



Tuesday, Oct. 18, 2022 | 8:30 a.m. - noon

Life Church 2223 N. Washington Ave.; Cookeville, TN 38501

DATED MATERIAL ENCLOSED

Please take a few moments to examine the contents and forms inside. If you are not the person responsible for setting up your exhibit, please pass this along to appropriate staff. Thank you!

CHECKLIST & DEADLINE DATES

Dear Valued Vendor:

We are pleased you will be joining us for the Annual Senior & Caregiver Expo. This Vendor Kit includes service forms and general information to help you better organize for the educational event.

SECTION / PAGE

Section A, Pages 3-6: FORMS
Registration Form Links
Vendor Sponsor Levels
Door Prize Donation Form

Section B, Pages 7-15: GENERAL INFORMATION
General Information
Booth Decoration and Engagement
Emergency Procedures and Exhibit Rules
CMS Regulations and Forms

USE THE CHECKLIST BELOW TO ENSURE YOU HAVE EVERYTHING COMPLETED IN TIME TO PARTICIPATE IN THE 2022 SENIOR & CAREGIVER EXPO!

	Deadline Date	Completed
Platinum Sponsorship Registration Form	September 1, 2022	<input type="checkbox"/>
Payment Due	October 1, 2022	<input type="checkbox"/>
Gold Sponsorship Registration Form	September 30, 2022	<input type="checkbox"/>
Payment Due	October 10, 2022	<input type="checkbox"/>
Silver Sponsorship Registration Form	September 30, 2022	<input type="checkbox"/>
Payment Due	October 10, 2022	<input type="checkbox"/>
In-Kind Sponsorship Registration Form	September 30, 2022	<input type="checkbox"/>
Payment Due for Meals	October 10, 2022	<input type="checkbox"/>
Educational Materials for Expo Bags		
<i>Due (Platinum & Gold Sponsors Only)</i>	September 30, 2022	<input type="checkbox"/>
Insurance Companies CMS Regulation Form		
Form Due	September 30, 2022	<input type="checkbox"/>
Door Prize Donation Form		
Form Due	October 14, 2022	<input type="checkbox"/>

Section A: FORMS

REGISTRATION FORM/LINKS

Dear Valued Vendor:

We have emailed you the link to register online. Please copy the appropriate link below if you have not received one by email. For help with online registration, or if you did not receive an email, you may contact Clare Farless at cfarless@ucdd.org.

(Proceeds from this event help meet federal grant match money requirements for the Family Caregiver program. Any remaining proceeds will be used to support UCDD/AAAD's holiday food bags for low-income seniors, Christmas gifts for guardianship clients, and emergency fund.)

SPONSORSHIP LEVELS

Diamond Lunch Sponsorship: Diamond Lunch Sponsor for Attendees is provided by Quality of Families. With the rising cost of everyday goods, we are looking for Diamond Lunch Sponsor(s) for Vendor lunches. A Diamond Lunch Sponsor will have the option to receive up to three (3) vendor tables and six (6) lunches with a minimal sponsorship of \$750 or more. This level of sponsorship will also have their logo displayed on a banner and shown throughout the day on the large screen in the main exhibit hall. Diamond Lunch Sponsor(s) can place up to (3) printed educational materials in each 1,000 Expo Bags that attendees will receive as they enter the event. All Diamond Lunch Sponsor(s) will be recognized throughout the program, listed in any newspaper article regarding the 2022 Senior & Caregiver Expo, and shared on the UCDD's social media platforms. Estimated cost for each meal is \$10 and estimated number of lunches is 250. Please contact Clare Farless to set-up this sponsorship.

- Diamond Lunch Sponsorship: <https://forms.gle/m8z1dEAdAfGQEegM7>

\$750 Platinum Sponsorship: Platinum Sponsors will receive up to three (3) vendor tables in the main exhibit hall as well as up to 6 boxed lunches for staff. This level of sponsorship will also have their logo displayed on a banner and shown throughout the day on the large screen in the main exhibit hall. Platinum Sponsors can place up to three (3) printed educational materials in each 1,000 Expo bags that attendees will receive as they enter the event. All Platinum Sponsors will be recognized throughout the program, listed in any newspaper article regarding the 2022 Senior & Caregiver Expo, and shared on the UCDD's social media platforms.

