



**2020 MACC's 12<sup>th</sup> Annual Spring Expo**  
Featuring our Taste of Delaware

**SPONSOR/EXHIBITOR APPLICATION**  
**Early Registration Has Ended**

Company Name: \_\_\_\_\_

Business Category: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

<b>Booth Location– Expo Hall Choices:</b>	<b>Your Selection</b>	<b>Size</b>	<b>Non Member</b>	<b>Member</b>
Single Booth	<input type="checkbox"/>	8 X 10	\$550*	\$350**
Super Booth	<input type="checkbox"/>	8 X 14	\$800*	\$600**
Presenting Sponsor	<input type="checkbox"/>	8 x 14	\$3000	\$3000
Premiere Sponsor	<input type="checkbox"/>	8 x 14	\$2000	\$2000
VIP Sponsor	<input type="checkbox"/>	8 x 14	\$1500	\$1500
Executive Sponsor	<input type="checkbox"/>	8 x 10	\$1000	\$1000
Participating Sponsor	<input type="checkbox"/>	8 x 10	\$750	\$750
Electric	<input type="checkbox"/>		\$50	\$50

Subtotal: \_\_\_\_\_

<b>Restaurant/Beverage- 'Taste of' Choices:</b>	<b>Your Selection</b>	<b>Size</b>	<b>Non Member</b>	<b>Member</b>
Single Booth	<input type="checkbox"/>	8 X 10	<b>\$200</b>	<b>\$100</b>
Electric	<input type="checkbox"/>		<b>\$50</b>	<b>\$50</b>

Subtotal: \_\_\_\_\_

<b>Color Ad in Expo Program Guide Description</b>	<b>Your Selection</b>	<b>Size</b>	<b>Rate</b>
Back Cover	<input type="checkbox"/>	8.5 x 11	\$500
Inside Front Cover	<input type="checkbox"/>	8.5 x 11	\$325
Inside Back Cover	<input type="checkbox"/>	8.5 x 11	\$325
Full Page	<input type="checkbox"/>	8.5 x 11	\$275
½ Page Horizontal	<input type="checkbox"/>	4.25 x 11	\$150
¼ Page	<input type="checkbox"/>	4.25 x 5.5	\$100
Business Card	<input type="checkbox"/>	2.75 x 4.25	\$60

Booth plus Ad Total: \_\_\_\_\_

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- **Note:** 50% of booth fee is refundable up to January 15, 2020. No refunds will be made after February 1, 2020. MACC dues must be current at time of application to be eligible for Member Pricing.
- **\*\*\$50 increase on all booths after January 1, 2020.**
- **\*\$100 Non Member Voucher may be used toward a MACC 2020 Membership.**

## Payment:

**Credit Cards:** please visit Shop MACC on our website [www.maccde.com](http://www.maccde.com)

**Make Checks payable to:** Middletown Area Chamber of Commerce.

Check enclosed in the amount of: \$ \_\_\_\_\_

Note: *For all checks returned, there will be an additional charge of \$45 to the sponsor/exhibitor.*

Mail this application form & signed terms of service along with payment to:

Attn: MACC Spring Expo, P.O. Box 1, 1050 Industrial Drive, Suite 110, Middletown, DE 19709

or Fax to: 302-378-6260 Attention: Spring Expo Committee

Please select your industry category:

- |  |   |
|--|---|
| <input type="checkbox"/> Hospitality                   | <input type="checkbox"/> Flowers        |
| <input type="checkbox"/> Photography                   | <input type="checkbox"/> Hair & Make-Up |
| <input type="checkbox"/> Housing                       | <input type="checkbox"/> Health Care    |
| <input type="checkbox"/> Automotive                    | <input type="checkbox"/> Ophthalmology  |
| <input type="checkbox"/> Banking                       | <input type="checkbox"/> Travel         |
| <input type="checkbox"/> Transportation                | <input type="checkbox"/> Advertising    |
| <input type="checkbox"/> Catering & Food               | <input type="checkbox"/> Jewelry        |
| <input type="checkbox"/> Retail Products/Services      | <input type="checkbox"/> Lending        |
| <input type="checkbox"/> Wholesale Products / Services | <input type="checkbox"/> Dental Care    |
| <input type="checkbox"/> Consulting (HR / Tech / B-B)  | <input type="checkbox"/> Other Services |
| <input type="checkbox"/> Marketing / Promotions        | _____                                   |
| <input type="checkbox"/> Finance & Investments         |   |
| <input type="checkbox"/> Insurance                     |   |

List all products or services you will promote or represent in this booth:

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Note any special needs:

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**Raffle:** We are asking each Sponsor to contribute a \$50.00 minimum value prize. Prizes must not require a purchase in order for them to be claimed. Winners are selected by a ticket draw. Please indicate what your **Door prize** will be:

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### Term of Service

**Release of Claims:** The undersigned MACC Spring Expo sponsor/exhibitor agrees to hold harmless and indemnify MACC, its Planning Partners and their agents, employees, contractors, and subcontractors from and against all claims, damages, losses and expenses, including reasonable attorney fees arising out of personal injury or property damage sustained during the MACC Spring Expo, caused in whole or in part by the sponsor's/exhibitor's negligent acts or failure to act or that of his agents, employees, contractors, or anyone employed by them for whose acts the sponsor/exhibitor may be liable.

