



October 2, 2021 Wausau - Central Wisconsin
BOOMER EXPO
50+ at the Central Wisconsin Convention & Expo Center - Rothschild

Did you know that someone turns 50 every seven seconds?

Baby boomers are those people born during the post-WWII baby boom, considered to be the period between the years 1946 and 1964. The baby boomer generation generally has the largest disposable income of any age group.



You can reach thousands of baby boomers and seniors from the Wausau and Central Wisconsin region by participating with a booth at the **2021 Boomer Expo** on **Saturday, October 2, 2021 from 9:00 am to 3:00 pm** at the **Central Wisconsin Convention & Expo Center** in Rothschild, Wisconsin.



The **2021 Boomer Expo** offers you a unique opportunity to inform and educate active boomers, parents, grandparents, and caregivers about the products, services and resources that you offer through your business or organization that can enhance and enrich their day to day lives.

The 50+ generation and specifically, baby boomers, represent the greatest wealth in the United States. By 2021, the baby boomer generation of 50+ will represent over 45% of the US population, with assets in excess of \$25 trillion dollars – nearly 70% of all assets held!



The **2021 Boomer Expo** provides the opportunity for health and wellness screenings, seminars, product samplings, giveaways/drawings and more to promote your business or organization. Your efforts, combined with our radio, newspaper, television, internet and other advertising, will be used to attract individuals to this spectacular event.

If your organization or business provides products, services or resources similar to those listed below, you have the opportunity to connect with new and existing customers, clients and caregivers, who will be attending this upcoming event.

- Apparel & Fashion Accessories
- Assisted Living Options
- Communication Services
- Computers & Technology
- Counseling
- Continuing Education
- Daily Living Aids
- Dietary Aids & Nutrition
- Employment & Volunteer Opportunities
- Estate & Financial Planning
- Gardening Products & Services
- Health & Fitness
- Home Construction & Improvement
- Household Organization
- Insurance
- Lifestyle Products & Services
- Massage & Physical Therapy
- Medical & Nursing Services
- Mobility & Mobility Accessories
- Pet Products & Services
- Pharmacies/Pharmaceuticals
- Real Estate
- Safety & Home Security
- Senior Housing & Organizations
- Travel & Vacation Destinations
- Wealth Management & More!

If you know of other businesses, organizations, tourism groups or others who would like to be a part of the tremendous opportunity, please share this with them. **Be sure to encourage your customers and clients to attend!** Admission is **FREE** and open to the public!

For general information, expo updates and exhibitor information

www.WausauBoomers.com

Or to reserve a space contact Jenni at (715) 845-8218 or boomerexpo@sunriseamfm.com

Sponsored by:



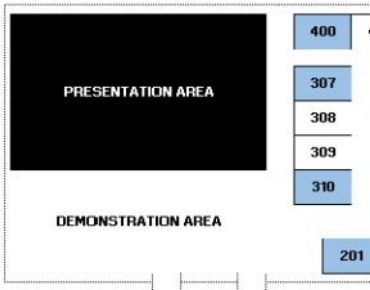
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BOOMER

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EXPO

EXHIBITOR MAP



 = Corner Booths

Exhibitors may request desired locations on exhibitor contract when reserving their booths.

We will do our best to get you as close as possible to the desired location.

Exhibitor booth locations are assigned in order of receipt of paid contract.

Location is also affected by exhibitor needs (like electricity) and existing placement of conflicting exhibitors.

Final booth assignments will be sent out the second week of September 2021.

Sponsored by:





CONTRACT APPLICATION FOR EXHIBIT SPACE

EXHIBITING COMPANY			DATE
ADDRESS			CITY
PHONE		CELL/FAX	STATE
EXPO CONTACT		COMPANY WEBSITE	
E-MAIL		ZIP	

Please reserve the following exhibit space for our use in the 2021 Boomer Expo. By reserving this exhibit space, we have read and agree to abide by all rules and regulations governing this expo as outlined on the reverse side of this contract.

COMPANY WILL BE EXHIBITING—Please clearly print the products and/or services you will be exhibiting (including brand names).

Exhibitor Location Requested: _____

Exhibitor locations are assigned in order of receipt of payment and contract.

Exhibitor Booth Space

- _____ In Line Exhibitor Booth Space 10' x 8' at \$269.00 \$ _____
- _____ Corner Exhibitor Booth Space 10' x 8' at \$299.00 \$ _____

Extras

- _____ Electricity - 110v Electrical Outlet at \$15.00 per outlet \$ _____
- _____ Radio Ad Pkg – 35 radio ads at \$100.00 \$ _____
(All radio ads must be scheduled and used by November 30, 2021)

Total Exhibit Space Cost \$ _____

Deposit (1/2 of the Total Exhibit Space Cost) to be returned with contract \$ _____

Final Payment—Final balance due and payable by September 3, 2021 \$ _____

Any exhibitor space reserved after Sept. 5, 2021 will require the Total Exhibit Space Cost to be returned with contract.

