



## Be Ready Utah Expo

Friday, March 13, 2020 (2PM-8PM) – Saturday, March 14, 2020 (9AM-6PM)

Mountain America Exposition Center

9575 S. State Street

Sandy, Utah 84070

## Sponsor and Exhibitor Packet

**Target Audience:** General public and professionals who work to improve and promote preparedness in the community and in their homes.

**Conference Objective:** Connect professionals, educators, and the public to share knowledge, research, and experience for improved preparedness.



**American Red Cross**

July 2019

Dear Potential Sponsor and/or Exhibitor,

We are pleased to inform you of the *Be Ready Utah Expo*, scheduled for Friday and Saturday, **March 13-14, 2020** at the Mountain America Exposition Center in Sandy, Utah.

The event is co-sponsored by:

- The *Utah Dept. of Public Safety, Div. of Emergency Management's Be Ready Utah campaign*
- The *Utah State University Extension*
- The *Disaster Discovery Center*
- The *American Red Cross*
- *Salt Lake County.*

We have had an excellent turnout and public response to previous years' expos, and we hope to see even more community participation this year.

**We invite you to participate as a Sponsor or Exhibitor!**

**Sponsor Levels**

<i>Supporting</i>	In-Kind Support	See pg. 5
<i>Contributor</i>	Any Amount Less Than \$750	See pg. 5
<i>Bronze</i>	\$750 +	See pg. 5
<i>Silver</i>	\$1500 +	See pg. 4
<i>Gold</i>	\$3,000 +	See pg. 4
<i>Naming</i>	\$10,000 +	See pg. 4

**Exhibitor/Sponsor Booths (Booths will be located in Exhibit Hall 5 of the Expo Center)**

<i>10' X 10' on Sponsor Alley</i>	\$500 each	See pg. 6
<i>10' X 10'</i>	\$400 each	See pg. 6
<i>10' X 8'</i>	\$325 each	See pg. 6

**Details and benefits regarding the Sponsor levels, Booths, and Agreement for Lease of Space are on the following pages.**

Sincerely,  
**Wade Mathews. Be Ready Utah Manager**  
**Utah Division of Emergency Management**  
**(801) 538-3702**

## Exhibitor Opportunities

- Exhibitors will be provided booth space on a first-come, first-served basis.
- Exhibitors may rank their location choices but may not receive their first choice. It is determined by the timing of payment.
- Reservations will be held for one week while we await payment and completed application/contract. After that, your preferred space(s) may become available to other exhibitors.
- Exhibitors will receive two (2) exhibitor passes (for booth workers) and four (4) expo tickets per booth.
- Exhibitor fees (described in the attached Agreement) must be paid in full prior to booth set up.
- Exhibitors are responsible for the set up and take down of their product and booth(s).
- Exhibitors must provide their own handcarts.
- Exhibitors are responsible for the handling of all monies for their transactions and sales.
- Access to the Internet involves a separate registration with Mountain America Expo Center.
- We reserve the right to limit or decline any exhibitors.
- We request that you allow us to provide you with Be Ready Utah Expo promotional materials to post in your place of business.

If you are willing to provide door prizes to be given away in the Expo class breaks, please let us know. We will give verbal recognition to businesses for providing those door prizes. For your convenience, there will be a concession stand available near the exhibitor area.

We look forward to having a great group of exhibitors at the Be Ready Utah Expo. If we can be of any further assistance, please let us know. We will do everything possible to help make the event a success for you, too.

For further information and to reserve a booth, contact **Mallory Santa Cruz** at [mallory.santacruz@redcross.org](mailto:mallory.santacruz@redcross.org) or call **801-367-4552**. Thanks for considering this important community event. Hope to see you there!

# Sponsor Opportunities

Sponsorship categories will be filled on a first-come basis. There may be multiple sponsors within a sponsorship level. The Planning Committee retains the right to refuse sponsorship not in accordance with conference goals, objectives and guiding principles. **NOTE: Sponsors may pay by credit card by going to the [www.BeReadyUtahExpo.org](http://www.BeReadyUtahExpo.org) website and clicking on TICKETS and going to the Sponsorship level, or you may send a check as indicated on the Sponsor Form below. Payment by credit card may include an additional processing fee. Booth setup is Thursday, March 12<sup>th</sup> from Noon to 5:00 p.m.**

