

The 7th

SUNSHINE STATE ELDERCARE EXPO

Produced and Managed by Multi-Expo International, Inc.

**SUNDAY
OCTOBER 27, 2013
3-6 PM**

**at the beautiful *PAVILION* (in the Stonegate Bank Bldg.)
301 Yamato Rd. Boca Raton, FL 33431 www.paviliongrille.com**

FREE ADMISSION TO THE PUBLIC

**Because hundreds of our attendees
at the Singles' Lifestyle Expo, taking place concurrently,
are of the same age demographic as
your company seeks, or are the
decision makers for them,
we are setting aside the entire lobby
of this beautiful venue for companies
like yours with goods and services
to help them choose the best.**

***We will present over 45 exhibiting companies
to enhance elder life
Shouldn't yours be included???***

SPONSORSHIPS AVAILABLE

Networking opportunities with organizations and companies that can make your job in Elder care easier

Food/Beverages available

Free parking

For information on exhibiting, please contact:

Lorraine Westreich, Show Manager at 954-753-6632 or iwrite4you@att.net or
Al Barry, President, Multi-Expo Int'l., Inc. at 305-448-7976 albarry@bellsouth.net
www.multi-expo.com

The 7th SUNSHINE STATE ELDERCARE EXPO
OCTOBER 27, 2013 3-6 PM

Dear Potential Exhibitor,

Multi-Expo International, Inc. is proud to provide an opportunity for you to position your business or service at the forefront of the most concentrated venue for exhibiting goods and services of particular impact in the eldercare industry at the



7th SUNSHINE STATE ELDERCARE EXPO
SUNDAY, OCTOBER 27, 2013 3-6 PM

at the **Pavilion Grille** www.paviliongrille.com

(in the grand lobby of the Stonegate Bank Bldg.) 301 Yamato Rd. Boca Raton, FL 33431

Our successful May Expo in this same venue has created a demand to repeat it before a year's time passed. This event will be open (and free) to the public and marketed extensively to the communities in South Florida that contain the elder population.

Families with aging members will also be encouraged to attend to see in one place, at one time, an array of help in the way of information, innovations, products and services available to them as they face the daunting task of providing care for their loved ones. Admission is free for this Expo

Concurrently, the **Singles' Lifestyle Expo** will take place. Those attendees represent the Baby Boomer generation, and will be able to also visit your exhibit table! ***If adults aged 50+ are in your target market, you will benefit by participating. We provide the contact information for all attendees to our exhibitors who request it after the show to add to their leads, as every attendee registers upon admission.***

Multi-Expo International, Inc., a company with over 26 years of experience in trade show production, is your partner in bringing this important event to the people of South Florida.

Looking forward to helping you showcase your business at the Expo!

Lorraine Westreich

Show Manager

For more information, or to apply for exhibit space, please contact:

LORRAINE WESTREICH, Show Manager, 954-753-6632 or iwrite4you@att.net

or

AL BARRY, President, Multi-Expo Int'l. Inc. 305-448-7976 albarry@bellsouth.net

www.multi-expo.com

EXHIBIT SPACE CONTRACT FOR



THE 7TH SUNSHINE STATE ELDERCARE EXPO SUNDAY, OCTOBER 27, 2013 FROM 3-6 PM

at the PAVILION, 301 Yamato Rd., Boca Raton, FL

List the company name, address and phone number/email address as you want it printed in the Exhibit Directory/Program Guide distributed at the show and released to the press.