**Event & Cancellation Policy:** Once application has been accepted and Terms of Service are signed by all participating parties (show management / sponsor or exhibitor) all terms and conditions are accepted as contractual. Sponsor / exhibitor agrees to abide by the terms & conditions set forth in this contract and the Exhibitor Rules & Guidelines attached. The undersigned acknowledges that he / she accepts the terms as set forth in the contract and is authorized to sign the contract on behalf of the Exhibitor / Sponsor.

- 1) Exhibitors are responsible for keeping their booths neat, clean, fully assembled and in presentable conditions at all times during the Expo.
- 2) Exhibitor shall have at least one attendant at their booth at all times, while the Expo is open to the public. Exhibitor will receive a skirted table, 2 name tags & 2 chairs to accommodate staff.
- 3) Exhibitors will be asked to provide the names of people who will be representing their booth during Expo hours and badges will be distributed upon check in Thursday afternoon. Exhibitors are to wear badges throughout the event.
- 4) Loud sound displays or flashing lights are not permitted.
- 5) Exhibitors cannot block neighboring booths. Exhibitors shall use care not to disrupt the flow of traffic in front of booths.
- 6) Booth space will be assigned on a first come, first served basis according to your choice. All booth fees must be paid in full and signed application to the chamber office to secure desired / assigned space.
- 7) The rating for this Expo is PG as this is a Community event and all are encouraged to participate. Therefore the use or display of any inappropriate / offensive products, services, language or behavior is hereby prohibited and will be cause for immediate termination of showcase space. In such an event it is understood by the Exhibitor that they forfeit all monies paid and will not be eligible for a refund.
- 8) Exhibitors shall not sell any food or beverages from their booths without prior authorization.
- 9) No Exhibitor may solicit business outside of their designated booth space. This includes the aisles. Exhibitors must remain within their contracted space when promoting their goods / services.

**10) All ads for the program booklet must be submitted by January 15, 2020.**

- 11) Booth space may not be shared, unless sponsor/exhibitor has submitted a written request to MACC's Expo Committee, and approval has been granted.
- 12) The distribution of any other businesses' information is not permitted unless approved by MACC's Expo Committee.
- 13) Sponsor/Exhibitor is responsible for the security of their own property during set-up, show hours, and break down of the event. Appropriate insurance coverage must be carried by the sponsor /exhibitor to cover all contingencies including but not limited to: fire, theft, property damage, public/ private liabilities and worker's compensation.
- 14) Propane & Helium tanks or any other highly flammable or potentially explosive materials are prohibited inside of Townsend Fire Hall.
- 15) 50% of booth fee is refundable up to **January 15, 2020**. No refunds will be made after **February 1, 2020**.
  - a) In the case of sponsor/exhibitor "No show" on the day of the event, sponsor/exhibitor will not be refunded for any reason.
  - b) In the case of sponsor/exhibitor illness, sponsor/exhibitor may be provided a credit to an upcoming show. Refunds, in such a case, are not available.
  - c) In the case of show management cancellation of event due to extreme weather or circumstances beyond the control of MACC and its Managing Partners, sponsor/exhibitor will be provided a credit to an upcoming show. Refunds, in such a case, are not available.
- 16) For all applications received after the **February 1, 2020** deadline, refunds will not be made for any reason.

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### Liability

\*\*Exhibitors are liable for any damages to equipment provided for use during the Expo i.e. floors, walls, columns, tables, chairs, etc.

\*MACC and members of its 2020 Spring Expo Committee are not liable for any loss or injury that might occur to the Exhibitor or Exhibitors employees, representatives, agents or any property related thereto; from any cause whatsoever prior, during, or subsequent to the Expo.

### Setup / Tear Down

\*Exhibit times are Thursday, March 5, 2020 from 4:00 pm – 7:00 pm.

\*Instillation and booth set up will begin at 12:00 pm (noon) on Thursday, March 5, 2020 and cease by 3:00 pm prior to the doors opening. If an Exhibitor fails to show up within this timeframe they forfeit their booth and are not eligible for a refund.

\*Dismantle and Tear down begins AFTER doors close at 7:00 pm on Thursday, March 5, 2020. Exhibitors shall keep their displays intact until it is announced that doors have closed. DO NOT PACK UP EARLY! Exhibitors who pack up early may not be allowed to participate in future events.

\*If an Exhibitor fails to remove an exhibit from Townsend Fire Hall property by 7:30 pm on Thursday, March 5, 2020, it will be removed by the 2020 MACC Expo Committee and discarded appropriately. All charges for this removal will be billed to the Exhibitor with expectation to pay promptly.

I fully understand the above policies of the 2020 MACC Spring Expo and accept all terms & conditions as stated.

### Photography Release

I grant to MACC, its representatives and employees the right to take photographs of me and my property in connection with the above-identified subject. I authorize MACC, its assigned and transferees to copyright, use and publish the same in print and/or electronically.

I agree that MACC may use such photographs for me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

\_\_\_\_\_  
Authorized Signature of Applicant / Vendor Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
MACC Spring Expo Committee Member Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name