

**Empowered Light Holistic Expo
Exhibitor Application
Oaks PA September 28-30, 2018**

Contact Name:

Business name:

Specify How Booth Sign Should be listed: (limit of 35 Characters)

Phone:

E-mail:

Business Mailing address:

City:

State:

ZIP:

Website:

Description of your offerings for our program: (30 words total)

Products/services offered at your booth:

Preferred Booth #: (list up to 5, none are guaranteed)

If you don't need a table or chairs, let us know here: NO TABLE NO CHAIRS

TYPE OF BOOTH		
	Standard Booth	\$445
	Shared Booth	\$500
	End Booth Upgrade	\$65
	Swag Bag	\$75
	Speaker Application	\$75
	Advertising (specify)	
	TOTAL:	

Make Checks payable to: Empowered Light Holistic Expo, 118 Merion Lane, Reading, PA 19607
 PayPal funds to empoweredlightexpo@gmail.com Or Call 484-459-3082 with a credit card.

AGREEMENT

Your signature below indicates that you have read and agree to adhere to the terms & conditions listed below on this application. *You give permission for any photos to be used for promotional purposes.* You agree to promote your participation and the Expo via social media, website events, emails & newsletters.

SIGNATURES

Title:	Title:
Date:	Date:

**Empowered Light Holistic Expo
Speaker Application
Oaks PA September 28-30, 2018**

Contact Name:

Business name:

Phone:

E-mail:

Business Mailing address:

City:

State:

ZIP:

Website:

Title & Description of Talk: (2-3 sentences, OK to email it)

Speaker Bio: (2-3 sentences, OK to email it, please send pictures)

Speaker Fee and Advertising

	Speaker Application	\$75	
	Advertising (specify)		
	TOTAL:		

Make Checks payable to: Empowered Light Holistic Expo, 118 Merion Lane, Reading, PA 19607
PayPal funds to empoweredlightexpo@gmail.com Or Call 484-459-3082 with a credit card.

AGREEMENT	
<p>Your signature below indicates that you have read and agree to adhere to the terms & conditions listed below on this application. <i>You give permission for any photos to be used for promotional purposes.</i> You agree to promote your talk and the Expo via social media, website events, emails & newsletters.</p>	
SIGNATURES	
Title:	Title:
Date:	Date:

Be a Part of the Change at the September 28-30 2018 Empowered Light Expo!

Greater Philadelphia Expo Center, 110 Station Ave, Hall D & E, Oaks, PA

Expo Hours: Friday September 28, 5-9 PM, Saturday September 29, 10-6 PM, Sunday September 30, 10-6 PM.

Set up is Friday September 28, from 9:30 to 4:15. **Opening Ceremony** 4:15-4:45. **Move out** Sunday September 30, 6-9 PM

Booths:

- **The Expo producer cannot not guarantee that exhibitors will have their exact desired booth location, and reserves the right to choose or move the booths.**
- **Moving booths is not allowed once assigned unless approved**
- All Booths are 8' x 10' and include a 6' skirted table, 2 chairs, hanging booth sign & 4 Vendor Badges for booth assistants. You're welcome to bring your own extra chairs & tables
- Booths are surrounded by low pipe & drape (30" high), with high pipe & drape (8') in the back.
- Exhibitors will need table coverings. Pipe & Drape colors are Purple & Fuschia.
- You're welcome to place printed materials on a table up front for additional promotion.
- Electric is \$110 additional, **paid directly to the Expo Center.** Arrange for Electric by early September to avoid additional fees. <http://www.phillyexpocenter.com/for-exhibitors/service-order-log-in/>
- **Sorry, there can be no sharing of electric services!**
- Wifi is \$39 additional per booth, **paid directly to the Expo Center.** If needed you can get this directly while at the Expo.
- **You will not be allowed admittance without full payment in advance.**
- Instructions will be sent before the show for specific move in details.

General:

- No refunds of any kind are given
- Empowered Light Holistic Expo has the right to photograph exhibits, attendees and exhibitors for future marketing uses.
- You are responsible for promoting **your business** and its participation at the Expo. You agree to promote your business and the Expo via social media, website events, emails & newsletters.
- You must Check In before you set up your booth. Donate your prize & get Vendor Badges

- No Open Flames or Loud Music
- While Empowered Light Holistic Expo and the Greater Philadelphia Expo Center shall make reasonable efforts to provide security at the Expo Hall, they are not responsible for the safety of any exhibitor, it's property, employees, visitors or customers from theft, disappearance, injury, or damage by fire accident or any other cause and exhibitors assume sole liability for any losses resulting from such causes. No insurance is provided for the benefit of the exhibitors or their property. Exhibitors shall indemnify and hold the Empowered Light Holistic Expo and its affiliates harmless from any damages, losses or liabilities resulting from any claims, demands, suits or other actions based on or arising out of the exhibitors' presence in the indoor or outdoor expo spaces or parking areas during the lease term of the show.
- If the Expo Hall space or other area of the Greater Philadelphia Expo Center are rendered unusable by fire, other casualty, or by reason of strike, civil disorder, acts of God, or any other reason beyond the control of the Empowered Light Holistic Expo, the Empowered Light Holistic Expo shall have the right to terminate this application and contract. The Empowered Light Holistic Expo and its affiliates shall not be liable for any loss or damage suffered by any exhibitors should this contract be terminated, provided however, that Empowered Light Holistic Expo shall return the portion of payments made by exhibitors after deducting a pro rata share of expenses incurred in connection with the Expo.