Company name _____

Street address _____

City, State, Zip _____

Telephone _____

Email: _____

Key Contact Person/Title _____

Type of Product/Service exhibiting _____

Our company requests assignment of Table (s) _____ (Please see floor plan)

*Note: table locations assigned on a first-come, first-served basis, but requests will be honored when possible

EXHIBIT SPACE FEES

_____ Table(s) @ \$400. per 6 ft. table for Sunshine State Eldercare Expo (incl. 1/2 pg. ad) = _____

_____ We will need access to electricity @ \$25.00 = _____

_____ Sponsors' area Table (prime location) \$750. and up - **Call for pricing/location** = _____

EXHIBIT SPACE CHARGES TOTAL = _____

DEPOSIT min. 50% to reserve table = _____

_____ Yes, we will supply our camera-ready FREE 1/2 page ad by 10/20/13

Please upgrade our ad to full page for \$50..... = _____

AD PRICES: ☐ \$100. full pg. (8.5" w X 11" h) ☐ \$50. 1/2 pg. (8.5" w X 5.5" h) ☐ \$25. Bus. card = _____

camera-ready ads must be emailed to iwrite4you@att.net by OCT. 20, 2013

(above prices are for standard ads, call for details on premium ads)

BALANCE DUE 10/20/13

(after 10/20/13 credit cards/ cash only)

\$

I acknowledge that my signature on this contract represents that I understand the following: a) I have an unconditional obligation to pay the full price of assigned table space and that failure to fulfill this obligation will result in collection action for which I agree to pay any reasonable collection fees, court costs, attorneys' fees and interest until the obligation is fulfilled, b) exclusivity will require an additional fee and will not be granted unless by written agreement with the Show Manager, c) that there is a no refund policy, d) that if I offer a food or other ingestible product sample or offer samples of topical products, I will sign a Waiver and Indemnification Agreement furnished by the Show Management, e) that I will abide by the Rules & Regulations set forth, and f) In the event the Expo is cancelled due to hurricane, all deposits and monies paid and/or due will be credited toward a rescheduled date within 6 months g) no guarantee of attendance was made, but that reasonable efforts are made to promote attendance by the show management. Projections are based on promotional campaign and previous history of attendance, and h) photos taken at the event may be used by the show management at their discretion.

Signature _____ Title _____ Date _____

FAX COMPLETED CONTRACT TO 305-448-4630 TO RESERVE YOUR SPACE OR EMAIL TO iwrite4you@att.net ► Lorraine Westreich – Show Manager 953-653-6632

Credit cards accepted – call 954-753-6632 OR 305-448-7976

MAKE CHECKS (must be received by 5/12/13) PAYABLE TO:

MULTI-EXPO INTERNATIONAL, INC. 161 Madeira Avenue. #101, Coral Gables, FL 33134

Al Barry, President: albarry@bellsouth.net 305-448-7976 www.multi-expo.com (click Eldercare Expo)

Multi-Expo International, Inc.
CONVENTION PLANNERS AND PROFESSIONAL MANAGEMENT GROUP
161 Madeira Avenue, #101 Coral Gables, FL 33134 Fax: 305-448-4630 www.multi-expo.com
Lorraine Westreich, Show Manager 954-753-6632 iwrite4you@att.net
Al Barry, President, Multi-Expo Int'l. Inc. 305-448-7976 office albarry@bellsouth.net

FACT SHEET

Exposition Title: THE 7TH SUNSHINE STATE ELDERCARE EXPO

Owned and Operated by: Multi-Expo International, Inc. – Show producers with over 26 years of trade show experience in various markets and industries. Your contact for exhibit space sales, sponsorships, and advertising

Public Relations: Multi-Expo International, Inc. will help promote its exhibitors through media and unique marketing strategies to optimize their participation in this Expo.

Expo Management: Multi-Expo International, Inc., at the above contact numbers and emails, is your liaison for set/up, breakdown, shipping and actual exhibit space services.

