

**OCT. 1 THRU NOV. 30**

**Back by  
Popular  
Demand**

# 2021 *Virtual* **50+ EXPO**



**Reach Thousands of Boomers and Seniors Online, in Print and Direct Mail!**

Your logo and business name will link to your **CUSTOM LANDING PAGE**

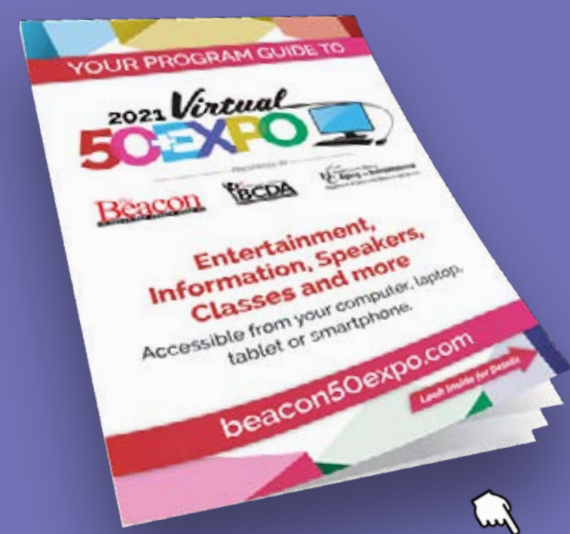
featuring your information, photos, videos, special offers and a "contact-us" form.

Exhibitors will be promoted on Facebook and other social media, as well as in multiple ads in all Beacon editions, and in targeted e-mail blasts to over 100,000 boomers and seniors.



**Plus**

All exhibitors will have a **FULL-PAGE COLOR AD** in our glossy Expo Program Guide to be **DIRECT-MAILED** to more than 8,000 attendees of prior Expos



# **SPONSOR BENEFITS**

**In addition to all the exhibitor benefits, Sponsors will enjoy these EXCLUSIVE BENEFITS\*:**

- **Speaker Opportunities**
- **Banner Ads**
- **Print Ads in the Beacon**
- **Radio Mentions**
- **E-blasts and more!**

*See next page for chart of benefits:*



\*Benefits depend on sponsorship level.



BENEFITS	SPONSOR LEVELS			
	GOLD	SILVER	BRONZE	EXHIBITOR
	\$7,500	\$5,000	\$2,500	\$795
<b>Online Benefits:</b>				
Custom landing page on Expo website	✓	✓	✓	✓
Jumbo Banner Ad on Expo website	✓	✓	✓	
Logo/Link on Expo Home Page	✓	✓	✓	
Expo speaker opportunity	30 min	15 min		
Sponsorship recognition on WMAL and WYCB radio	✓			
Logo and recognition in promo e-blasts	✓			
Expo workshop, class or demo	30 min	15 min		
<b>Print Benefits:</b>				
Logo on all flyers, ads, posters	✓	✓	✓	
2-page color spread (far forward) in glossy mailed Expo Program Guide	✓	✓		
1 page color ad (far forward) in mailed Expo Program Guide			✓	
1 page color ad in Expo Program Guide				✓
Color ad in October or November <i>Beacon</i> *	Full Page	Half Page	Quarter Page	
Acknowledgment in all articles, press releases	✓	✓		
Listing in <i>Beacon</i> Special Expo Section	✓	✓	✓	✓

\* Sponsorship ads run in addition to any already-contracted advertising, and may be used to promote your sponsorship and the Expo.





# EXHIBITOR/SPONSOR AGREEMENT

EXHIBITOR (company or organization): \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

WEB SITE ADDRESS : \_\_\_\_\_

TYPE OF BUSINESS: \_\_\_\_\_

## Virtual 50+Expo, October-November 2021

Gold sponsorship (\$7,500)

Silver sponsorship (\$5,000)

Bronze sponsorship (\$2,500)

Exhibitor (\$795)

Please complete the attached credit card form, or make your check payable to The Beacon (note "Expo" on all checks), and mail to: The Beacon, P.O. Box 2227, Silver Spring, MD 20915-2227.

Exhibitor/Sponsor will be confirmed upon receipt of signed agreement.

Applicant, representing Exhibitor/Sponsor, represents and warrants that Exhibitor/Sponsor will participate in the virtual event, and that total fees due under this agreement shall be paid in full on or before September 1, 2021. No payments made under this agreement will be refundable after that date. In the event that the total fees due are not paid by Exhibitor/Sponsor by September 1, 2021, Exhibitor/Sponsor will remain liable for full payment, including interest at the rate of 1.5% per month (18% per annum) on any balance due. Should collection procedures become necessary, Exhibitor/Sponsor agrees to pay all costs of collection, including court costs and attorney's fees.

General Release and Acceptance of Rules: I (We) the Applicant(s) do represent the Exhibitor/Sponsor, and agree that Exhibitor/Sponsor expressly releases The Beacon Newspapers, Inc. (the Expo Producer), other Expo presenters, exhibitors and sponsors of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the Exhibitor/Sponsor's participation in the Expo, and agree to hold and save the Expo Producer and other presenters harmless for any loss by any reason thereof.

It is mutually agreed that all information on this application is part of this contract and will be binding on both parties upon acceptance by the Expo Producer.

I (We) the Applicant agree that our Company name may be included in any advertising and promotional materials distributed by the Expo Producer.

Applicant (on behalf of Exhibitor) \_\_\_\_\_ Date \_\_\_\_\_

Applicant Signature \_\_\_\_\_



Beacon Account Executive \_\_\_\_\_ Date \_\_\_\_\_



# CREDIT CARD AUTHORIZATION FORM

Please print very LARGE and CLEAR, especially your NUMBERS.

Salesperson name: \_\_\_\_\_ Date: \_\_\_\_\_

Customer name: \_\_\_\_\_ Phone number: \_\_\_\_\_

Email address to send receipt, if applicable: \_\_\_\_\_

Amount to be charged today: \_\_\_\_\_

Check one:      VISA      M/C      AMEX      Discover

Account number: (16 digits for Visa or M/C) 

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(15 digits for Amex)

Expiration date: (Month/Year) \_\_\_\_\_

Security code (this is a 3 digit code for Visa, M/C and Discover) 

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(this is a 4 digit code for AMEX)

Name EXACTLY AS IT APPEARS ON THE CARD: \_\_\_\_\_

Address TO WHICH THE CARD IS BILLED: \_\_\_\_\_

Including City State & Zip Code  
\_\_\_\_\_

Signature: \_\_\_\_\_

P.O. Box 2227 Silver Spring, MD 20915-2227

Phone: 301-754-0471 • Fax: 301-754-0472