Pricing: *Pricing and Floor Plan subject to change; potential vendors will be notified.*

- Basic 8' x 10' booth prices are \$445.
- Shared Booths are \$500.
- End Booths are an additional \$65, and there is a limited number.
- Swag Bags are \$75. Info MUST be received prior to 9/1/18 as we'll need time to pack & store these! (we need 1000 pieces of your information, coupons or samples)
- Speaker fee is \$75
- Advertising is based on size of ad, see below

If you do not show for the Expo or cancel for any reason, all payments are non-refundable.

**Exhibitors must disclose all services, products and therapies they'll be offering at the show, so the Expo producer can ensure the show is balanced, and that the highest quality vendors are in attendance. Exhibitors will receive an email confirmation of their acceptance, and their booth deposit will be processed and reservations will be deemed final.*

Speakers:

Presenting your information helps visibility! Presentations & workshops must be informative, rather than being "infomercials". Talks are a maximum of 50 minutes per talk, unless otherwise arranged

Speakers are required to assist with promotion of their event, including emails, newsletters, events on websites and social media.

If interested, please submit your application with a \$75 Presenter Fee. We'll send you confirmation of your time, room, and other details. You're welcome to email your application, pictures & presentation details to empoweredlightexpo@gmail.com

Applications, Pictures, Presentation titles and 2-3 sentence workshop descriptions are due by:
August 10, 2018

Speakers that cancel or do not show will not be allowed to speak at future events.

Here's a summary of how each room will be appointed:

TRANSFORM Room:

This room will hold 200 chairs, expandable to 350 if necessary. There will be a stage, podium, TV screen with HDMI cable, and microphone in the room.

AWAKEN Room:

This room will hold 80 chairs, and can be expanded to 100 if necessary. There will be a TV screen with HDMI cable in the room. A stage and microphone is not necessary for this room.

EVOLVE Room:

This room will be set up for workshops, with 40 chairs. If necessary, tables can be added at an additional cost.

GLOW Room:

This room will not have furniture, so that we can hold classes like Yoga, Tai Chi, Sound Healing or Meditations. There is electric available in the room but you'll need to bring your own music, speakers, etc.

What is Empowered Light offering for vendors and speakers?

Swag Bags:

Swag bags are given to the first 1000 attendees, a fun and inexpensive way to get your samples, info & discounts distributed to your audience. These are great if you can't make it to the Expo, or just want more targeted exposure. Participating with these bags are optional, and it's an effective way to reach your target audience. We must have all forms, payment & contents on or before September 1st!

Marketing and Media:

The Empowered Light Expo is utilizing traditional and social media outlets to collectively promote Vendors, Speakers, and the Expo itself. We're creating a collaborative group of talent and

knowledge, & respectfully ask exhibitors to help promote the Empowered Light Expo by placing links for the Facebook page and website on their website and social media pages such as Facebook or Twitter. Anything you do to pass on the word will guarantee a stronger show.

Here's the Website Link: <http://www.empoweredlight.com/>

Here's the Facebook Link: <https://www.facebook.com/EmpoweredLight/>

Our Twitter Account: @empoweredexpo

Our Instagram Account: @empoweredlightholisticexpo

Billboards, Print & Radio: The marketing budget is substantial, and we request your help to ensure The Expo has a firm foundation in the Philadelphia area

- 15 billboards around the Greater Philadelphia area
- print ads, social media campaign and radio spots
- 30,000 hand distributed Expo programs to be pre distributed

Social Media and Video:

Please share our Expo video! If you haven't been to our [Facebook](#) page, please do now and make sure to like and follow us there.

Video: Artistic Hands Productions will be providing video services. For their discounted rates & services, call Brian at 856-981-4291

Facebook Live:

During the weekend, we will make periodic Facebook live posts, which will include glimpses of different vendors, presentations and the Expo at large.

Raffle

We raffle off 3+ prizes per hour, where Guests may choose their prize, and their photo will appear on the Facebook page, gaining more visibility. Every attempt will be made to recognize the donor of the prize. **ALL Exhibitors will provide 1 prize to be raffled away** (gift certificate, gift basket, etc) This can be of any monetary value, and additional prizes are welcome. Prizes are collected at Check In.

Print Advertising:

Want to have your ad in our full color publication?

Our publication is a way for you to get your business noticed by thousands of potential new customers. It will include our program, which every attendee to the Expo will be viewing, and 30,000+ copies of the Expo Publication will be hand distributed to Holistic centers in the Greater Philadelphia Area before the show.

We'll put a .PDF of the full program on the website which will also include your ads.

Sizes & Pricing:

Full Page Ad	\$500	7.5 w x 10.25 h
Inside front/back cover	\$650	7.5 w x 10.25 h
Half Page Ad	\$250	7.5 w x 4.5 h
Quarter Page Ad	\$165	7.5 w x 2.25 h
Sixth Page Ad	\$140	4.75 w x 2.25 h
Eighth Page Ad	\$125	3.5 s x 2.375 h
250 Word Article	\$100	250 Word Limit
Special! Run an Ad, get a discounted Article bundle	\$50	250 Word Limit on the article. Ad can be any size above

Finished ad should be in .pdf, .psd or .tif file format. Submit ads electronically to us at empoweredlightexpo@gmail.com before **August 10, 2018**, mentioning your preferred ad size.

Mail Payments to:

Empowered Light Holistic Expo
118 Merion Lane
Reading, PA 19607

Questions? Email EmpoweredLightExpo@gmail.com or call Sue Greenwald at 484-459-3082

Visit www.EmpoweredLight.com, the Facebook page <https://www.facebook.com/EmpoweredLight/>