Show Location: The Pavilion Grille: Stonegate Bank Building – 301 Yamato Rd., Boca Raton, FL

Show Date/time: Sunday, October 27, 2013; 3-6 pm. Exhibitor set-up 1-3 pm break-down 7-8 pm

Markets Represented: All companies that have goods and services that benefit the elderly population: Assisted, independent, rehabilitation, skilled nursing housing; mobility services, insurance, reverse mortgages, disability aids such as aids in hearing, vision, orthopedics, personal hygiene, nutrition, communication, transportation, day care, counseling, rehabilitation, speech, physical and occupational, respiratory therapy, legal assistance, apparel, placement; medical staffing, home healthcare companies, medical specialists such as gerontologists, orthopedists, pulmonologists, oncologists, cardiologist, dermatologists, neurologists, etc. are invited to exhibit as well.

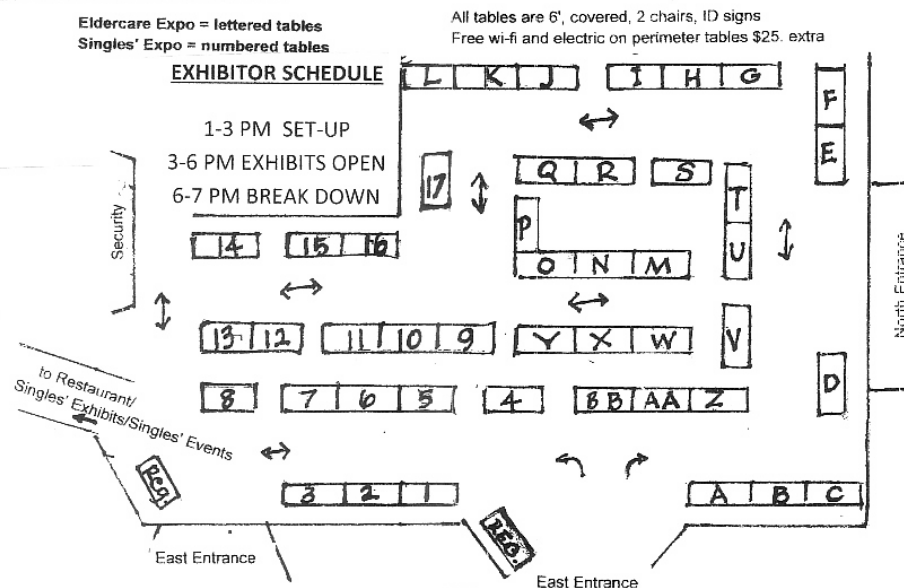
Attendee Profile: Multi-Expo invites the public to attend with no admission fee using various media outlets and our unique marketing strategies. Major senior communities in the tri-county area will be reached and invited to attend. Taking place concurrently is the Singles' Lifestyle Expo, attended by single adults of baby boomer age or slightly younger/older. These attendees have special interest in elder care either for their parents or looking toward their own futures. This Eldercare Expo will provide a wealth of information for all attendees of both Expos. Medical professionals will also be encouraged to attend to view innovative products that can aid in their elder care careers..

Target Market area: Attendees will be drawn primarily from the tri-county area of Palm Beach, Broward and Date Counties, and exhibitors/vendors local and nationwide.

Anticipated Exhibitor Participation: 45+ **Anticipated Attendance:** 800+ **Free parking**

Cost to Attend: \$0. **Amenities:** Food/ beverages available to purchase **Cost to Exhibit:** \$400 - \$1200 (Gold Sponsor)

FLOOR PLAN FOR THE 7th SUNSHINE STATE ELDERCARE EXPO, OCT. 27, 2013 3-6 PM



Contact for Singles' Expo: Al Barry 305-448-7976 albarry@bellsouth.net
for Eldercare Expo: Lorraine 954-753-6632 iwrite4you@att.net

The 7th

SUNSHINE STATE ELDERCARE EXPO

SUNDAY, OCTOBER 27, 2013 3-6 PM

at the beautiful **PAVILION** (in the Stonegate Bank Bldg.), 301 Yamato Rd. Boca Raton, FL

www.paviliongrille.com

GOLD PACKAGE –\$1200.00

- ▶ Two 6' Sponsor tables in prime location (your choice, together or separate) in sponsor area with free electric and Wi-Fi access
- ▶ 1 FULL PAGE color or b/w back ad in Show Program.
- ▶ Sponsorship recognition in printed materials (and in pre-show email blast campaign and on website.
- ▶ Attendee database and post-event marketing support.
- ▶ Free parking
- ▶ \$100. gift certificate for dinner at Pavilion Grille

