

2012 Sponsorship/Exhibitor Information Form



14th ANNUAL HISPANIC WELLNESS FAIR

August 4, 2012

Amon G. Carter Jr. Exhibit Hall (Will Rogers Center)
3400 Burnett Tandy Drive, Fort Worth, Texas 76107

Remit payment in full to:

Hispanic Wellness Coalition
Fort Worth Hispanic Chamber of Commerce
Attn: Gloria Martinez
2100 N. Main St. Ste. 107
Fort Worth, TX 76164

Set-up Hours: Friday, August 3rd 4 p.m. to 6:30 p.m. (For SAFETY reasons, Please do not attempt to set-up before 4 p.m.)
Saturday, August 4th 6:30 a.m. to 8:30 a.m.
Exhibit Hours: Saturday, August 4^h 9 a.m. to 2 p.m.

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Sponsorship Levels:

Benefits

- **Title** \$25,000 Recognition in the following: "ABC Company" presents the Hispanic Wellness Fair on T-Shirts, signs, ads, press releases; back page ad in provider directory. Logo on website with a link to your company website, 1 year ad on website, logo on bag as Title Sponsor. Three booths in prime location. Opportunity to have a representative be a part of the morning program and give a welcome. Two year commitment for Title Sponsorship (please contact Gloria Martinez to discuss sponsorship)
- **Platinum** \$15,000 Recognition in the following signs, ads, press releases, 1 full page ad in the provider directory, logo on website with link to your company website, 1 year ad on website, logo on bag as platinum sponsor
- **Gold** \$10,000 Recognition in the following: signs, ads, press releases, 1/2 page ad in the provider directory, logo on website with link to your company website, 3 month ad on website
- **Silver** \$5,000 Recognition in the following: signs, ads, press releases, 1/4 page ad in provider directory, logo on web with link to your company website
- **Bronze** \$2,500 Recognition in the following: signs, ads, press releases, logo in the provider directory, company listed on website
- **Friend** \$1,000 Recognition in the following: signs, ads, press releases, logo in the provider directory and 1 exhibitor booth
- **For Profit Exhibitor** \$300 1 Exhibitor booth and name in directory
- **Non-profit Exhibitor** \$50.00 1 Exhibitor booth and name in directory
- **Media** Recognition in publications as media sponsor: signs, ads, press releases, ad in provider directory, listed on website (*speak with our representative for media sponsorship options*)

(Booths are 10x10 with the following amenities: 8' draped back wall, 3' high draped side dividers, 7x44 sign, 1-6 ft. skirted table, 2 chairs)*****Booths may not be resold to any third parties and are only for those providing a health service or health information

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Policy on Hispanic Wellness Fair Participation

Participation in the Hispanic Wellness Fair is open to organizations committed to the health and well being of the Hispanic and other underserved populations in Tarrant County. Organizations wishing to participate in the Fair may demonstrate their commitment to this objective through the provision of preventive or clinical health services during the Fair or of a community health resource for individuals that the Fair is designed to serve.

Participants in the Fair may not do the following:

- Offer any product or service for sale during the Fair. The distribution of generic information about a product or service is permitted but may not identify or advocate for a particular product or service,
- Advocate for any candidate for a governmental or quasi-governmental position for which election or selection occurs at any jurisdictional level, or
- Advocate for any political issue being considered at any jurisdictional level.
- Advocate for any political party or organization which takes position on political issues.

Decisions regarding participation in the Fair are made by the Board of the Hispanic Wellness Coalition at a regular meeting based on information collected by the Board or provided by the requesting organization.

Please read the Exhibitor regulations carefully:

1. **Size:** Each booth will be 10 ft. by 10 ft. with one 6 ft. skirted table, one sign and two chairs. Additional tables and chairs are available for rent thru Fun Factory Decorations. All booths and equipment must comply with the Fire Department Safety Codes.
2. **Booth Location and Set-up:** Booth packets will be mailed a month prior to the event. The packet will include booth location, directions to facility and ordering form for additional tables, chairs, etc. Booths maybe set up as early as Friday, August, 3rd, 2012, between 4 p.m. – 6:30 p.m., and from 6:30 a.m. to 8:30 a.m. Saturday. All booths MUST be set up and operational by 8:30 a.m., Saturday. Please, make every attempt to arrive early.
3. **Exhibitor-** No selling of merchandise is allowed. All activity is to be conducted in your booth. If you have a Mascot, we ask for safety reasons, that you please not have them stand in the aisles.
4. **Announcements-** will only be made for the following: lost child or lost parent
5. **Teardown:** Exhibitors should begin taking down their booths at 2 p.m. and be finished by 4 p.m. Please clean up the area around your booth.
6. **Participant Responsibility:** Exhibitors will be solely responsible for any personal property placed in the booth(s) as well as any damage to the facility as a result of neglect.
7. **Parking:** Please be considerate to the Wellness Fair's attendees and limit the number of vehicles at the event. You are also asked to please use the underground parking garage. Please be advised that there is a \$5 charge per vehicle to park at the event venue.
8. **Trash:** If you anticipate the need to discard of bio-hazardous waste materials, you MUST provide an appropriately labeled receptacle.
9. **Screenings:** Testing machines and the technicians operating them must appear clean, neat and organized. The line of people to be tested must flow at a steady pace, without bottlenecks. Technicians conducting tests that include exposed blood (e.g. cholesterol tests) or other bodily fluids must wear gloves and cleanse the skin with alcohol before and after breaking the skin. Bio-hazardous waste receptacles must be provided by screeners.
10. **Electricity:** No multiple plugs will be allowed. Please bring your own extension cord. Extension cords may not cross traffic areas. Dollies will not be provided, so please bring your own.
11. **Giveaways-** The following items **are not** to be given away: gum, stickers, balloons, balls, or any type of noise makers.
12. **Space Usage-** The space applied for is to be used solely for the Exhibitor whose name appears on the application, and it is agreed that the applicant will not assign, sublet or sale their booth space.
13. **Booth Assignment and Reservation Policy-**All businesses are screened by the Hispanic Wellness Coalition (HWC) Board for healthy business practices. Booth locations are assigned on a first come, first serve basis. Every attempt will be made to accommodate requests. Booth requests cannot be guaranteed until Exhibitor contract is received with full payment. HWC reserves the right to make necessary changes to the floor plan and booth relocations.
14. **Good Neighbor Policy-**Exhibitors are expected to minimize the noise level of sound amplifying, reproducing equipment. All unnecessary noise is prohibited. The use of loudspeakers, sound projection equipment and any other sound augmenting devices in exhibit booths will be permitted only with the understanding that the volume is kept at a reasonable level and is not objectionable to surrounding exhibitors.
15. **Raffles-** may be conducted in your booth; announcements for winners will not be made.
16. Non-compliance with booth regulations will be grounds for dismantling booth, with no refund of fee(s) paid.
17. A Directory will be provided to all attendee's. Exhibitors have the opportunity to purchase ad space. Please call the office at 817-546-6498 for more information.



HWC
Hispanic Wellness Coalition
 Providing Community Healthcare & Education

2012 Sponsorship/Exhibitor Registration Form

The information on this form will be used to prepare your company's listing that will appear in the Hispanic Wellness Coalition provider directory for the 2012 Hispanic Wellness Fair. We must receive this registration form by May 1, 2012 to guarantee recognition in all our promotional materials.

Sponsorship Level (check one):

___ Title Sponsor (\$25,000) ___ Platinum (\$15,000) ___ Gold (\$10,000) ___ Silver (\$5,000) ___ Bronze (\$2,500)

___ Friend (\$1,000) ___ For Profit Exhibitor (\$300) ___ Non-profit Exhibitor (\$50.00) ___ Media

Company Name: _____ Contact Person: _____
 (Please print legibly as this is how it will be listed in the directory)

E-mail: _____ Phone # _____ Cell # _____

Mailing Address: _____ City _____ Zip: _____

Alternate Contact: _____ Phone # _____ Email: _____

Type of Service Provided: _____

Booth Requirements- please answer all questions:

Will you require Privacy Booths? YES NO If yes, how many: _____ Electricity access: YES NO

Will you require bilingual (Spanish/English) Interpreters? YES NO If yes, how many: _____

Will you require bilingual (Spanish/English) Volunteers? YES NO If yes, how many: _____

How many staff, including yourself will be working your booth the entire day? _____
 (lunch will be provided only to those who work the entire day)

We, in order to confirm this agreement:

1. Have attached a check or money order made payable to Hispanic Wellness Coalition.
2. Understand, agree to and will abide by the regulations for the exhibitors listed.

Printed name: _____

Signature: _____ Date: _____

Mail checks payable to Hispanic Wellness Coalition and mail to:
 Hispanic Wellness Coalition

ATTN: Gloria Martinez, 2100 N. Main Ste. 107, Fort Worth, TX 76164.

Questions about participation as an exhibitor should be directed to Itzel Arista zapatadearistai@aetna.com and for sponsorship questions contact Gloria Martinez at 817-546-6498 or by e-mail at info@hispanicwellnesscoalition.org

Thank you for your support in encouraging a stronger, healthier community!

Office use only:

Payment received: _____ Check Number: _____ Booth # _____ Packet mailed: _____