

# Booth Application & Contract

April 14, 2009 • Valley Forge Convention Center • King of Prussia, PA

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## BOOTH - Application Deadline: February 12, 2009

COMPANY NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

Standard Inline Booth \$1425 X \_\_\_\_\_ booths = \$ \_\_\_\_\_

Corner Booth Upgrade = \$125 (Guarantees corner space, not booth #)

\$100 PREPAY DISCOUNT: DEADLINE: FEBRUARY 12 (Submit CC #, original/copied check or agency IO w/this form)

## Gain Additional Exposure with Promotional Add Ons

**BOOK YOUR BOOTH AND SAVE AN ADDITIONAL 5% PER ADD-ON FEATURE:**

• Web Ad • Direct Mail Brochure • Program Guide Ad • Sponsorship

**SAVE UP TO 20% by adding all 4 promotional opportunities!**

### 1 WEB ADVERTISING on *ADVANCE Job Fair Website* - **NEW!**

LEADERBOARD AD – 10 rotating positions, appears on every page

1x - \$1,680    3x - \$1,596    6x - \$1,512    12x - \$1,428

Size is 728 x 90 pixels. (Size limit is 65 KB)

TILE AD – 5 fixed positions

\_\_\_\_\_ Home page    \_\_\_\_\_ All exhibitor pages

1x - \$840    3x - \$798    6x - \$756    12x - \$714

Size is 120 x 90 pixels. (Size limit is 25 KB)

TARGETED TILE AD (includes search results)

\_\_\_\_\_ Event pages

1x - \$893    3x - \$848    6x - \$803    12x - \$759

Tile Ad width is 120 x 90 pixels. (Size limit is 25 KB)

ART FOR WEB AD WILL BE PROVIDED AS FOLLOWS:

- We will supply GIF, JPEG files or clean scan-ready art.
- Please create my ad using my logo and/or graphics.
- Please contact my agency rep to collect artwork

### 2 PROGRAM GUIDE DISTRIBUTED TO ALL SHOW ATTENDEES

Full-page - \$1925     2/3 page - \$1585     1/2 page - \$1200 (Horiz)

1/2 page - \$1200 (Vert)     1/3 page - \$1015     1/4 page - \$635

1/8 page - \$255     2 col. x 6" - \$785     2 col. x 3" - \$315

**Prime positions – Add 5% - full page ads only. Call to confirm position.**

\_\_\_\_\_ Inside front cover    \_\_\_\_\_ Inside back cover    \_\_\_\_\_ Back cover

ART FOR PRINT ADS WILL BE PROVIDED AS FOLLOWS:

- We will e-mail ARTWORK in PDF format, to:  
jobfairads@advanceweb.com w/Valley Forge in the subject line
- Please create my ad using my logo and/or graphics
- Please contact my agency rep to collect artwork

### 3 DIRECT MAIL BROCHURE\* - **NEW!**

Targeted 4 page brochure mailed to 5,000 healthcare professionals within 100 miles of the event location. Brochure mails 2 weeks before the job fair. **Must be booked by: February 17**  
Ad space is limited.\*

1/4 - page \$2,500 - 4 spaces available

### 4 SPONSORSHIPS *see prospectus for details*

**NEW!**  Video Profile on Job Fair Website - \$1000

**NEW!**  Premier Company Logo on the homepage of the Job Fair Website - \$650

**NEW!**  Model Sponsorship - \$785

**NEW!**  Grand Prize Sponsorship - \$1400

Tote Bags (one logo space) \$1200

Tote Bags (entire image area) \$9235

Registration Area (per Panel) \$1200

Attendee Badges \$1200

Resume Booth \$785

Tote Bag Stuffer (per item) \$665

\_\_\_\_\_ I will provide an item for tote stuffer by April 6

\_\_\_\_\_ I would like to order my tote stuffer from *ADVANCE*

Bottled Water (250) \$785

Refreshment Breaks Shared \$785

Refreshment Breaks Full \$1525

Concurrent Session Partial \$575

Concurrent Session Full \$1075

Plinko \$865

Attendee Parking \$ \*\*

Attendee Email Banner \$785

Directional Signs \$865

Attendee Postcards \$635

Program Guide Sponsor \$1260

### ★ UPGRADES *add on for an additional cost*

**NEW!**  50 word company description on the Job Fair Website - \$175

**NEW!**  Company Logo Upgrade on Job Fair Website - \$225

Exhibit Hall Game Sheet - \$100

Literature Table Space - \$175

1 time use of pre-show mailing labels \$250

1 time use of post-show attendee mailing labels - \$250

Extra Badge \$50 x # \_\_\_\_\_ = \$ \_\_\_\_\_ (2 meals & CE)

Web link from advanceweb.com to your facility - \$175

\* (Section 3) - Direct Mail Brochure is contingent upon advertiser participation. If ad minimum is not met prior to the scheduled deadline, purchases for this add on feature can be redirected or refunded.