- Platinum Registration Form Link: <https://forms.gle/RkJ1DR9reRRnQrot6>

\$400 Gold Sponsorship: Gold Sponsors will receive up to two (2) vendor tables at the event and up to 4 boxed lunches for staff. This level of sponsorship will also have their logo displayed in the Gold Sponsors' exhibit space. Gold Sponsors can place up to three (3) educational materials in each 1,000 Expo Bags that attendees will receive as they enter the event. All Gold Sponsors will be recognized in the program and on the UCDD's social media platforms.

- Gold Registration Form Link: <https://forms.gle/4hNdxh6pxudCSkEC6>

\$200 Silver Sponsorship: Silver Sponsors will receive one vendor table at the exhibit. All Silver Sponsors will also receive 2 boxed lunches for staff.

- Silver Registration Form Link: <https://forms.gle/cer1Fyiaq7U9jNUj9>

In-Kind Sponsorship: This level of sponsorship is for non-profit organizations only. In-Kind Sponsors will receive one vendor table at the exhibit. The organization's staff may purchase a boxed lunch or wait to see if we have extras.

- In-Kind Registration Form Link: <https://forms.gle/byDs794ps5i9FCq77>

VENDOR SPONSOR LEVELS

Sponsorship Levels	Diamond Over \$750	Platinum \$750	Gold \$400	Silver \$200	In-Kind (Non-Profits Only)
Vendor(s) Tables at Exhibit	✓ Up to 3 tables	✓ Up to 3 tables	✓ Up to 2 tables	✓ 1 table	✓
Box Lunch(es) at Exhibit	✓ Up to 6 Lunches	✓ Up to 6 Lunches	✓ Up to 4 Lunches	✓ Up to 2 Lunches	Can purchase or wait to see if we have extra
Logo Displayed at Exhibit	✓	✓	✓		
Printed Materials in Expo Bags	✓	✓	✓		
Recognition in Program	✓	✓	✓		
Recognition on UCDD's Social Media	✓	✓	✓		
Recognition in Newspaper Articles	✓	✓			

DOOR PRIZE DONATION FORM

We are training again to revamping our door prizes for this year's Expo. We will have a scavenger hunt for attendees during the event. Rubber ducks will be placed throughout the exhibit halls that have a number located on the bottom. Corresponding door prizes will be given to the attendees who find and return the rubber duck to the door prize booth. Vendors may be asked to place a rubber duck on their table to join in on the fun! We ask that vendors please not use any duck decorations of their own.

Company: _____

Address: _____

City, State, ZIP: _____

Phone: _____

E-mail: _____

☐

Yes, count on us for the following door prizes:

Prize Description: _____

Prize Description: _____

Prize Description: _____

All door prizes are
due by Oct. 14!



Door Prizes accomplish so much!

They excite attendees – everyone wants to win something.

They provide additional Exposure to your products and services.

They turn new customers into repeat customers – they have to have more!

Section B: GENERAL INFORMATION

GENERAL INFORMATION

EVENT LOCATION: Life Church
2223 N. Washington Ave., Cookeville, TN 38501

EVENT HOURS: 8:30 a.m. - noon

MONDAY, OCT.17 Early Booth Set-up: 1:30 p.m. - 4 p.m.
UCDD staff will be at Life Church during this time setting up the exhibit. The doors will be open for vendors to come set up their booths/decor if needed. You may park and enter in through the front of the building for early booth set-up. Please find a UCDD staff member when you arrive to help locate your vendor table.

TUESDAY, OCT. 18 Booth Set-up: 7:30 a.m. - 8:30 a.m.
Exhibit Hours: 8:30 a.m. - noon

This time is for anyone who is not available to come on early booth set-up day. Please find a UCDD staff member when you arrive to help locate your vendor table.



All schedules are subject to change

BOOTH DECORATION & ENGAGEMENT

Each booth is invited to participate in the Senior & Caregiver Expo's booth decoration contest. This year's theme is **Age My Way**, with an emphasis on the power of aging along with Halloween/Fall decor.

- Decorations:** Decorations should be themed around the idea of aging, with a Halloween/Fall decor. All costumes and decorations need to remain fun and tasteful - be creative! Be prepared to offer candy and/or small prizes for your booth activity.
- Activities:** If possible, incorporate hands on activities to encourage attendee engagement. To increase interaction, consider offering prizes for active participants.
- Electric:** If electric is needed for your booth, please indicate on the registration form.
- Lunch & Refreshments:** Please indicate on registration form how many lunches your table(s) will need. UCDD/AAAD staff will start delivering lunches to your table at 11 a.m.
- Removal of Exhibits:** All exhibits must remain intact until the official closing hour/move-out time of noon. Early packing is prohibited. Exhibitors must maintain their exhibits until that time. Exhibits must be completely dismantled by 3:30 p.m.