## Naming Sponsor – \$10,000 + (only one available)

- Company name inserted in front of the Expo name in all communications (e.g. The Mountain America Be Ready Utah Expo)
- Company name and logo prominently displayed on all conference materials, including invitations and conference emails. (Note: sponsorship check and company logo must be received **prior to December 1, 2019**)
- Link from conference website ([www.BeReadyUtahExpo.org](http://www.BeReadyUtahExpo.org)) to your company/organization website
- Opportunity to place literature in attendee packets (Due January 31, 2020)
- Ad in the conference material, and name mentioned on all radio and social media ads
- Company name, logo, contact information on conference website
- Recognition from the podium during general session
- 36x48 sign with company name and logo displayed during conference
- 10 complimentary tickets
- Two (2) complimentary (10' x 10') vendor booths in prime conference location for duration of the Conference (\$1000 value) \*

## Gold Sponsor – \$3000 +

- Company name and logo prominently displayed on all conference materials, including invitations and conference emails, as space is available in print media. (Note: sponsorship check and company logo must be received **prior to December 1, 2019**)
- Link from conference website ([www.BeReadyUtahExpo.org](http://www.BeReadyUtahExpo.org)) to your company website
- Opportunity to place literature in attendee registration packet
- Ad in the conference material
- Company name, logo, contact information on conference website
- Recognition from the podium during general session
- 24x36 sign with company name and logo displayed during conference General Session
- 5 complimentary tickets
- Two (2) complimentary (10' x 10') vendor booths for duration of the conference, in prime conference location (\$1000 value) \*

## Silver Sponsor – \$1500 +

- Company name and logo displayed on conference website
- Company name, logo, contact information in conference program
- Link from conference website ([www.BeReadyUtahExpo.org](http://www.BeReadyUtahExpo.org)) to your company website
- Ad in the conference packet
- Recognition from the podium during general session
- One (1) complimentary vendor booth (10' x 10') for duration of the conference, in prime conference location (\$500 value)

### **Bronze Sponsor – \$750 +**

- Company name, logo, and contact information included in conference program
- Company name and logo displayed on conference website
- Recognition from the podium during general session
- Booth space is not provided

### **Contributor – Any Dollar Amount Less Than \$750**

- Company name and logo displayed on conference registration website
- Company name, and contact information included in conference program
- Booth space is not provided

### **Supporting Sponsor – in-kind support**

In-kind sponsors are limited to needs of the conference.

- Company name and logo displayed on conference registration website
- Company name and contact information in conference program
- Examples of in-kind support opportunities (not limited to suggestions):
  - Door prizes, ad space on your company website for this conference, mailing, postage, printing, volunteer assistance, bags, notebooks, binders, pens, pencils, lanyards, etc.
- Booth space is not provided

\* Sponsors wanting to purchase extra booth space beyond the designated booth space determined by level of sponsorship (See above) will be charged an additional \$500 per 10'x10' booth space to remain within designated sponsor's booth locations. (The sponsor booth locations are prime traffic areas within the show, are determined by the planning committee, and assigned on a first come first served basis.)

**Agreement for Lease of Space**  
(must be completed by Sponsors and Exhibitors)  
**Be Ready Utah Expo**  
**Friday and Saturday,**

Hours: Friday 2:00 p.m. to 8:00 p.m.; Saturday 9:00 a.m. to 6:00 p.m.  
Mountain America Exposition Center  
9575 South State Street, Sandy, Utah 84070

This Agreement is entered into on (date) \_\_\_\_\_, by and between:  
**(“ORGANIZER”)**, The Utah Division of Emergency Management, whose address is:  
1110 State Office Building, Salt Lake City, Utah 84114, and **(“SPONSOR”/“EXHIBITOR”)**

Company Name: \_\_\_\_\_;

ADDRESS: \_\_\_\_\_;

Contact Person: \_\_\_\_\_.

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What merchandise will you be selling? (Please be as specific as possible for the majority of your merchandise and include brand names so as to avoid over-duplication).

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**ORGANIZER and SPONSOR/EXHIBITOR hereby agree as follows:**

Subject to the terms and conditions of this Agreement, ORGANIZER leases to EXHIBITOR the booth space(s) described in Exhibit #1 of this Agreement for the Be Ready Utah Expo at the Mountain America Exposition Center (hereby referred to as EVENT).

1. **Booth Space** – SPONSOR/EXHIBITOR agrees to lease the following number of booth(s) at the agreed upon price for both days:  
\*\$500.00 for a 10' x 10' booth on Sponsor Alley. Desired number of 10'x10' booth(s) \_\_\_\_\_.  
\*\$400.00 for a 10' x 10' booth. Desired number of 10'x10' booth(s) \_\_\_\_\_.  
\*\$325.00 for a 10' x 8' booth. Desired number of 10'x8' booth(s) \_\_\_\_\_.

