



# DALLAS

## EXHIBITOR AGREEMENT

OCTOBER 26-27, 2013

Space will be reserved when payment is made and forms are completed.

NAME OF COMPANY: \_\_\_\_\_ WEBSITE ADDRESS: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_ EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_ WE ARE A DEDICATED PEANUT/NUT FREE FACILITY:  Yes  No  
OUR PRODUCTS ARE ALL GFCF:  Yes  No

Each vendor is granted 3 people per exhibit. Additional name tags are \$20 each.

PLEASE LIST THEIR NAMES HERE: \_\_\_\_\_

### CHECK THE APPROPRIATE CATEGORIES:

*\*See the next page for what is included in each sponsorship package.*

- |   |  |
|---|--|
| <input type="checkbox"/> EXPO TITLE SPONSOR<br>\$10,000               | <input type="checkbox"/> AUTHOR'S CORNER FOR BOOK SALES<br>\$2,500             |
| <input type="checkbox"/> GENERAL PREMIER SPONSOR<br>\$7,500           | <input type="checkbox"/> LANYARD SPONSOR<br>\$2,500                            |
| <input type="checkbox"/> GENERAL PLATINUM SPONSOR<br>\$5,000          | <input type="checkbox"/> VOLUNTEER T-SHIRT SPONSOR<br>\$2,500                  |
| <input type="checkbox"/> COOKING STAGE SPONSOR<br>\$5,000             | <input type="checkbox"/> PEN SPONSOR<br>\$2,500                                |
| <input type="checkbox"/> LIFESTYLE STAGE SPONSOR<br>\$5,000           | <input type="checkbox"/> EXPO GIFT BAG SPONSOR (SOLD)<br>\$2,500               |
| <input type="checkbox"/> AUTISM AREA SPONSOR<br>\$5,000               | <input type="checkbox"/> GENERAL EXPO SPONSOR<br>\$1,500                       |
| <input type="checkbox"/> ALLERGEN-FREE AREA SPONSOR (SOLD)<br>\$5,000 | <input type="checkbox"/> SEND PRODUCT FOR EXPO GIFT BAG<br>\$1,000             |
| <input type="checkbox"/> CHILDREN'S AREA SPONSOR<br>\$5,000           | <input type="checkbox"/> 10X10 PIPE & DRAPE BOOTH, TABLE, 2 CHAIRS<br>\$600.00 |
| <input type="checkbox"/> BLOGGER LOUNGE SPONSOR<br>\$5,000            | <input type="checkbox"/> HEALTH DEPARTMENT FEE<br>TBD *Deadline of 8/26/13     |
| <input type="checkbox"/> GENERAL GOLD SPONSOR<br>\$2,500              | <input type="checkbox"/> ADDITIONAL NAME TAGS<br>\$20 per person               |

### QUESTIONS:

Please email **Michelle Baran at michelle@gfafexpo.com** if you have questions and to ensure sponsorship levels are still available.

- We have sent an .eps and .jpg of our logo
- We have sent a current copy of our insurance with Gluten Free Classes, LLC named as an additional insured.
- PAYMENT HAS BEEN MADE BY:  Credit Card  Check  Complimentary Table
- I AM A CANADIAN COMPANY:  Yes  No  
*All Canadian companies must pay by wire transfer.*

WE WOULD LIKE AN AD IN THE PROGRAM BOOK:  Yes  No

*\*All advertising reservations, including payment, must be received by August 1, 2013*

I AM A SPONSOR AND MY AD IS INCLUDED WITH MY SPONSORSHIP:  Yes  No

*\*Final artwork due AUGUST 15, 2013*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> <b>PREMIUM SPACE (SOLD)</b><br>Covers-Back, Inside Back & Inside Front 4C) Non Bleed Size: 4.75" x 7.75".<br>Bleed Size*: 5.75 x 8.75" | <input type="checkbox"/> <b>FULL PAGE</b><br>Full Page 4C (4.75"x 7.75") or Full Page Bleed 4C* (5.75" x 8.75")<br><b>Exhibitor \$400 Non Exhibitor \$650</b> | <input type="checkbox"/> <b>HALF PAGE</b><br>4C (4.75"x 3.5")<br><b>Exhibitor \$250 Non Exhibitor \$375</b> |
|---|---|---|