*2022 Senior & Caregiver Expo
Theme information and inspiration.*



AGE MY WAY: MAY 2022



EMERGENCY PROCEDURES

Emergencies and disasters are unpredictable and can strike without warning. Planning and preparing for effective emergency action will benefit everyone involved in our Expo. Failure of advance emergency preparation may result in injury or death to personnel, loss or damage of facilities, property and equipment. Everyone should try to do their part in any given emergency situation. The following are only suggestions:

ACCIDENT

- Do not move the injured or ill person. Try to make them comfortable.
- Notify the Registration Desk/UCDD/AAAD Staff at once.
- Immediately following the situation, give a full report to management.

FIRE - EXHIBIT HALL

- Upon discovery of a fire, immediately notify the Facility or UCDD/AAAD staff so that emergency procedures can be initiated.
- Never attempt to extinguish a fire before notifying Facility or UCDD/AAAD staff.
- Make every attempt to protect yourself, other exhibitors, attendees and property.
- DO NOT PANIC and DO NOT CAUSE PANIC IN OTHERS.
- Cooperate with any directive given by Facility or UCDD/AAAD Personnel.
- If evacuation is necessary, please cooperate as quickly as possible. Clear yourself of the building. Do not attempt to re- enter the building until an "ALL CLEAR" is issued by the authorities. Once approval is given, exhibitors will be permitted to re-enter the building, then attendees.

EXHIBIT RULES

ELIGIBILITY: UCDD/AAAD reserves the right to accept or deny any applicant to the Expo.

HEALTH SCREENINGS that require a charge or billing to Medicare or other insurance will not be allowed to participate in the event.

PROMOTION/PHOTOGRAPHY: Pictures/video will be taken at the Senior Expo for the promotion of the event and may be used on social media, UCDD's website, submitted to media outlets, etc. Exhibitors grant the UCDD/AAAD permission to use such pictures/videos in any and all of its publications, including web-based publications, without payment or other consideration.

SPACE RENTAL BASIC PACKAGE: Included in the space rental basic package are: all services and equipment as stated in the space package and promotional advertising.

PAYMENTS AND REFUNDS: All applications for space must be accompanied with appropriate payment to be valid, and total payment must be received before registration deadline or space can be reassigned. Full payment is required the day of the Expo. Unpaid exhibitors will not be permitted to set up or move in until paid in full. If assignment of space cannot be made, deposits will be refunded. Deposits will not be refunded after assignment of space has been made. All notices of exhibit space cancellation must be submitted to management in writing and will be officially dated when received by management. Cancellations may be accepted at the sole discretion of

management. Under all circumstances, management retains the right to sell any space canceled by exhibitor.

SPACE ASSIGNMENTS AND LOCATIONS: Assignments are made on a first-come, first-paid basis. Space assignment will be made with consideration for the individual's preference to location as much as possible but in keeping with the best interest of the Expo. It is advisable that exhibitors inform management of any company or exhibit from which they wish to be kept separated, so management will know of the situation. Assignments are made with due regard for the total Expo and it is to be understood that the management's assignments are final. Management reserves the right to change the floor plan if deemed necessary in the best interest of the Expo.

SUBLETTING OF SPACE: Exhibitors will display only merchandise regularly sold by them. No space may be shared or sublet. Failure to list and pay fees for any and all merchandise displayed by exhibitors shall be deemed cause for cancellation of space.

CANCELLATION OF CONTRACT: In the event of cancellation of the Expo due to fire, strikes, acts of God, government regulations, or any cause beyond control, the management shall determine an equitable basis for the refund of such portion of Publicity and Exhibit Fees as possible, after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of management.

LIABILITY: All property of the exhibitor is to remain under the control of the exhibitor, subject to the rules and regulations of the Exposition. It is advised that exhibitors carry an insurance rider policy to cover exhibits and samples against loss and damage. This and also liability insurance should be discussed with your own insurance broker. Exhibitors should use prudence in the care of their samples while at the Expo and not leave their merchandise unattended during Expo hours, and, during move out, keep all merchandise within their space area and consolidate their display as much as possible to ensure, in the confused nature of move-out time, that merchandise is not misplaced. Exhibitors are responsible to carry public liability insurance against injury to the person and property of others and to insure exhibit material against damage or loss.