A discount of \$25.00 per booth for each additional booth after the first booth reserved will be applied, if payment is received prior to October 31, 2019.

The total cost to lease said booth(s) is \$\_\_\_\_\_ (“Contract Price”).

ORGANIZER will furnish pipe and drape for back and sides, one 8' table with drape, two chairs, one waste basket and name sign as a part of this Agreement.

EXHIBITOR assumes all other costs, such as additional lighting, signage, carpeting, WiFi, electricity, etc. ORGANIZER will facilitate a third party from whom EXHIBITOR may rent these extra items. The leased booth space(s) shall be used exclusively by EXHIBITOR for the exhibition of the items described in beginning section of this Agreement. EXHIBITOR shall not represent more than one business.

- **Reserving Booth Space** - Booth(s) are sold on a first-come, first-served basis with payment to secure location. They are expected to sell out. A waiting list will be maintained in the order of requests for spaces to be received after sell out. ORGANIZER has right of refusal of any vendor.

- **Payment for booth(s) space** – Payment for booth space may be made one of two ways.
  1. A check may be made out to DPS/DEM, and sent to:
 

**Utah Division of Emergency Management**  
**Attn: Wade Mathews – “Be Ready Utah Expo” Committee Chair**  
**1110 State Office Building**  
**Salt Lake City, Utah 84114**
  2. A credit card payment may be made through Eventbrite on our Utah Prepare website: [www.BeReadyUtahExpo.org](http://www.BeReadyUtahExpo.org)  
 We will no longer accept direct cc payments.
  
- **Booth Selection** - The EXHIBITOR may choose booth(s) according to the **Vendor Booth Layout Map, which will be disclosed upon request.** EXHIBITOR will then send this contract along with payment, if by check, to DPS / DEM, for booth(s) selected; if by Eventbrite, payments must be accompanied by an electronic copy of this contract fully completed and sent to **Mallory Santa Cruz** at [mallory.santacruz@redcross.org](mailto:mallory.santacruz@redcross.org) If the desired booth(s) are not available, ORGANIZER may substitute different booth(s) to be occupied by EXHIBITOR.

\*NOTE: Sponsors wanting to purchase extra booth space beyond the designated booth space determined by level of sponsorship (See Sponsorship Section of this packet) will be charged an additional \$500 per 10x10 booth space to remain within designated sponsor’s booth locations. (The sponsor booth locations are prime traffic locations within the show and are determined by the planning committee and assigned on a first come first served basis.)

2. **Electrical Contract** – SPONSOR/EXHIBITOR is responsible for arranging and paying for required electrical with the display contractor.  
 \*\*\*\* Initial here to show your acceptance of Section 2 \_\_\_\_\_ \*\*\*\*
  
3. **Internet/Wi-Fi Access** – Wi-Fi is provided by Mountain America Exposition Center for \$40.00 per device per day. While at MAEC, you can log onto the Internet where you will be prompted for your credit card information. Internet is provided for that device for the day. There is no need to preorder or fill out paperwork.
  
4. **Booth Selection and Availability** – Subject to availability, SPONSOR/EXHIBITOR selects leased booth(s) indicated on the “Reservation of Booths” form attached hereto as Exhibit #1. However, booths are leased on a first-come, first-served basis upon payment; if the desired booth(s) are not available, ORGANIZER may substitute alternate booth(s) to be occupied by EXHIBITOR.
  
5. **Subletting** – SPONSOR/EXHIBITOR shall not, without prior written consent of ORGANIZER, assign or sublet any part of this Agreement or the leased booth(s).
  
6. **Failure to Comply** – If ORGANIZER determines that SPONSOR/EXHIBITOR has failed to comply with any provision of this Agreement or the attached Rules of Use, ORGANIZER shall have the right to remove EXHIBITOR from the EVENT and, in which case, EXHIBITOR **shall not be entitled to a refund** of the Contract Price.  
 \*\*\*\* Initial here to show your acceptance of Section 6 \_\_\_\_\_ \*\*\*\*

7. **Failure to Occupy Leased Booth(s)** – SPONSOR/EXHIBITOR agrees to occupy the leased booth(s) for the full duration of the EVENT. If EXHIBITOR does not occupy the leased booth(s) for the duration of the EVENT or fails to comply in any other respect with the terms of this Agreement, ORGANIZER shall have the right, but not the obligation, without notice to the EXHIBITOR, to lease such booth(s) or any part thereof to a third party. In addition, if EXHIBITOR fails to occupy the leased booth(s) for the duration of the EVENT or comply with any of the provisions of this Agreement, EXHIBITOR **shall pay the entire Contract Price** as liquidated damages.

