Senior Expo USA

EXHIBITOR REGISTRATION FORM • VIRGINIA 2027

Mail this registration form with your payment to:
Senior Expo USA
5607 New King Drive Ste 150
Troy, MI 48099
Please make your check payable to: **Senior Expo USA**

Company Name _____ Address _____

Contact Name _____ City/ State _____

Contact Email _____ Zip _____

Company Phone _____ Website _____

Contact Cell Phone _____ Phone # to be listed in Expo Program _____

How did you hear about the expo? _____

If you are an exhibitor that would like to perform any type of blood draw/health screen, before registering contact Alayna at 248-747-4856 or Alayna@SeniorExpoUSA.com

Select The 2027 Senior Expo(s) You Would Like To Participate In

☐	Richmond Senior Expo • Acca Shriners Thursday, April 15, 2027 • 10am-1pm
☐	Annandale / Wakefield Senior Expo • Northern Virginia Community College – Annandale Campus Thursday, June 17, 2027 • 10am-1pm

Register & Pay By 11/10/26 & Save 10% On All 2027 Virginia Senior Expos!

Select The Exhibitor Package(s) That Best Meets Your Needs

Silver Sponsor Package

- ☐ Silver (1) Expo - $475
- ☐ *Silver (1) Multi Expo Discount - $450 Total
- ☐ Silver (2) Expos - $450 per / $900 Total

- (1) 6' table w/ (2) chairs
- Linens available upon request
- Listing in expo program w/ company name, phone number, and website
- Copy of opt-in database
- Complimentary coffee & snacks
- Industry networking

Gold Sponsor Package - *MOST POPULAR*

- ☐ Gold (1) Expo - $675
- ☐ *Gold (1) Multi Expo Discount - $625 Total
- ☐ Gold (2) Expos - $625 per / $1,250 Total

- (1) 6' table w/ (2) chairs -w/ premium placement at expo
- Linens available upon request
- Listing in expo program w/ company name, phone number, and website
- Half page (8"x5") ad in expo program
- Copy of opt-in database
- Complimentary coffee & snacks
- Industry networking
- Press release - company name inclusion
- Attendee Email - company name inclusion as Gold Sponsor
- Social media posts - company name inclusion

Presenting Sponsor Package

- ☐ Presenting (1) Expo - $1,200
- ☐ *Presenting (1) Multi Expo Disscount - $1,125 Total
- ☐ Presenting (2) Expos - $1,125 per / $2250 Total

- (2) 6' tables w/ (4) chairs -w/ premium placement at expo
- Linens available upon request
- Listing in expo program w/ company name, phone number, and website
- Company logo on cover of expo program
- Full page (8"x10") ad in expo program
- Copy of opt-in database
- Complimentary coffee & snacks
- Industry networking
- Press release - company name inclusion
- Attendee Email - company logo inclusion as Presenting Sponsor
- Expo website - company logo inclusion
- Social media posts - company name inclusion

* Please note: To purchase the (1) Multi Expo Discount Package, your company must have already particpated in one or more expos in the same calendar year.

Senior Expo USA

PAYMENT METHODS

To request a credit card payment link
for this invoice, email:
Beth@SeniorExpoUSA.com
or call 248-747-4812

Make Check Payable To:
Senior Expo USA
5607 New King Drive Suite 150 Troy, MI 48098
Full payment must be received no later than
(10) days prior to the expo(s).

Please note: Credit card payments will be subject to a 3.5% service charge.

ACH / Wire Transfer
Account Name: Senior Expo USA
Bank Name: JPMorgan Chase Bank
Account Number: 610579275
ABA/ Routing Number: 072000326