\*\* (Section 4) - Call for pricing 1.800.546.4987

### AD AGENCY INFORMATION:

**Individual booths not commissionable to agencies.** Call rep for commissionable package options. You must purchase at least one ad type or one sponsorship in addition to a booth for your package to be commissionable. (Please complete this section if we need to collect artwork)

Agency: \_\_\_\_\_

Rep: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

BALANCE WORKSHEET:	LIST PRICE	DISCOUNT	TOTAL
Booth Total:	\$ _____	- _____	= _____
Advertising Total (print):	\$ _____	- _____	= _____
Advertising Total (web):	\$ _____	- _____	= _____
Sponsorship Total:	\$ _____	- _____	= _____
Upgrade Total:	\$ _____	- _____	= _____
<b>Total Due:</b>			<b>\$ _____</b>

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APPLICATION DEADLINE: FEBRUARY 12, 2009 • BOOTH ASSIGNMENTS BEGIN: FEBRUARY 19, 2009

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## MAIL APPLICATION & PAYMENT TO:

**ADVANCE Job Fairs, 3100 Horizon Drive, King of Prussia, PA 19406 OR, for prompt processing, submit your application with Credit Card info, IO or a copy of your check by February 12. FAX to 610.270.3184 - Questions: CALL 800.546.4987**

Company Name (as it will appear on all promotional materials): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Ad Agency Rep (if applicable): \_\_\_\_\_

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

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

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

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

Web site: \_\_\_\_\_

Booth Preference 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

ADVANCE will try to accommodate preferences when possible, but cannot guarantee booth #s. Space is limited—return this form today!

List any exhibitor you DO NOT wish to be near \_\_\_\_\_

List any exhibitor you DO wish to be near \_\_\_\_\_

## FREE PROGRAM GUIDE LISTING:

PLEASE USE CONTACT INFORMATION LISTED ABOVE

1 listing per booth - Please refer to ad pricing on page 1 if you would like to publish additional information. Type or print contact information exactly as you would like it to appear

Company Name (as it will appear on all promotional materials): \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

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

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

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

Web site: \_\_\_\_\_

## BADGE REGISTRATION

List 3 names. Final changes can be made on show day.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## FREE GUIDE TO OPEN POSITIONS LISTING

Please check all areas that you recruit for:

- |  |  |   |
|--|--|---|
| <input type="radio"/> RN                                       | <input type="radio"/> Nurse Practitioner                     | <input type="radio"/> Respiratory Care Practitioner |
| <input type="radio"/> LPN/LVN/MA                               | <input type="radio"/> Occupational Therapist and/or OTA      | <input type="radio"/> Speech-Language Pathologist   |
| <input type="radio"/> Health Information Professional          | <input type="radio"/> Physical Therapist and/or PT Assistant | <input type="radio"/> Age Management                |
| <input type="radio"/> Imaging & Radiation Therapy Professional | <input type="radio"/> Provider of Long-Term Care Mngmt.      | <input type="radio"/> Administrative Case Manager   |
| <input type="radio"/> Medical Laboratory Professional          | <input type="radio"/> Physician Assistant                    | <input type="radio"/> New Grads                     |
|  |  | <input type="radio"/> Other                         |

## PAYMENT SECTION:

Total Due: \$ \_\_\_\_\_ All Payments are due before the event date.

IO/Purchase Order #: \_\_\_\_\_

Accounts Payable Contact: \_\_\_\_\_

Phone Number: (\_\_\_\_\_) \_\_\_\_\_

Bill Advertising Agency for (check all that apply):

\_\_\_\_ Booth \_\_\_\_ Program Guide Ad \_\_\_\_ Sponsorship \_\_\_\_ Package

Agency Acct Number: \_\_\_\_\_

Rep: \_\_\_\_\_

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

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

Invoice Facility/Client Directly (net 30 days)

Check enclosed, payable to Merion Publications Inc./Job Fair

Check Amount: \_\_\_\_\_ Check #: \_\_\_\_\_

Check to follow in mail

Credit Card - We accept the following: VS/MC/AX/DISC

CC #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Card Holder Name (print): \_\_\_\_\_

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

## CANCELLATION POLICY

- All cancellations must be received in writing
- All refunds and show transfers are subject to a \$150 processing fee
- 80% refund if cancelled more than 2 months prior to event
- 50% refund if cancelled 1-2 months prior to event
- No refund or transfer if cancellation is less than 30 days prior to event
- ADVANCE reserves the right to decline or cancel an application if payment is not made prior to the show date or if the payee is not in good standing with ADVANCE
- Please read all exhibitor terms & conditions on this contract
- The \$100 discount is for prepayment only on or before the application deadline (which is located on the first page of booth application). Applications submitted after the application deadline are ineligible for the \$100.00 discount.