\*\*\*\* Initial here to show your acceptance of Section 7 \_\_\_\_\_ \*\*\*\*

8. **Notice of Cancellation** - If SPONSOR/EXHIBITOR desires to cancel this Agreement, SPONSOR/EXHIBITOR shall notify ORGANIZER at least 15 days prior to the EVENT. If SPONSOR/EXHIBITOR cancels this Agreement without providing 15 days advance notice, SPONSOR/EXHIBITOR shall forfeit 50 percent of the Contract Price. If notification of cancellation is less than 10 days prior to the opening of the EVENT, EXHIBITOR shall forfeit the entire Contract Price.

\*\*\*\* Initial here to show your acceptance of Section 8 \_\_\_\_\_ \*\*\*\*

9. **Set Up and Take Down** – All SPONSORS/EXHIBITORS will be required to set up in Exhibit Hall 5 on **Thursday, March 12th** from Noon to 5:00 p.m. EXHIBITOR must have space ready for business 30 minutes prior to the EVENT opening for the public on **Friday, March 13, 2020**, which is scheduled to begin at 2:00 p.m. and run through 8:00 p.m. If SPONSOR/EXHIBITOR has failed to set up by said time, SPONSOR/EXHIBITOR will be charged an additional \$50.00 per booth. Booths may be dismantled **from 6:00 p.m. to 8:00 p.m. on Saturday, March 14, 2020**. The SPONSOR/EXHIBITOR is responsible for securing their goods and display items during set-up and take-down hours.

**NOTE:** No vendor will be allowed to set up, if full payment for booth space has not been received prior to Thursday, March 12, 2020.

10. **Disruptive Behavior** – If ORGANIZER determines that the conduct of EXHIBITOR is disruptive to the EVENT or that SPONSOR/EXHIBITOR is not acting in a courteous and professional manner, ORGANIZER may remove EXHIBITOR from the EVENT and in which case, SPONSOR/EXHIBITOR shall not receive a refund on the Contract Price.

\*\*\*\* Initial here to show your acceptance of Section 10 \_\_\_\_\_ \*\*\*\*

11. **Waiver of Liability** – ORGANIZER will not be responsible or liable for any loss or damage incurred by SPONSOR/EXHIBITOR as a result of fire, theft, wind, storm, explosion or any other cause whatsoever. ORGANIZER is not responsible for damage from loss of occupancy or other loss to SPONSOR/EXHIBITOR by destruction or damage to the exhibit area. SPONSOR/EXHIBITOR releases ORGANIZER from any and all responsibility for theft or damage to equipment, booth(s) or displays within the booth(s) – by fire, rain, accident or any other cause whatsoever. SPONSOR/EXHIBITOR assumes full and total responsibility for all patrons of the EVENT who visit or enter SPONSOR/EXHIBITOR'S booth(s) and releases and agrees to indemnify ORGANIZER from any claims by any patron concerning the goods or services EXHIBITOR displays, provides or sells at, or in connection with, the EVENT. SPONSOR/EXHIBITOR agrees to bear full responsibility for any damage caused to the exhibition facility by

SPONSOR/EXHIBITOR, their agents or employees during the EVENT and while setting up or taking down their booth(s). SPONSOR/EXHIBITOR agrees to indemnify, hold harmless, and covenants not to sue ORGANIZER for any and all liability, real or alleged, arising out of, or in connection with, this Agreement. SPONSOR/EXHIBITOR agrees to pay all costs of collection, default, break or enforcement hereunder, including reasonable attorneys' fees.

\*\*\*\* Initial here to show your acceptance of Section 11 \_\_\_\_\_ \*\*\*\*

12. **Certificate of Insurance** – While the ORGANIZER does not require proof of insurance from any SPONSOR/EXHIBITOR, it shall be known that neither ORGANIZER nor Event Location (Mountain America Exposition Center) will be liable for any bodily injury, personal injury, or property damage to listed SPONSOR/EXHIBITOR, or patrons injured, as a result of negligence on the part of the SPONSOR/EXHIBITOR.

\*\*\*\* Initial here to show your acceptance of Section 12 \_\_\_\_\_ \*\*\*\*

13. **Health Department Regulations** – The ORGANIZER will not be responsible for any Health Department regulations for food samples provided in booth(s) of SPONSOR/EXHIBITOR. All necessary health code specifics and fees are the responsibility of the SPONSOR/EXHIBITOR. (See attached letter and Temporary Food Establishment Application). SPONSOR/EXHIBITOR must submit the application to the Health Department at least 12 days prior to the EVENT.