UCDD/AAAD and their respective officers, agents and employees expressly disclaim any and all liability for any loss, damage, or injury to person or property sustained by an exhibitor, their agents, or any other person, caused by fire, theft, water, accidents or any other manner, whether caused by an act or failure to act, either intentionally or negligently caused by conduct of UCDD/AAAD and their respective officers, agents and employees or by a party or parties other than UCDD/AAAD. By submitting the registration form the exhibitor agrees to fully indemnify and hold forever harmless UCDD/AAAD and their respective officers, agents and employees for any loss, damage or injury sustained by an exhibitor or any other person caused by fire, theft, water, accidents or any other manner resulting from the act or failure to act of the undersigned exhibitor, their agents or employees, or by any other party or parties.

1. **FIRE REGULATIONS:** All fire regulations must be adhered to in accordance with the local fire department and Fire Underwriters specifications. All display materials, including props, decorations and all fabrics or other material used for decoration or covering of tables, risers, etc., must be flameproof and electrical equipment must meet specifications of all codes. All building electrical connections and disconnections must be obtained through the hotel and approved electricians. All wiring must meet specifications. Exhibitors shall not allow their

displays to block view or access to safety equipment. Any demonstration or device using any type of combustible fuel, with or without an open flame, must be cleared with the building and fire authorities before it can be brought into the Exposition facility. Each exhibitor is charged with the knowledge and compliance of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the Expo.

2. **EXHIBITS:** The exhibit should be such that it does not interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video, sensory or physical means. Exhibitor's own signs can be used but must be inside space area. The use of music licensed under ASCAP or BMI is prohibited. This includes most popular music. Be aware that ASCAP or BMI has the right to impose stiff fines and legal costs on exhibitors using licensed music. The Expo will not assume any such fines or costs. Any fines and fees imposed on management due to the use of licensed music by an exhibitor will be billed to the offending exhibitor. Promotions, such as models, booth personnel, materials and catalogs must be consistent in dress and nature with the dignity and image of the Exposition, and costumed personnel must be confined to inside the respective spaces. No animals, reptiles, birds, rodents or insects will be allowed on premises.

The booth design and exterior must be suitably furnished or covered by the exhibitor. Display must be adequate enough to support exhibitor's samples and so constructed as to be sturdy enough to not collapse, nor be such that display leans or rests against an adjacent space. Exhibitors are to display in only the space allocated to them. No other area of the exhibit hall or other gathering place of the attendees can be used in any way. Displays must be set up and ready by the opening hour of the Expo. Exhibits must be staffed during Expo hours. Exhibitor should plan to pack at the end of the exhibit hours and make sure to have personnel remain with the display until it is finally packed. Any merchandise or items left at the Expo will be considered abandoned.

3. **CONDUCT:** It is a violation of Expo Rules for an (uninvited) exhibitor to enter another exhibitor's booth at any time. Exhibitors are prohibited from photographing by any means another exhibitor's booth without permission of that exhibitor. No exhibitor shall sponsor any special event off Expo premises during show hours that could affect Expo success. Early packing is prohibited. Every exhibitor agrees to keep their exhibit open during published hours and is bound by these rules and regulations to not dismantle their exhibit until published closing time on the last day.
4. **RESERVATIONS OF RIGHTS:** Management reserves the right to demand release of space before or during the Expo for failure of exhibitors or their representatives to conform to the rules and regulations or failure to pay all space rental costs; to reallocate space at any time; to offer requested space when available; to make space assignments; to reject any and all applications as this is a closed Expo and displays and products must conform to the general nature of the Expo and be compatible with the character and objective of the Exposition. Management reserves the right without written notice to amend these rules, regulations and conditions or to issue additions as it deems necessary for the good and well-being of the Expo. It is management's responsibility to establish rules or guidelines while allowing the greatest flexibility within each exhibit. The exhibitor's responsibility is to *be a good neighbor* while displaying their product or service. Review the following guidelines and please use them in developing your display so you maximize the impact of your exhibit and

be a good neighbor.