## CONTRACT SIGNATURE REQUIRED:

This document serves as a binding contract and I have read & agree to all terms & conditions.

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

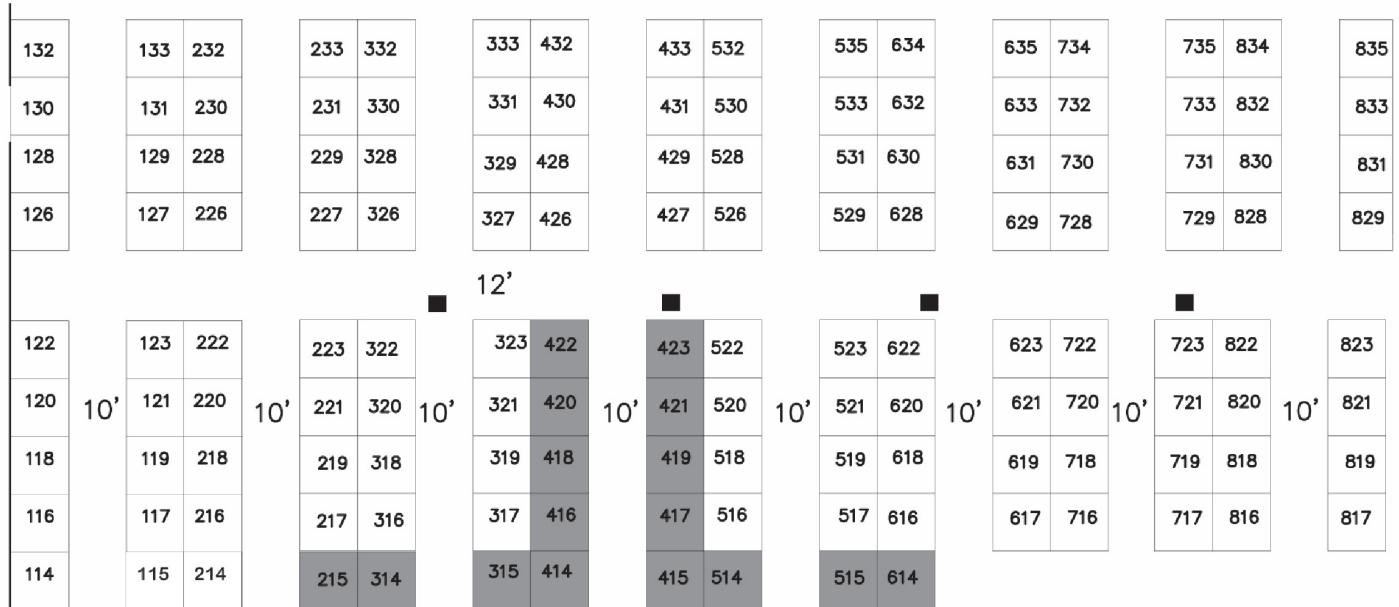
FOR INTERNAL USE ONLY

Rep: \_\_\_\_\_ Account #: \_\_\_\_\_

Notes: \_\_\_\_\_ Date: \_\_\_\_\_

# Booth Layout

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## ENTRANCE

SHADED BOOTHS ARE RESERVED FOR EXHIBITORS WHO ARE ALSO SPONSORS.

## Exhibitor Schedule of Events • Unopposed Exhibit Time: 4 hours

### APRIL 13

12 pm-7 pm Exhibitor set-up

### APRIL 14

7 am-9:15 am	Exhibitor breakfast	11:00am-2:00pm	Lunch available for purchase
7:30am	Attendee registration opens	11:30pm-1:00pm	Concurrent sessions
7:30am-9:15am	Coffee at registration	11:30pm-12:45pm	Exhibitor lunch
8am-9am	Concurrent sessions	1:00pm	2nd refreshment break
9:15am-10:15am	Concurrent sessions	2:15pm	Prize drawing 2
9:30am	Exhibit hall opens	2:30pm	Exhibit hall closes
9:30am	1st refreshment break	2:30pm - 3:30pm	Concurrent sessions
11:00am	Prize drawing 1		

