

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 Tina at 248-747-4847 or Tina@SeniorExpoUSA.com

Select The 2026 Senior Expo(s) You Would Like To Participate In

<input type="checkbox"/>	Milwaukee Fall Senior Expo • Potawatomi Hotel & Casino Thursday, September 10, 2026 • 10am-1pm
<input type="checkbox"/>	West Madison Senior Expo • Marriott Madison West Tuesday, October 13, 2026 • 10am-1pm
<input type="checkbox"/>	Waukesha Senior Expo • Waukesha County Expo Center Thursday October 15, 2026 • 10am-1pm

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

Silver Sponsor Package

- Silver (1) Expo - \$450
- *Silver (1) Multi Expo Discount - \$425 Total
- Silver (2) Expos - \$425 per / \$850 Total
- Silver (3) Expos - \$425 per / \$1,275 Total
- Silver (4) Expos - \$425 per / \$1,700 Total
- Silver (5) Expos - \$425 per / \$2,125 Total
- Silver (6) Expos - \$425 per / \$2,550 Total
- Silver (7) Expos - \$425 per / \$2,975 Total
- Silver (8) Expos - \$425 per / \$3,400 Total
- Silver (9) Expos - \$425 per / \$3,825 Total
- Silver (10) Expos - \$425 per / \$4,250 Total

Gold Sponsor Package - MOST POPULAR

- Gold (1) Expo - \$655
- *Gold (1) Multi Expo Discount - \$620 Total
- Gold (2) Expos - \$620 per / \$1,240 Total
- Gold (3) Expos - \$620 per / \$1,860 Total
- Gold (4) Expos - \$620 per / \$2,480 Total
- Gold (5) Expos - \$620 per / \$3,100 Total
- Gold (6) Expos - \$620 per / \$3,720 Total
- Gold (7) Expos - \$620 per / \$4,340 Total
- Gold (8) Expos - \$620 per / \$4,960 Total
- Gold (9) Expos - \$620 per / \$5,580 Total
- Gold (10) Expos - \$620 per / \$6,200 Total

Presenting Sponsor Package

- Presenting (1) Expo - \$1,200
- *Presenting (1) Multi Expo Discount - \$1,125 Total
- Presenting (2) Expos - \$1,125 per / \$2250 Total
- Presenting (3) Expos - \$1,125 per / \$3375 Total
- Presenting (4) Expos - \$1,125 per / \$4500 Total
- Presenting (5) Expos - \$1,125 per / \$5625 Total
- Presenting (6) Expos - \$1,125 per / \$6750 Total
- Presenting (7) Expos - \$1,125 per / \$7875 Total
- Presenting (8) Expos - \$1,125 per / \$9000 Total
- Presenting (9) Expos - \$1,125 per / \$10,125 Total
- Presenting (10) Expos - \$1,125 per / \$11,250 Total

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

- (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

- (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

- (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

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
P.O. Box 482 Troy, MI 48099
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 3.4% 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

Gazette Media Group dba, SENIOR EXPO USA is committed to producing events that are successful for exhibitors and enjoyable for attendees. By registering for an event and submitting payment, each exhibitor (including its employees, contractors, and representatives) agrees to the following Terms and Conditions: **Liability & Indemnification** SENIOR EXPO USA, its employees, vendors, media partners, and 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 exhibitor's participation in the event. **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, or venue-related issues. In such cases, SENIOR EXPO USA reserves the right to reschedule, relocate, or cancel the event without 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, or venue, as necessary. Exhibitors must: (1) Remain within their assigned exhibit space, (2) Refrain from soliciting outside their designated area, (3) Maintain their booth during all show hours, (4) Not dismantle exhibits prior to 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, or any activity that interferes with other exhibitors or event operations. SENIOR EXPO USA reserves the right to restrict or remove any exhibit or exhibitor deemed inappropriate, objectionable, or non-compliant, at its sole discretion. **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's insurance provider, Medicare, or any third party for services rendered at 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. All invoices are due 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 be responsible for all costs of collection, including reasonable attorney's fees. **Chargebacks & Payment Disputes** By submitting payment, exhibitor agrees not to initiate a chargeback or payment dispute without first contacting SENIOR EXPO USA to resolve the matter. In the event of a chargeback or dispute: (1) Exhibitor agrees that these Terms and Conditions constitute a binding agreement, (2) SENIOR EXPO USA reserves the right to provide this agreement, proof of participation, and all related documentation to the payment processor, (3) Exhibitor agrees to be responsible for any fees, costs, or penalties incurred by SENIOR EXPO USA as a result of the dispute, including administrative and legal costs. Any improper or unjustified chargeback shall be considered a material breach of this agreement. **Cancellation Policy** All cancellations must be submitted in writing. (1) **45+ days prior to event:** 50% of booth fee retained, (2) **44 days or less:** 100% of booth fee retained. Retained amounts constitute liquidated damages to cover costs incurred in organizing, marketing, and managing the event, as well as losses from unsold space. Exhibitors may request to transfer to another SENIOR EXPO USA event within the same state and calendar year, subject to approval and availability. **Booth Sharing & Assignment** Exhibit space may not be shared, assigned, or sublet without prior written approval from SENIOR EXPO USA. **Setup & Breakdown** Exhibitors must adhere to assigned move-in and move-out times. Failure to arrive on time may result in forfeiture of exhibit space without refund. **Services Disclaimer** SENIOR EXPO USA does not guarantee the availability or quality of venue services, including but not limited to electricity, internet, or utilities, unless expressly contracted. **Photography & Media Release** By participating in the event, exhibitor grants SENIOR EXPO USA the right to use photographs, video, and audio recordings taken at the event for marketing and promotional purposes without compensation. **No Guarantee of Attendance or Results** SENIOR EXPO USA does not guarantee attendee attendance levels, exhibitor sales, leads, or return on investment. Any attendance figures provided are estimates only and may vary. **Right to Refuse or Remove Exhibitors** SENIOR EXPO USA reserves the right to refuse, remove, or restrict any exhibitor at its sole discretion, 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 materials or promotional content. **Governing Law** These Terms and Conditions shall be governed by and construed in accordance with the laws of the State of Michigan. **Mandatory Arbitration & Dispute Resolution** Any dispute, claim, or controversy arising out of or relating to these Terms and Conditions, the event, or exhibitor participation—including but not limited to breach of contract, tort claims, or statutory claims—shall be resolved exclusively through binding arbitration and not in a court of law. Arbitration shall be: (1) Administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules, (2) Conducted in Oakland County, Michigan, (3) Decided by a single arbitrator. Each party shall bear its own legal fees and costs, except as otherwise awarded by the arbitrator. The prevailing party shall be entitled to recover its reasonable attorney's fees and costs. **Class Action Waiver:** Exhibitor agrees that any dispute shall be brought solely in an individual capacity and not as part of any class, collective, or representative action. **Waiver of Jury Trial:** By agreeing to arbitration, both parties waive any right to a trial by jury. **Entire Agreement** These Terms and Conditions constitute the entire agreement between the parties and supersede all prior discussions, representations, or agreements, whether oral or written. **Acceptance** By registering for and participating in a SENIOR EXPO USA event, exhibitor acknowledges that they have read, understood, and agree to be bound by these Terms and 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 Skylar@SeniorExpoUSA.com. In your email, indicate which expos(s) you are participating in.

Questions? Feel free to contact Tina at 248-747-4847 or Tina@SeniorExpoUSA.com