



Saturday, April 27, 2019 · 9 am - 4 pm · WNED-TV Studios

HEALTH · FINANCES · LIFESTYLE · EXPLORE · LEARN

We all strive to better ourselves in some capacity. **Improve my health. Travel more. Manage my money better. Go back to school. Learn a hobby. And the list goes on.** As years come to a close and new ones begin, we formally resolve to obtain these goals. Then life gets busy and more often than not, these resolutions become less of a priority. Join us as a source of renewed inspiration at this one-of-a-kind fair designed to help people get back on track. The goal is simple -- gather the most resources in one building for 7 hours to provide the tools for those in our community to achieve their resolutions before another year comes to an end. There's still time!

We have approximately 40 booths available, which means more quality time with potential customers. We are also offering 30 minute break-out sessions for a handful of exhibitors to be able to demonstrate or present their product or service. This intimate and tailored time with fair-goers should prove to be invaluable.

Please email, fax, or mail your exhibitor application to:

PO Box 1263

Buffalo, NY 14240

specialevents@wned.org

(716) 845-7000

Fax: (716) 845-7036

Checks made payable to WNED

Credit card payments are also accepted



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WNED | WBFO'S RESOLUTION FAIR RATES

Booth Type	Early Bird Rates have been extended through February 15, 2019	Regular Rates after February 15 MUST reserve by April 1, 2019
10' x 6' Single Booth In Studio 1- 8' Table, 2 Chairs	\$395 Net	\$500 Net
20' x 6' Double Booth In Studio 2- 8' Tables, 2 Chairs	\$695 Net	\$900 Net
Hallway Table 1- 8' Table, 2 Chairs	\$250 Net	\$300 Net
Available Add-Ons		
Add Electricity	\$50 Net	\$50 Net
30 minute break-out session *Limited time slots available	\$150 Net	\$250 Net

Each Exhibitor Registration Includes:

- Floor Length Table Linen (upon request)
- Opportunity to Provide Promotional Material/Coupon in Event Bag
- Banner Displayed (Exhibitor Provides)
- Hyperlinked Company Name under Participating Exhibitors on wned.org
- Listing in Program
- Free Parking in our Lot

Don't miss out on this unique spin on a popular event!

Join us and others from various business types, such as health, wellness, lifestyle, travel, financial, home services, and more!



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Sponsorship Opportunities Available!

Sponsorship Opportunities	Presenting Sponsor with Event Bag 1 available	Presenting Sponsor 2 available	Supporting Sponsor 2 available
Category Exclusivity:	Yes, within Presenting Sponsorship level	Yes, within Presenting Sponsorship level	Yes, within Supporting Sponsorship level
High Visibility Booth Space 20' x 6' includes electricity access & 2 chairs	★	★	★
Opportunity to include promotional items in event bag	★	★	★
Logo on WNEB.org Resolution Fair page	★	★	★
Tile ad on both WNEB.org and WBFO.org *	★	★	★
Full page color ad in April or May 2019 issue of the WNEB WBFO online magazine	★	★	★
Banner ad on WNEB and WBFO mobile apps *	★	★	★
Logo on monitors at venue lobby	★	★	★
Schedule of TV spots on WNEB-TV, Mon-Sun, 6-11pm *	35 TV spots	25 TV spots	15 TV spots
Schedule of TV spots on Create-TV, Mon-Sun, 6am-11pm *	60 TV spots	50 TV spots	35 TV spots
30 minute break-out session	2 sessions	2 sessions	1 session
Event Bag	Logo on one side of Event Bag	--- n/a ---	--- n/a ---
Investment:	\$6,000 Net	\$5,000 Net	\$3,000 Net

* Website tile ads for one month, to be used by June 30, 2019

* Banner ads for one month on mobile apps, to be used by June 30, 2019

* TV spots to be used by June 30, 2019



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Exhibitor Application

Please review and submit this exhibitor application to us. With your signature, you agree to the terms and conditions stated in the exhibitor guide. This application constitutes a binding agreement when accepted by Western New York Public Broadcasting Association (“WNED | WBFO”). The individual whose signature appears below warrants and represents that they have the authorization to enter into this agreement on behalf of the company or organization represented.

Company Name: _____

Booth Type(s) and add-ons: _____

Will you need us to provide a linen? Yes No

Sponsorship Level (if applicable): _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Billing Address (if different): _____

Business Phone: _____ Cell Phone: _____

Email: _____

Company URL: _____

Signature: _____ Date: _____

A 50% non-refundable deposit is due at registration. Balance is due by **Monday, April 1, 2019.**



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Exhibitor Guide Terms and Conditions

BOOTH SHARING

Only one business may be represented per booth space.

BOOTH PARAMETERS

Booth items must remain within the parameters of your booth and cannot congest the aisles. You will be able to hang a banner or sign behind your booth. Taping or tacking any signage or other booth items on the walls or curtains is prohibited. There is no pipe and drape separating booths, however, there will be pipe and drape behind each booth.

ELECTRICITY

A limited number of booths will have access to electricity at an additional cost. Exhibitors must bring extension cords and/or power strips.

EARLY BREAK-DOWN FEE

A \$100 fee will be assessed to any exhibitor that breaks down their booth before the specified end time of 4 pm. This ensures that all guests have the best experience.

BAG PROMOTION

Exhibitors are able to provide us with one promotional item or small giveaway to include in **1,000 bags** that will be distributed to guests. All materials must be brought to the WNED-TV Studios no later than **5 pm on Friday, April 12, 2019**.