5. **SOUNDS:** Police your own booth to be sure the noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

SECURITY TIPS ON SAFEGUARDING YOUR BOOTH

DO

- ✓ Try to be on site when your product is being delivered to your booth.
- ✓ Conduct a physical inventory after your product has been delivered, noting any missing or damaged items.
- ✓ When setting up your booth, place your products within visible vicinity.
- ✓ After setting up your booth, conduct a visual inventory of your product and the way in which it is displayed.
- ✓ Store any excess product or giveaways either with the decorator or in a locked cabinet.
- ✓ Either carry laptop computers (or similar equipment) with you, or store them in a locked cabinet.
- ✓ Utilize overnight security storage if available.
- ✓ Cover your displays with a tarp or other non-see-through material; it creates a mental block to any perpetrator.
- ✓ When arriving in the morning, go directly to your booth to prevent any early personnel from free shopping in your booth.
- ✓ During the start of move-out, please stay with your booth until you pack it.
- ✓ At the closing of the Expo, don't leave your booth immediately; spend some time in your booth until the floor clears. This is one of the premium times during which theft occurs.
- ✓ Display your product in such a way that it is not accessible from outside your booth during the event.
- ✓ Blocking the entrance to your booth prior to leaving provides a mental barricade to any perpetrator. Use either caution tape or place chairs at the entrance.
- ✓ Try to greet anyone that comes into your booth as this will send a signal that you are aware of their presence; this will discourage any perpetrators from attempting to steal.
- ✓ Obtain proper insurance coverage for your goods, including transit to and from the Expo site.

DON'T

- ✗ Leave your product scattered all over your booth.
- ✗ Forget to account for your product when it is delivered to your booth.
- ✗ Put any valuables in areas with easy access.
- ✗ Leave electronic equipment on tables, shelves or in other areas without securing it during non-event hours.
- ✗ Leave your booth unattended to go shopping on the floor during event time.
- ✗ Allow yourself to become less aware of persons approaching or leaving your booth during the event.
- ✗ Leave purses or briefcases on tables near the entrance of the booth or in an unattended blind spot.
- ✗ Leave any prototype product unsecured in your booth.
- ✗ Secure any purses, briefcases, or valuables behind drapes or underneath tables. This is the first place that any perpetrator will be targeting.
- ✗ Leave your booth unattended during lunch time. Work out a schedule between you and your co-workers to stagger your lunches.

**THIS FORM MUST BE COMPLETED BY ALL INSURANCE COMPANIES AND
RETURNED WITH THE REGISTRATION FORM.**

CMS Regulations on Educational Events

42 CFR §§ 422.2262, 422.2268(b)(7),(8), and (11), 423.2262, 423.2268(b)(7),(8), and (11) *Updated 06/2021*

Definition: Educational events are designed to inform beneficiaries about Medicare Advantage, Prescription Drug, or other Medicare programs. The event sponsor does not steer, or attempt to steer, potential enrollees toward a specific plan or limited number of plans. Violation of CMS guidelines is a federal offense.

Materials: Materials distributed or made available at an educational event must be free of plan-specific information (including plan-specific premiums, co-payments, or contact information), and any bias toward one plan type over another. Examples of Acceptable Materials and Activities for Plans/Part D Sponsors (or their representatives):

- A banner with the plan name and/or logo displayed
- Promotional items, including those with plan name, logo, and toll-free customer service number and/or website. Promotional items must be free of benefit information and consistent with CMS definition of nominal gift
- May answer beneficiary-initiated questions
- Distribute business cards and contact information for beneficiaries to initiate contact (this includes completing and collecting a Scope of Appointment (SOA) form)
- May not conduct a marketing/sales event immediately following an educational event in the same general location (e.g., same hotel)

This section needs to be initialed by the Plans/Part D Sponsors (or their representatives) agreeing to NOT DO the following (continues to following page):

- _____ Discuss plan-specific premiums and/or benefits.
- _____ Distribute plan specific materials.
- _____ Distribute or display of enrollment forms, business reply cards, or sign-up sheets.
- _____ Set up individual sales appointments or get permission for an outbound call to the beneficiary.
- _____ Attach business cards or plan/agent contact information to educational materials, unless requested by the beneficiary.
- _____ Advertise an educational event and then have a marketing/sales event immediately following in the same general location.
- _____ Have participants sign up for door prizes at your table by gathering contact information.

By signing below, you agree that this event does not include any sales activities and is not considered by CMS to be a sales/marketing event. If found in violation of CMS rules for an educational event, you will be asked to immediately leave the event, will forfeit your booth registration fee, and will be reported to CMS for violating marketing guidelines. As of 2022, violation of CMS guidelines is a federal offense.

Plans/Part D Sponsors or Representatives Signature

Date