SILVER PACKAGE - \$900.00

- ▶ 1 6 ft. Sponsor table in prime location in sponsor area with free electric and Wi-Fi ▶ Full PAGE black and white ad in Show program,
- ▶ RECOGNITION of Show Sponsorship in printed materials (whenever possible in pre-show promotions and guaranteed in the Show Program) and on website
- ▶ Attendee database and post-event marketing support
- ▶ Free parking
- ▶ \$75.00 gift certificate for dinner at Pavilion Grille

BRONZE PACKAGE – \$750.00

- ▶ 1 6 ft. Sponsor table in prime location with free electric and Wi-Fi access, if needed
- ▶ FULL PAGE AD IN The Show Program
- ▶ RECOGNITION of Show Sponsorship in printed materials (whenever possible in pre-show promotions and guaranteed in the Show Program) and on website
- ▶ Attendee database and post-event marketing support
- ▶ \$50.00 gift certificate for dinner at Pavilion Grille
- ▶ Free parking

note: STANDARD TABLE (\$400.00), IS 6', with 2 CHAIRS, ID SIGN, ½ PAGE AD AND LISTING IN SHOW DIRECTORY, FREE PARKING, electric \$25.00 extra

POSITION YOUR COMPANY ABOVE THE REST BY BEING A SPONSOR!!!

Call LORRAINE WESTREICH, Show Manager
9534-753-6632 iwrite4you@att.net or
AL BARRY, PRESIDENT, MULTI-EXPO INT'L., INC.
305-448-7976 office albarry@bellsouth.net

THESE ARE SOME OF THE COMPANIES THAT HAVE ALREADY BENEFITTED BY PARTICIPATING IN

THE SUNSHINE STATE ELDERCARE EXPO

SHOULDN'T YOUR COMPANY BE LISTED HERE NEXT TIME?

A.Bel Audiology
Action Healthcare
ADT Home Health Security
AFLAC
AIDS Healthcare Foundation
Alzheimers Association
American Travel Partners
Amerigroup
Amicus-MSO
A Plus Insurance Agency
Arbonne International
Ardyss International
Atlantic Allcare Home Health
Awareness Center
Bailey Memorial Gardens
Beltone Hearing Centers
Besner Psychology Group
Beth Israel/Eternal Light
Boomer Power
Broward Carefinders
Broward County Health Dept.
Broward Meals on Wheels
Can Am Rx Discount Drugs
CapTel Captioned Telephones
Caregiver Services, Inc.
Caring Transitions
Chair Massage by Pam
Classic Home Care
Coolidge Palms Assted Living Resort
CSI Bellcare Nurses Registry
Careminders Home Care
Center for Hearing and Commun.
Ctr.for Optimal Health - Biomat
Checking on U, Inc.
Champion Home Health Care
David Lerner Associates
Dignity Memorial
Dr. Johannes Blom, Orthopedist
Dr. David Levens
Eternal Charisma/Relax Sauna

Evergreen by United Healthcare
Eyeglass Factory
Family Relocation Consultants
Florida Assisted Living Coalition
Futurity First Insurance Group
Florida Longterm Care
Ombudsman Program
Fred Hunter's
Gardens at Driftwood
Genesis
Gentiva
Guaranteed Wellness
Health View One
Home Instead Senior Care
Hospital Without Walls
Humana Marketpoint
I Declutter U
Imagine Therapy (urology)
Insphere Insurance Solutions
Insurance Benefits Consultant
Int'l.Hearing Partners of S. FL
Juice Plus
LaNurse Home Health Care
Le Chocolatier
Life Insurance for Diabetics
Lifewatch
LoJack Safety Net
Manna Relief
Margate Healthcare Center
MedExpress Urgent Care Ctrs.
MetLife
Miami Herald
Miami VA Healthcare System
Millennium Products/Cell Shield
Mortgage Lenders of America
National Financial Concepts LLC
Neptune Society
New York Life
Nick Costanzo Insurance
Nightowl Flashlights