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LOAD-IN/LOAD-OUT

Load-in will begin on **Friday, April 26, 2019 from 10 am until 3 pm**. We have a loading dock, as well as an accessible entrance available. Exhibitors will be assisted on a first come-first served basis. Once vehicle is unloaded, exhibitors must park in our FREE lot before setting up booth. The day of the fair, exhibitors will be able to enter venue at 7:30 am. Load-out will begin at 4 pm in the same fashion as load-in, immediately following the fair.

MEDIA/PROMOTION

1. When promoting the Resolution Fair on social media, be sure to tag WNED and WBFO and use **#resolutionfairbuffalo** in all your posts.
2. Exhibitors are encouraged to offer an incentive/prize for fair-goers. It is a great opportunity for additional visibility and to capture contact information.
3. Feel free to incorporate anything “resolution” related in your booth. This will help the event stand out from other fairs and expos in the area and is a fun way to engage with potential customers.

GUIDELINES

Exhibitor shall indemnify, defend (with counsel reasonably approved by WNED | WBFO) and hold harmless its officers, directors, agents, and employees (collectively, the “Indemnified Parties” and each an “Indemnified Party) from and against any and all claims, fines, or penalties and any and all liability to any third party from loss, damage, or injury to persons or property (including without limitation attorneys’ fees, judgments, and settlements) in any manner arising out of or incident to: (1) Exhibitor’s acts or omissions; (2) any breach by Exhibitor of any provision contained herein; (3) Exhibitor’s noncompliance with any applicable federal, state, or local laws or regulations; and (4) the acts or omissions of Exhibitor’s subcontractors, licensee’s, agents, or invitees. The provisions of this subparagraph shall survive the termination of this Agreement.



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INSURANCE

Exhibitor shall, at its sole cost and expense, obtain and maintain commercial general liability insurance including coverage for its employees, independent contractors, producers, agents, vendors and standard contractual liability coverage from an approved company authorized to do business in the State of New York. The liability insurance shall name Western New York Public Broadcasting Association as an Additional Insured for the duration of the event against all of the various claims, liabilities and attorney's fees, and shall include the minimum coverage stated in Exhibit A (Page 9). The insurance shall be primary and noncontributory and shall be issued by companies with a "Best's" rating of not less than A and a Financial Size Category of not less than Class VIII as rated in the most current available "Best's" Insurance Reports.

CERTIFICATE OF INSURANCE

Exhibitor shall provide a Certificate of Liability Insurance confirming the required coverage as specified in Exhibit A. All certificates shall be signed by an authorized agent or representative of the insurance carrier. Exhibitor shall name Western New York Public Broadcasting Association as an Additional Insured on all Certificates of Liability. The Certificate Holder shall be listed as:

Western New York Public Broadcasting Association
140 Lower Terrace
Buffalo, NY 14202

CANCELLATION OF INSURANCE

The Exhibitor and its insurance company shall provide written notice to WNED | WBFO no less than 30 days prior to the effective date of any cancellation or material change to any insurance maintained by the Exhibitor pursuant to the foregoing provisions. Lapse or cancellation of required insurance shall be deemed an immediate and automatic default of this Agreement.



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**OTHER TERMS AND
CONDITIONS**

1. The booking fee/first payment of 50% is non-refundable and the second and remaining payment will be due on **Monday, April 1, 2019**. For those paying with credit card, we can automatically charge your card the remaining payment on April 1, 2019.
2. WNEB | WBFO retains the right to reject any reservation and to refund the booking fee in full for any reason.
3. As exhibitors we agree to pay the total cost shown above. We hereby declare that we have read and accepted the terms and conditions of the participation contract and agree to abide by the Rules and Regulations of the WNEB | WBFO Resolution Fair (as set out in this Exhibitor Guide) and any agreements which may be imposed by the relevant authorities or the venue as a condition of allotment of space. We hereby sign and agree to be bound by them.
4. Any booking is only valid after it is confirmed by the organizer and if the payments are made in full and on time.



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EXHIBIT A

For your convenience, the following may be supplied to your insurance provider.

The following minimum coverage must be maintained and shown on a Certificate of Insurance provided to WNED | WBFO prior to the event:

Commercial General Liability	Occurrence Form Limits	
	General Aggregate	\$2,000,000
	Products—Comps/Ops	\$1,000,000
	Personal & Advert. Injury	\$1,000,000
Automobile Liability	Combined Single Limit	\$1,000,000
	Owned Autos	
	Hired Autos	
	Non-Owned Autos	
Third Party Property Damage		\$1,000,000
Workers Compensation	All Statutory Coverage	
	Employers Liability	\$1,000,000 Each

In addition to the foregoing, this Certificate must contain:

1. A minimum of 30-days' notice of cancellation
2. Western New York Public Broadcasting Association as Additional Insured under General and Automobile Liability
3. Loss Payee under Equipment and TPPD
4. Waiver of subrogation for all property brought on the premises



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WESTERN NEW YORK PUBLIC BROADCASTING ASSOCIATION

Credit Card Authorization Form

Resolution Fair 2019

I hereby authorize the Western New York Public Broadcasting Association to charge the credit card shown below for the WNED | WBFO Resolution Fair:

Company Name: _____

Total Amount to Charge: _____

Invoice No. (if applicable): _____

Automatically charge remaining payment on April 1, 2019: Yes No

Type of Credit Card (please circle): MC VISA DISC AMEX

Name of Cardholder: _____

Card Number: _____

Expiration Date: _____

Signature of Cardholder: _____

Contact Name: _____

Contact Phone Number: _____

Today's Date: _____

Please return this completed form with attention to either your sales representative or Events Department.
 Thank you.