Authorized Signature: _____ **Title:** _____

CHECKS PAYABLE TO: **Sunrise Broadcasting, LLC – 1110 E Wausau Ave, Wausau WI 54403**
(715) 845-8218 • Fax (715) 845-6582
boomerexpo@sunriseamfm.com • www.WausauBoomers.com



CREDIT CARD PAYMENTS - Please complete the following if paying for exhibit space by credit card.

1st Payment—Deposit: Authorized Payment \$ _____ Authorization Date _____

2nd Payment—Final Payment: Authorized Payment \$ _____ Automatically Processed on September 3, 2021

CREDIT CARD NUMBER		NAME ON CREDIT CARD	
MASTERCARD OR VISA	EXPIRATION DATE:	BILLING ZIP CODE:	CVV#:
CARD HOLDER SIGNATURE:			



CONTRACT APPLICATION FOR EXHIBIT SPACE NON-PROFIT ORGANIZATIONS

EXHIBITING COMPANY			DATE
ADDRESS			CITY
PHONE		CELL/FAX	COMPANY WEBSITE
EXPO CONTACT		E-MAIL	

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COMPANY WILL BE EXHIBITING—Please clearly print the products and/or services you will be exhibiting (including brand names).

Exhibitor Location Requested: _____

Exhibitor locations are assigned in order of receipt of payment and contract.

Exhibitor Booth Space

_____ Exhibitor Booth Space 10' x 8' at \$169.00 \$ _____
(This rate is specifically for 501(c) classified non-profit organizations)

Extras

_____ Electricity - 110v Electrical Outlet at \$15.00 per outlet \$ _____
 _____ Radio Ad Pkg – 35 radio ads at \$100.00 \$ _____
(All radio ads must be scheduled and used by November 30, 2021)

Total Exhibit Space Cost \$ _____

Deposit (1/2 of the Total Exhibit Space Cost) to be returned with contract \$ _____

Final Payment—Final balance due and payable by September 3, 2021 \$ _____

Any exhibitor space reserved after Sept. 3, 2021 will require the Total Exhibit Space Cost to be returned with contract.

Authorized Signature: _____ **Title:** _____

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1st Payment—Deposit: Authorized Payment \$ _____ Authorization Date _____

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CREDIT CARD NUMBER		NAME ON CREDIT CARD	
MASTERCARD OR VISA	EXPIRATION DATE:	BILLING ZIP CODE:	CVV#:
CARD HOLDER SIGNATURE:			

2021 BOOMER EXPO
CONTRACT RULES & REGULATIONS

SUNRISE BROADCASTING, LLC, hereafter referred to as SPONSOR, grants to the company listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the *October 2, 2021 Boomer Expo*, subject to the terms and conditions of this contract as outlined below. This contract will be binding when accepted and signed by show SPONSOR.

Show Location: Central Wisconsin Convention & Expo Center

Show Date & Hours: Saturday, October 3, 2021, 9:00 AM to 3:00 PM

Exhibit Deposit and Reserving Exhibit Space: A deposit of ½ of the "Total Investment" for the exhibit area, utilities, and exhibit accessories leased, must accompany a signed contract to reserve exhibit space.

Final Payment: Final payment is due by September 3, 2021.

Move In: Exhibits can be assembled on Friday, October 1, from 3:00 PM to 8:00 PM and on Saturday, October 2, from 7:30 AM to 8:30 AM. All exhibits must be assembled by the opening of the show at 9:00 AM on Saturday, October 2.

Move Out: EXHIBITOR shall not remove their exhibit in part or whole, prior to 3:00 PM on Saturday, October 2. Exhibit move out will occur between 3:00 PM and 5:00 PM. All exhibits must be removed from the interior of the facility by 5:00 PM on Saturday, October 2. If the EXHIBITOR fails to remove their exhibit, the SPONSOR will do so and expenses incurred shall be the responsibility of the EXHIBITOR.

Exhibit Space: An exhibit space is 10 feet wide by 8 feet deep. All exhibits must be confined to the limits of the exhibit space. EXHIBITORS may not install any exhibit materials higher than eight (8) feet at the back wall of the display and eight (8) feet on the side walls that project further than four (4) feet from the rear of exhibit space. Tent or canopy displays may only be used in corner exhibits and must not interfere with the line of sight of an adjacent exhibitor. SPONSOR has the final authority to allocate amount and location of exhibit space in the facility.