Paragon Meds
Powerline Chiropractic & Rehab
Pre-paid Legal
Principal Financial Group
Riverside Gordon Mem. Chapels
Scrubs Anatomy
Senior Concierge Providers
Senior Market Networking
Senior Nannies/Senior Advantages
Seniors Helping Seniors
Senior Volunteer Services
SGH Insurance
SHINE
Simedica
Smooth Moves
Sound World Solutions
South FI Business Connections
So. FL Hosp. News & Healthcare
Report
Sunshinestateofmind.com
Stable Solutions
Sunrise Community, Inc.
Sun Sentinel
Take Shape Plastic Surgery
Teledynamics
The News
The Pantry of Broward
The Son You Wish You Had
Timetostopthepain.com
Transient Health & Wellness
Trinity Health Care
Unimed Health Systems
United Diabetic Supplies
United Healthcare
Vet Assist
VITAS Innovative Hospice Care
Walser Law Firm
What the Gym Can't Do/ It Works
Whysyms Nursing Services
Wow Mobile

2013 SUNSHINE STATE ELDERCARE EXPO RULES & REGULATIONS

1. Expo exhibits must be staffed at all times throughout the event by qualified representatives of the exhibitor. Exhibitors are also expected to keep their exhibits attractive and clean throughout the course of the event.
2. Each exhibiting company has liability for loss, theft, property damage or destruction and personal injury in their exhibit space.
 - A. Exhibitor hereby waives any and all claims against the Show Management, their agents or representatives resulting from loss, theft, damage or destruction to its property, or from personal injuries to it, its agents, and/or employees.
 - B. Exhibitor assumes full and complete responsibility for any damage that may occur when moving exhibit material in or out of facility or destruction of property of others or exhibitors participating in the consumer show. Exhibitor hereby waives any right of indemnification which it may have against the show management, their agent or representatives for any and all claims arising from exhibiting.
3. Insurance: It is expressly acknowledged that the show management has not purchased insurance of any kind for the benefit of the exhibitor, nor is it under any obligation to do so.
4. No part of any exhibit or any signs relating theretofore, shall be pasted, nailed or otherwise attached to the walls, doors, etc., without the written approval of Show Management and in any way as to deface same, damage arising by failure to observe these rules shall be paid by the exhibitor. PLEASE NOTE: Exhibitors must use measures to protect the exhibit hall, exhibit booth partitions, tables, chairs, wall columns, and floors from all damages. The exhibitor will be held responsible and charges by the facility for any damage to their equipment, building, ground, or for cleanup caused by paint, grease, oil abrasives, or excess debris left in exhibitor's space. Show Management has the right to dismantle and pack any property exhibitor has failed to pack by move-out deadline, or may order such work to be done, at the sole expense of the exhibitor. The show management shall have the right and the authority to remove such property from the exhibit premises, designate carriers from its return, send it to public or private storage, or otherwise dispose of it, without incurring liability therefore. All cost of such removal, return, storage and other disposition shall be charged to and paid by the exhibitor.
5. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view, or interfere with, the exhibits of others. Nothing shall be displayed at a height above the back wall of the exhibit, which is 8'. This does not apply to the display of lighting fixtures or equipment on demonstration. Exhibitors having displayed requiring greater height than the 8' limits for the background display may arrange with management for space on the perimeter. All exposed parts of display partitions must be covered so they do not present an unsightly appearance when viewed from adjoining booths or aisles.
6. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made inside the exhibitor's booth. If shows or demonstrations are planned within the exhibitor space, the space must be able to contain a reasonable sized audience. Aisles cannot be blocked and canvassing outside of the booth is forbidden.