**\* CE SESSIONS  
WILL RUN  
THROUGHOUT  
THE DAY – ALL  
FULL ACCESS  
EXHIBITORS ARE  
WELCOME TO  
ATTEND**

# Exhibitor Terms and Conditions

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1. Each booth is required to be open and manned at all times specified in this prospectus. Exhibit hours for this show are from 9:30am-2:30pm on April 14.
2. All exhibits must be set up between 12:00 pm and 7:00pm on April 13 so that they are ready to open promptly at 9:30am on April 14. Exceptions can be made with prior arrangement through *ADVANCE* personnel. See the front of this application for contact information.
3. *ADVANCE* can not be held responsible for any loss or damage to property including fire, flood, public enemy, riot, acts of God, weather or civil commotion. If the event cannot be held for any reason, *ADVANCE* will make every effort to reschedule and/or assign the application and payment for this event to the next comparable event in your region or to another event of your choice.
4. As a professional courtesy to fellow exhibitors, no exhibits should be dismantled before 2:30pm on April 14. Penalty fees and/or a loss of priority points may apply to exhibitors who tear down before the show closes.
5. Due to space limitations and fire marshal safety regulations, booth sharing may be prohibited at any time at the discretion of *ADVANCE*. In the event that booth sharing is deemed acceptable, an individual booth may be shared by no more than 2 individual facilities from the same Health System. Additionally we ask that you not over-staff your booth or allow members of your team to block aisles or common areas. Please limit your staff to a maximum of 4 representatives per 6 x 10, 8 x 10, or 10 x 10 space. *ADVANCE* reserves the right to police aisles and remove extra staff members or display obstructions when necessary.
6. Exhibitors must have at least one booth representative present to staff their booth at all times. Should only one rep be available for the entire show, please contact an *ADVANCE* staff member prior to the show or on-site and we will be happy to provide necessary break assistance.
7. Exhibitors should not assign or sublet a portion of their space to others not directly related to or affiliated with their own organization.
8. Exhibitor entertainment functions should not conflict with scheduled show events. Exhibitors must alert *ADVANCE* to any functions planned for this show prior to set up on April 13. *ADVANCE* reserves the right to disallow any function that is deemed inappropriate with regard to the goals of this show or any event that intentionally impedes traffic flow on the show floor.
9. Exhibitors are required to display professional conduct on the show floor at all times. Any exhibitor found to be engaging in conduct or conversation that can be considered overtly disparaging or offensive to other exhibitors and/or *ADVANCE* may be asked to leave the show floor.
10. Prizes, awards, drawings, raffles and giveaways are acceptable to help build booth traffic. Arrangements can also be made with *ADVANCE* staff to announce contest winners on the show floor. In fairness to all attendees, we ask that winners only be announced during the designated break/prize drawing times indicated on page 3 of this insert.
11. Small food items can be given away on the show floor, however food machines will not be permitted in the exhibit hall without prior approval.
12. Noise levels must be kept reasonable at all times and should never interfere with the interview process or objectives of your fellow exhibitors.
13. As a professional courtesy, **no solicitation** is allowed in the exhibit hall at this event. The exhibit hall has been reserved for the express purpose of filling open positions via face-to-face recruiting of nursing and allied health professionals. There will be no soliciting of vendors or attendees in the exhibit hall for purposes outside this focus. Those in violation will be stopped immediately. Vendors may conduct business from their own booth if sought out directly by other exhibitors. Please note that arrangements can be made for vendor distribution of materials to exhibitors or attendees via contracted sponsorship prior to this event. Please contact your sales representative for details.
14. Exhibitors should allow their booth to be photographed by *ADVANCE* and/or the local press, but not by competitors. All photographs taken on the show floor, by *ADVANCE* personnel are the property of *ADVANCE* and may be used for future promotional materials or in applicable *ADVANCE* publications.
15. Exhibitors are welcome to transport their own booth materials into the exhibit hall if they can be **hand-carried in one trip**. If you are shipping to the show and/or have a large amount of exhibit materials that you cannot carry in one trip, you will need to use the services of the decorator to transport your materials into the exhibit hall. **Drayage costs will apply for this service and will be charged to you by the decorator.** Please refer to the drayage worksheet that you will receive in your exhibitor services kit to approximate drayage costs. *ADVANCE* is not responsible for shipping or drayage costs that are incurred by exhibitors.
16. If exhibitors pre-arrange to have their materials shipped directly to the show site by an outside carrier (FedEx, UPS, Airborne, Pilot, etc.) or if materials are too large to be easily managed or carried in by hand in one trip, then materials will need to be delivered to your booth by the decorator and drayage costs will be incurred by the exhibitor.  
*ADVANCE* is not responsible for drayage charges incurred for any reason. Problems or disputes should be addressed directly with the decorator, the designated exhibit services vendor.  
*ADVANCE* is not responsible for any item(s) lost or damaged in shipping. Please contact your shipping company directly for information about your shipment.
17. Each exhibitor is responsible for obtaining a certificate of insurance for its display. *ADVANCE* will not ask for proof of insurance unless necessary.