhibitors, **SENIOR BOOMER EXPO** reserves the right to terminate this Contract, in which case the Exhibitor shall immediately remove, at Exhibitor's expense, Exhibitor's exhibit, employees and agents. **SENIOR BOOMER EXPO** has the right, but not the obligation, to remove or cause same to be removed at the Exhibitor's expense if the Exhibitor fails to do so immediately, and the Exhibitor hereby waives and releases any and all causes of action or claims of any nature arising out of such removal: and, further, all payments previously made by an Exhibitor to **SENIOR BOOMER EXPO** shall be forfeited and retained by the **SENIOR EXPO INC. OF MIDDLE TENNESSEE** without further obligation to Exhibitor.
19. **CANCELLATION OR TERMINATION** of a **SENIOR BOOMER EXPO** event. In case **SENIOR BOOMER EXPO** shall for any reason determine to cancel or terminate any event in any given year, the Exhibitor waives all claims the Exhibitor might have against **SENIOR BOOMER EXPO** for damages or expense, and agrees to accept, in complete satisfaction and discharge of all claims against **SENIOR BOOMER EXPO**, an Exhibitor's pro-rated share of the total amount paid by all Exhibitors - **less all costs and expenses incurred by SENIOR BOOMER EXPO** - in connection with the cancellation or termination of a **SENIOR BOOMER EXPO** event, including a reserve for future claims and expenses in connection therewith.
20. **DOOR PRIZES**, of varying values relative to the level of Sponsor, Patron, or Exhibitor, may be offered. Prizewinners will be announced from an event stage over the 'whole-house' public address system at times specified in the EXPO Event Program. A tasteful 15-second 'sound bite' can be aired at that time. There is no pre-event storage. Prizes and written 'sound bites' must be brought to, stored and displayed at, and distributed from - the Exhibitor's booth - on the day of the EXPO.
21. **SPECIAL high-value door prizes** may be offered only by high-end sponsors, and will be awarded at special times throughout the event. Persons whose names are drawn must normally be present to win - emergencies excepted. In the event of personal or family emergency by a prizewinner, it is the donor's responsibility to contact the winner and arrange delivery of the prize. Higher-value door prizes and their donors may garner media exposure in pre-event coverage - as well as at EXPO the day of an event.
22. Although prizewinners will be announced over the whole-house public address system, **winners will pick up their prizes from the booth** of the Sponsor, Patron, or Exhibitor awarding the prize. There is NO pre-event storage available at the fairground. Exhibitors offering door prizes must keep them at their booths and distribute them from there. Sign-up for Exhibitor door prizes will be at the SPONSOR, PATRON, or EXHIBITOR Booths where the prizes are displayed. Accordingly, SPONSORS, PATRONS, and EXHIBITORS providing door prizes **MUST** also bring blank tickets on which names, addresses, and phone numbers can be written for placement into a bowl for the drawings. The company's name should be printed at the bottom of each ticket. Every SPONSOR, PATRON, and EXHIBITOR providing a door prize **MUST** furnish his or her own bowl. The bowl should be prominently displayed and conveniently placed within easy reach of attendees.
23. Each SPONSOR, PATRON, and EXHIBITOR will have an information packet taped to the table-top of his or her booth early the morning of the event. An EXPO representative will visit these booths between 9:30 a.m. and the 10:00 a.m. event opening to answer any remaining questions. Unless noted by prior written agreement, the booth's packet will contain a maximum of two complimentary lunch tickets (per booth should a SPONSOR or PATRON have

multiple booths). Each booth is numbered. SPONSORS and PATRONS entitled to multiple booths will find their packets at the booth they will have designated to EXPO staff.

**24. SENIOR BOOMER EXPO** needs your staff volunteers, male and female, to make this event a success. Please contact us to discuss the numerous opportunities.

**25. If you have ANY questions or comments regarding Nashville's SENIOR BOOMER EXPO, please e-mail coordinator CASSANDRA FINCH at [CassandraFinch@SeniorBoomerExpo.com](mailto:CassandraFinch@SeniorBoomerExpo.com) or call her at 615-254-0250.**

**Thank you, The Staff at Senior Boomer Expo Inc. of Middle Tennessee**

SeniorBoomerRulesRegs2008.doc March 2008, Rev 8-31-08