EXHIBITOR REGISTRATION AGREEMENT

SENIOR EXPO USA takes pride in producing shows that are successful for exhibitors and enjoyable for attendees. By registering for participation and submitting payment, each exhibitor (including its employees, contractors, and representatives) agrees to abide by the following Terms & Conditions. **Liability & Indemnification** SENIOR EXPO USA, its employees, vendors, media partners, event facilities, and their respective employees and agents shall not be liable for any injury, loss, damage, or expense of any kind incurred by exhibitors or their property. Exhibitor agrees to indemnify, defend, and hold harmless SENIOR EXPO USA and all related parties from and against any and all claims, damages, liabilities, costs, and expenses (including reasonable attorney's fees) arising out of or related to the exhibitor's participation in the event. **Limitation of Liability** To the fullest extent permitted by applicable law, SENIOR EXPO USA's total cumulative liability arising out of or relating to the event, these Terms & Conditions, or exhibitor participation, whether based on contract, tort (including negligence), statute, or any other legal theory, shall not exceed the total amount of exhibit fees actually paid by the exhibitor for the applicable event. In no event shall SENIOR EXPO USA be liable for any indirect, incidental, consequential, special, exemplary, or punitive damages, including but not limited to lost profits, lost business opportunities, loss of goodwill, loss of data, or business interruption, even if advised of the possibility of such damages. **Force Majeure** SENIOR EXPO USA shall not be liable for failure to perform its obligations due to events beyond its reasonable control, including but not limited to acts of God, natural disasters, pandemics, government restrictions, labor disputes, venue-related issues, utility failures, acts of terrorism, civil unrest, or other emergencies. In such cases, SENIOR EXPO USA reserves the right to reschedule, relocate, modify, or cancel the event without further liability. **Event Operations** SENIOR EXPO USA reserves the right to modify event details, including but not limited to booth location, floor plan, booth size, event date, time, venue, floor layout, or event programming, as necessary. Exhibitors must: Remain within their assigned exhibit space. Refrain from soliciting outside their designated exhibit area. Maintain their booth during all published show hours. Not dismantle exhibits before the official closing time. Failure to comply may result in removal from the event without refund. **Exhibitor Conduct** Exhibitors may not engage in disruptive behavior, excessive noise, harassment, unsafe conduct, or any activity that interferes with other exhibitors, attendees, speakers, sponsors, venue staff, or event operations. SENIOR EXPO USA reserves the right to restrict, suspend, or remove any exhibitor or exhibit deemed inappropriate, objectionable, unsafe, or non-compliant without refund. **Health Screenings & Services** Any health screenings or services provided by exhibitors must be offered free of charge to attendees. Exhibitors are strictly prohibited from billing or attempting to bill any attendee, insurance provider, Medicare, Medicaid, or any third party for services rendered during the event. **Insurance & Damage** Exhibitors are required to maintain general liability insurance covering their participation, including move-in, event hours, and move-out. Exhibitors are responsible for any damage caused to the event facility or property and agree to reimburse SENIOR EXPO USA or the venue for such damages. **Payments & Fees** Full payment is due at registration unless otherwise invoiced. Booth space is reserved on a provisional basis and is not guaranteed until all required payments have been received in full. SENIOR EXPO USA reserves the right to release, cancel, or reassign unpaid exhibit space without notice if payment is not received by the applicable deadline. Early Bird registrations must be paid in full during the published Early Bird discount period to qualify for the discounted rate. If full payment is not received before the Early Bird deadline, the Early Bird discount will be forfeited, and the exhibitor will be responsible for paying the difference between the discounted rate and the standard booth fee. The standard booth fee shall apply regardless of the original registration date. All invoices are due on the earlier of: Ten (10) days from the invoice date; or Ten (10) days prior to the event. Failure to make timely payment may result in cancellation of exhibit space without refund. A 3.5% service charge will be added to all credit card payments (or deducted from any applicable refunds). Exhibitor agrees to pay all collection costs, including reasonable attorney's fees. **Chargebacks & Payment Disputes** By submitting payment, exhibitor agrees not to initiate a chargeback or payment dispute before first contacting SENIOR EXPO USA in a good-faith effort to resolve the matter. If a chargeback or payment dispute is initiated: These Terms & Conditions constitute a binding agreement. SENIOR EXPO USA may provide this agreement and supporting documentation to the payment processor. Exhibitor shall reimburse SENIOR EXPO USA for all fees, costs, attorney's fees, and administrative expenses resulting from an improper or unsuccessful chargeback. An improper chargeback constitutes a material breach of this agreement. **Cancellation Policy** All cancellations must be submitted in writing. 45 or more days before the event: 50% of booth fees retained. 