If you are paying by credit card, please click the link to complete the payment.  
<http://gfafexpo.com/dallas-vendor-sponsor-registration-page/>

### JEN CAFFERTY

FOUNDER | The Gluten & Allergen Free Expo  
PRESIDENT | Gfreelife.com

NEED INFORMATION ABOUT THE EXPO? [WWW.GFAFEXPO.COM](http://WWW.GFAFEXPO.COM)

LOOKING FOR RECIPES? [WWW.GFREELIFE.COM](http://WWW.GFREELIFE.COM)

## 2013 SPONSORSHIP PACKAGES

Sign up for Des Moines, Chicago, Meadowlands, NJ and Dallas Expos and receive a 15% discount.

### TITLE SPONSORSHIP

Contact Expo Management for Details

### PREMIER SPONSORSHIPS

(Only \$7,500 per show)

- Prime location corner 20x10 booth with skirted & draped tables, 3 chairs, garbage can and ID sign
- 5 Name Badges for Entrance into Expo
- Mentions in all monthly e-newsletters for the 2 months preceding each Expo, sent to over 10K recipients
- Full page ad in the Expo Program Book given to all attendees
- Option to provide a presenter for the Expo Stage, if applicable and approved
- Company logo on Expo posters and appropriate signage
- 2 Twitter and 2 Facebook mentions preceding each Expo
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) scrolling sponsor ad
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) on vendor page

### PLATINUM SPONSORSHIPS

(Only \$5,000 per show)

- Prime location corner 10x10 booth with skirted & draped table, 2 chairs, garbage can and ID sign
- 5 Name Badges for Entrance into Expo
- Mentions in all monthly e-newsletters for the 2 months preceding each Expo, sent to over 10K recipients
- Full page ad in the Expo Program Book given to all attendees
- Option to provide a presenter for the Expo Stage, if applicable and approved
- Company logo on Expo posters and appropriate signage
- 2 Twitter and 2 Facebook mentions
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) scrolling sponsor ad
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) on vendor page

### GENERAL SPONSORSHIPS

(Only \$1,500 per show)

- 10x10 booth with skirted & draped table, 2 chairs, garbage can and ID sign
- 3 Name Badges for Entrance into Expo
- Mentions in all monthly e-newsletters for the 1 months preceding each Expo, sent to over 10K recipients
- Half page ad in the Expo Program Book given to all attendees
- Company logo on Expo posters and appropriate signage
- 1 Twitter and 1 Facebook mentions
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) scrolling sponsor ad
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) on vendor page

### GOLD SPONSORSHIPS

(Only \$2,500 per show)

- Prime location 10x10 booth with skirted & draped table, 2 chairs, garbage can and ID sign
- 3 Name Badges for Entrance into Expo
- Your logo on appropriate posters and take-home items(such as bags lanyards, pens)
- Mentions in all monthly e-newsletters for the 1 month preceding each Expo, sent to over 10K recipients
- Half page ad in the Expo Program Book given to all attendees
- Company logo on Expo posters and appropriate signage
- 2 Twitter and 2 Facebook mentions
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) scrolling sponsor ad
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) on vendor page

### EXPO GIFT BAG ITEMS

(Only \$1,000 + shipping)

- Your products and/or literature in every single attendees' Expo Gift Bag
- Reach thousands of gluten-free consumers and store buyers with our Expo Gift Bag option
- 1 Twitter and 1 Facebook mention
- Listing on [www.gfafexpo.com](http://www.gfafexpo.com) on vendor page