Character of Exhibits: SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or exhibitor which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. EXHIBITOR may not assign or sublet the contracted space without prior approval of SPONSOR. Displays must be suitable for all ages of attendees.

Distribution of Literature and Promotional Materials: All promotional materials including, but not limited to, printed advertising literature may only be distributed by EXHIBITOR from their exhibit space. EXHIBITOR must confine all sales activities to the limits of its own exhibit space. Aisle space shall not be used for exhibits or demonstrative purposes by EXHIBITOR. Stickers are not to be distributed at this event.

Drapery and Signage: SPONSOR will provide 8 foot back curtains, 3 foot side curtains, and an 8 foot skirted table with 2 chairs for each exhibit space. Use of your own display materials such as: tables, skirting, and chairs are permissible. Tables must be skirted and covered. Skirting must be clean, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign and or identifying exhibit materials. Hand or stenciled lettered signs are not permitted as signage.

Electricity: Each EXHIBITOR is responsible for contracting with show SPONSOR in advance of the show for electricity. Show SPONSOR nor the facility, or its employees, agents or affiliates, accepts no responsibility for damages of any type, associated with the electrical service provided. *The facility offers a FREE Open Wireless Internet System.*

Building, City, State, and Federal Regulations: EXHIBITOR agrees to, upon inspection, obey and abide by all rules related to participation in this event by Building Inspector, Fire Marshal, State Health Inspector, and other such entities and officials who regulate such events.

Sales Tax: All EXHIBITORS making sales during the show which are subject to sales tax are responsible for the proper collection and reporting thereof. All EXHIBITORS making sales at the event must complete and submit a Wisconsin S-240 form to SPONSOR prior to the event.

Food and Beverage: EXHIBITORS may sell and provide samples of food, ingredients, beverages, and/or other consumable products as long as the products are properly packaged, meeting State preparation guidelines.

Security: EXHIBITOR and their employees are responsible for the security of their exhibit.

Use of the Exhibitor's Name: EXHIBITOR authorizes SPONSOR, its agents and entities, to use EXHIBITOR'S name and contact information for the purpose of promoting this and future shows, and to solicit other EXHIBITORS for this and future shows.

Liability, Indemnification & Insurance: The SPONSOR, Co-SPONSORS, Show Decorator and/or affiliates or employees of, shall not be liable for the safety or security of exhibits or any other property nor shall they be liable for any bodily injuries or other damages arising out of the exhibit area. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-SPONSORS, Show Decorator and/or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for and participating in this event by EXHIBITOR, employees, sub-contractors, suppliers, and guests. EXHIBITOR shall insure its own exhibit, goods and sales materials prior to, during and after the show. EXHIBITOR shall carry its own general liability insurance policy insuring its own conduct, including that of their employees and agents. EXHIBITOR must present a Certificate of Insurance to show SPONSOR prior to event participation. Certificate must reflect the insurer's coverage of goods and exhibits against loss, liability, and damage.

Final Exhibit Packet: The final exhibit packet will include detailed information on the following: drapery, insurance, lodging, sales tax, signage, shipping and receiving, utilities, and fuel powered equipment regulations, as well as other information related to participation in this event.

Cancellation and Forfeiture of Payment: If an EXHIBITORS leased space is not fully paid for by September 3, 2021, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If EXHIBITOR does not claim or occupy the assigned space(s) by 8:30 AM on October 2, 2021, SPONSOR may terminate this contract and reassign the space(s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR be entitled to the refund of any sums paid in advance for such space. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. Should EXHIBITOR find it necessary to cancel participation, 50% of funds will be returned if another EXHIBITOR can be found to replace the canceling EXHIBITOR prior to September 3, 2021. Cancellation by the EXHIBITOR after that date will result in the forfeiture of all payments received. EXHIBITORS who have contracted for exhibit space and fail to appear and exhibit at the event, shall forfeit all funds paid and are responsible for any and all additional outstanding contracted amounts and the legal fees associated with the collection of contracted amounts.

Collection and/or Insufficient Fund Fees: Collection and Legal Fees will be charged to EXHIBITORS, who have contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

Force Majeure: If the stated facility or any part of the exhibit area thereof is unavailable whether for the entire show, or a portion of a show as a result of a fire, flood, tempest or any other such cause, or as a result of governmental intervention, acts of terrorism, acts of war, strike, labor dispute, riot or any other cause it is necessary to cancel or postpone the show or reduce installation time, event time, or move out time, or change in exhibit location the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss or for direct or indirect expenses arising as a result thereof.

Revisions: SPONSOR may revise or amend terms and conditions of this contract, which are binding upon exhibitor.

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