44 days or fewer before the event: 100% of booth fees retained. These retained amounts constitute agreed-upon liquidated damages reflecting the costs of planning, marketing, staffing, administration, and the potential inability to resell exhibit space. Transfers to another SENIOR EXPO USA event within the same state and calendar year may be approved at the sole discretion of SENIOR EXPO USA and are subject to availability. **Booth Sharing & Assignment** Exhibit space may not be shared, assigned, transferred, or subleased without prior written approval from SENIOR EXPO USA. **No Exclusivity** Unless expressly agreed to in writing, exhibitors are not granted exclusive rights to market, promote, display, or sell any product or service. SENIOR EXPO USA reserves the right to accept multiple exhibitors offering similar or competing products and services. **Compliance with Laws** Exhibitors agree to comply with all applicable federal, state, local, and venue rules and are solely responsible for obtaining any licenses or permits required for their participation. **Americans with Disabilities Act (ADA)** Each exhibitor is solely responsible for ensuring its exhibit complies with all applicable ADA requirements and accessibility laws. **Sales Tax & Licensing Exhibitors** are solely responsible for collecting, reporting, and remitting any applicable taxes and obtaining all required licenses, permits, or certifications. **Security & Personal Property** Exhibitors are solely responsible for the security of their exhibit, inventory, equipment, and personal property during move-in, show hours, and move-out. SENIOR EXPO USA assumes no responsibility for theft, loss, or damage. **Hazardous Materials & Prohibited Items** Hazardous, flammable, explosive, illegal, or otherwise dangerous materials are prohibited unless expressly approved in writing by SENIOR EXPO USA and the venue. Prohibited items may be removed without refund. **Booth Appearance & Professional Standards** Displays must be maintained in a clean, safe, professional manner. SENIOR EXPO USA reserves the right to require modification or removal of displays, signage, demonstrations, or activities that are disruptive, unsafe, misleading, offensive, or inconsistent with the event. **Setup & Breakdown** Exhibitors must adhere to assigned move-in and move-out schedules. Failure to arrive or vacate as instructed may result in forfeiture of exhibit space without refund. **Services Disclaimer** SENIOR EXPO USA does not guarantee the availability, quality, or uninterrupted operation of electricity, internet, utilities, food service, or other venue-provided services unless expressly contracted. **Photography & Media Release** By participating, exhibitors grant SENIOR EXPO USA a perpetual, royalty-free right to use photographs, video, audio recordings, logos, and images of the exhibit for advertising, promotional, educational, archival, and marketing purposes without additional compensation. **No Guarantee of Attendance or Results** SENIOR EXPO USA makes no guarantee regarding attendance, exhibitor sales, lead generation, media exposure, or return on investment. Any attendance estimates are projections only. **Right to Refuse or Remove Exhibitors** SENIOR EXPO USA reserves the right, at its sole discretion, to refuse, remove, relocate, or restrict any exhibitor or exhibit whose participation is determined to be inconsistent with the event, without liability or obligation to refund. **Waitlist & Late Additions** SENIOR EXPO USA reserves the right to accept exhibitors after published deadlines. Such exhibitors may not be included in printed directories, signage, websites, mobile apps, or promotional materials. **Governing Law** These Terms & Conditions shall be governed by the laws of the State of Michigan. **Mandatory Arbitration & Dispute Resolution** Any dispute arising out of these Terms & Conditions or participation in a SENIOR EXPO USA event shall be resolved exclusively by binding arbitration administered by the American Arbitration Association under its Commercial Arbitration Rules. Arbitration shall be conducted in Oakland County, Michigan, before a single arbitrator. The prevailing party shall be entitled to recover its reasonable attorney's fees and costs, as permitted by the arbitrator. **Class Action Waiver** All claims must be brought individually. Class, collective, and representative actions are expressly waived. **Waiver of Jury Trial** By agreeing to these Terms & Conditions, both parties knowingly and voluntarily waive any right to a jury trial. **Electronic Communications Consent** By registering, exhibitors consent to receive invoices, receipts, schedules, operational notices, event updates, and promotional communications from SENIOR EXPO USA by email, telephone, text message, or other electronic means. Exhibitors may opt out of promotional communications, but transactional and event-related communications may continue as necessary. **Entire Agreement** These Terms & Conditions constitute the entire agreement between the parties and supersede all prior oral or written communications, representations, or agreements relating to exhibitor participation. **Acceptance** By registering for and participating in a SENIOR EXPO USA event, the exhibitor acknowledges that it has read, understands, and agrees to be legally bound by these Terms & Conditions.

*Program ads are due 15 days prior to the date of the expo(s) you are participating in. PDF is the preferred file format.

Please email your completed ad to Bianca@SeniorExpoUSA.com. In your email, indicate which expos(s) you are participating in.

Questions? Feel free to contact Alayna at 248-747-4856 or Alayna@SeniorExpoUSA.com