\*\*\*\* Initial here to show your acceptance of Section 13 \_\_\_\_\_ \*\*\*\*

14. **Utah State Tax Commission** – ORGANIZER will not be responsible for any tax licensing and filing requirements of sales by SPONSOR/EXHIBITOR. All necessary licenses, fees, reporting and remittance are the responsibility of SPONSOR/EXHIBITOR (See attached letter). Information must be submitted to ORGANIZER by **Friday, February 28, 2020**.

\*\*\*\* Initial here to show your acceptance of Section 14 \_\_\_\_\_ \*\*\*\*

15. **Release of Vendor Contact Information** – Vendor contact information will be provided, upon request, to third parties seeking said information. SPONSOR/EXHIBITOR may opt out of the vendor contact information release by initialing here.

\*\*\*\* Initial here to Opt Out of Vendor Contact Release \_\_\_\_\_ \*\*\*\*

16. **Utah Food Services Contractual Obligations** – All SPONSOR/EXHIBITORS will be required to be in compliance with any Event Location regulations or Event Location Food Services regulations specific to sales or samples of any restricted items that may be in direct competition to their sales or show options. It will be the responsibility of all SPONSOR/EXHIBITORS to submit for pre-approval of the event ORGANIZER any items prior to the event. Violation of these restrictions at the EVENT will result in SPONSOR/EXHIBITOR ceasing to distribute or being removed from EVENT without refund of booth fees.

17. **Entire Agreement** – This Agreement contains the entire understanding of the parties and no oral or other representation not contained herein shall be binding upon the parties hereto.

18. **Interpretation of Agreement** – In the event of disagreement regarding the meaning or interpretation of this Agreement, the interpretation of ORGANIZER shall govern.

IN WITNESS WHEREOF, ORGANIZER and SPONSOR/EXHIBITOR have signed this instrument the day and year first above written. Questions or concerns should be addressed to **Mallory Santa Cruz** by email [mallory.santacruz@redcross.org](mailto:mallory.santacruz@redcross.org) / phone **801-367-4552**

**ORGANIZER:**  
Utah Division of Emergency Management

**SPONSOR/EXHIBITOR:**  
\_\_\_\_\_  
(Exhibitor/Company Name)

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**IF selling products, provide Tax ID #: \_\_\_\_\_**

**Make Checks Payable to:**  
**DPS / DEM**  
(Dept. of Public Safety / Div. of Emergency Management)

Mail to:  
**Utah Division of Emergency Management**  
**Attn: Wade Mathews – “Be Ready Utah Expo” Planning Committee Chair**  
**1110 State Office Building**  
**Salt Lake City, Utah 84114**

**EXHIBIT #1**  
**RESERVATION OF BOOTHS**

**Reserving Booth Space** – Booths are sold on a first-come, first-serve basis and are expected to sell out. A waiting list will be maintained in the order of requests, for spaces to be received after sell out.

**Booth Selection:** The SPONSOR/EXHIBITOR may request specific booth space(s) or they may be assigned by the ORGANIZER. A booth layout diagram from a previous event is attached to provide an idea of how the booths may be laid out. However, some changes may be made for this event and an updated **Exhibitor Booth Layout Map** will be provided upon request.

EXHIBITOR will send this contract along with full payment (check or Eventbrite receipt) to DPS / DEM for the booth(s) selected. Payment must be received by ORGANIZER to secure the booth(s) **prior to March 12, 2020**. If the desired booth(s) are not available, ORGANIZER may substitute different booth(s) to be occupied by EXHIBITOR.

**SPONSORS/EXHIBITORS** may call **Mallory Santa Cruz** at **801-367-4552** or email [mallory.santacruz@redcross.org](mailto:mallory.santacruz@redcross.org) to tentatively reserve booth space, then send or deliver this signed contract and full payment to:

Utah Division of Emergency Management  
Attention: Wade Mathews – “Be Ready Utah Expo” Planning Committee Chair  
1110 State Office Building  
Salt Lake City, Utah 84114

Please reserve (total Number): \_\_\_\_\_ booth(s).

1<sup>st</sup> Choice \_\_\_\_\_(booth number(s))

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

Booth spaces will only be held until a full payment for said space is received by any Exhibitor and may be lost to other vendors on a first come/first serve basis. No one will be allowed to set-up booth(s) without providing payment in full.