7. Motion picture projectors, and other apparatus must conform to the state and/or city fire regulations. All draperies or other fabrics must be fireproofed before entering into the decoration of any exhibit. Paper decorations, distribution of any adhesive slogan material, and use of propane are NOT PERMITTED. Electrical wiring must conform with the National Electrical Code Safety Rules.
8. Advertising material, or signs of firms other than those who have engaged space are prohibited. CANVASSING, SOLICITATION OR ANY BUSINESS IN THE INTEREST OF ANY FORMS OTHER THAN THOSE EXHIBITING, IS PROHIBITED. THE SHOW MANAGEMENT WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS RULE.
9. Unethical conduct or infraction of rules, on the part of an exhibitor or their representatives, or both, will subject the exhibitor or the representatives to dismissal from the exhibit hall, in which event, it is agreed no refund shall be made by the exhibit manager and further than no demand for redress will be made by the exhibitor or their representatives.
10. The Show Management will not be liable for the fulfillment of this lease as to delivery of space if non delivery is due to any of the following causes by reason of; the building being destroyed by fire, acts of God, strikes, the authority of the law, or for any other caused beyond the Show Management's control.
11. Playing of any music by an exhibitor is expressly forbidden and/or anyone doing so will be responsible for payment of the licensing fee required. Show Management, their agents or representatives will not be responsible for any music used that doesn't conform to these standards.
12. Your company representatives, or your agents shall be held jointly, collectively and individually responsible for any and all debts incurred, for all exhibits costs, fees or changes.
13. Exhibits and Public Policy: Exhibitor is charged with knowledge of all laws, ordinance and regulations pertaining to health, fire prevention and public safety, while participation in this showing. Compliance with such laws is mandatory for all exhibitors and sole responsibility is that of the exhibitor.
14. Loud speakers, MC systems, radios, television sets, or the operation of any machinery or equipment which is of sufficient volume as to be annoying to neighboring exhibitors, interfere with casual conversations or the interviewing process will not be permitted. General announcements will typically not be allowed.
15. Subletting of space: The exhibitor shall not assign, sublet, or share space assigned or have representative, equipment or materials from firms other than their own in the exhibit space without written consent of the Show Management.
16. Soliciting for exhibits or any other reason by registered or unregistered persons, firms, or associations is strictly forbidden. Violation of this regulation will result in removal from the show premises immediately and is subject to any and all remedies available by law.
17. Show Management has the right to refuse an exhibitor on the grounds of non-compatibility with the event. Management reserves the right to approve the character and contents, including signs and placement of sign, in all exhibits. Any exhibit which does not meet Management's approval may be removed from the show.
18. **Exhibitor's exhibit must be set up and ready for business prior to opening of expo. Exhibitor agrees to keep their exhibits open and staffed during expo hours and not dismantle prior to expo closing.**
19. Sale or sampling of food or beverages is prohibited during the show. However, exhibitors may request written approval from show management in instances where exhibitor wishes to distribute bite-size specialty food samples that are relative and pertinent to the exhibitor's business. A Food and Substance Waiver will be required to be signed prior to the opening of the show.
20. Raffles, contests, or drawings appropriately relating to all exhibit are allowed when no money changes hands. Under laws governing games of chance, every exhibitor operating games of chance, lotteries, etc., is charged with the knowledge of national, state, and local legal restrictions on such operations.
21. There will be no refunds.
22. Show Management reserves the right to modify the floor plan at any time.
23. All points covered herein are subject to settlement by Show Management.
24. Late fees apply to accounts over 30 days past due.
25. Date changes must be made at 7 days prior to scheduled expo dates to accommodate exhibitor date change.