



Central Oregon's premiere lifestyle event for the over-50 crowd.

Deschutes County Fair & Expo Center, Middle & South Sisters - 9 a.m. to 4 p.m., Sat., May 30, 2009

Rediscover Your Life

*Experience
the Possibilities*



Proceeds help support:



2009 Event Packet

Would you like to connect your business with the largest, fastest growing and most economically vibrant demographic in Central Oregon? We would like to invite you to be a part of the 2009 Discovery Expo. Now in its tenth year the Discovery Expo is Central Oregon's premiere lifestyle event for the over-50 crowd. In fact, the 2008 event brought in almost 1,000 visitors to participate in the offerings of close to 100 businesses. We are expecting an even greater turnout for 2009!

Reasons to join us for the 2009 Discovery Expo

2009 Discovery Expo Target Demographic:

We anticipate more than 2,000 attendees for 2009. Men and Women, ages 50+, of all education and income levels, who are working or retired, family and friends.

Outstanding Attendance:

Attendees are drawn to the Discovery Expo for a variety of reasons, including the activities (the 2008 event featured cooking demos, fly fishing, the NASCAR Experience, beer making, etc.) as well as the information provided by the attending businesses.

Exceptional Advertising Opportunities:

Advertising for the Discovery Expo (advertising that will feature your business as a sponsor) may include:

- ⇒ Television spots
- ⇒ Radio ads
- ⇒ Strong internet presence
- ⇒ Insert publication in the Bend Bulletin
- ⇒ Newspaper ads
- ⇒ And more!

*“As a new small business, investing in anything is an issue. We viewed the 2008 Discovery Expo as worth the investment ... were we ever right! We picked up **several new clients** and got **leads for dozens more**. We've already booked our spot for 2009.”*

- Michael Dean Bautista
Safe Haven Care, Inc.

The Discovery Expo Will Help You Grow Your Business:

- ⇒ Increase your brand recognition and exposure
- ⇒ Demo, sample and sell your products and services
- ⇒ Introduce new products and services
- ⇒ Gather new sales leads for your company
- ⇒ Position & strengthen your product in the market

A limited number of sponsorship opportunities are available. If you are interested, we encourage you to respond quickly to reserve your space (25 percent of booth space for the 2009 event has already been sold). For more information call 541-548-8817.

IMPORTANT INFORMATION FOR 2009 PARTICIPANTS:

To sign up for the 2009 Discovery Expo, please complete the registration form on page 5, sign and date the Rules & Regulations Agreement on page ten (10) and return to COCOA at 1135 SW Highland Ave., Redmond, OR 97756 or FAX to 541-548-2893.

2009 EXPO SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR -----> \$5,500

- Corporate logo incorporated into event logo
- Prominent exposure in all print, TV and radio advertising and collateral material
- Logo and link to company website from event web page
- Full page color ad in expo guide
- Up to 6 Banners displayed, 3 per building, including the main & cooking stages
- Logo on the Expo Bag (given to each attendee)
- Expo bag insert opportunity
- Double display booth at main entrance
- 6 All-Access Passes
- 2010 first right of refusal

PRESENTING SPONSOR -----> \$4,500

- Prominent exposure in all print, TV and radio advertising and collateral material
- Logo and link to company website from event web page
- Half-page color ad in expo guide
- 4 Banners displayed, 2 per building (including the main & cooking stages)
- Expo bag insert opportunity
- Double display booth at main entrance
- 4 All-Access Passes
- 2010 first right of refusal

MAIN STAGE SPONSOR -----> \$3,500

- Prominent exposure in all print, TV and radio advertising and collateral material
- Link to company website from event web page
- Exclusive sponsor of the main stage
- Primary company banner display at the main stage
- One-hour program on the main stage
- Half-page color ad in expo guide
- Display booth
- 4 All-Access Passes
- Gift Bag Insert Opportunity

COOKING STAGE SPONSOR -----> \$3,000

- Prominent exposure in all print, TV and radio advertising and collateral material
- Link to company website from event web page
- Primary sponsor of the cooking stage
- Exclusive, hourly recognition at the cooking stage
- Quarter-page color ad in expo guide
- 2 banner display opportunities
- Display booth
- 4 All-Access Passes
- Gift Bag Insert Opportunity

CORPORATE SPONSOR -----> \$2,500

- Prominent exposure in all print, TV, radio advertising and collateral material
- Link to company website from event web page
- Quarter-page color ad in expo guide
- Sponsor Exclusivity
- 2 banner display opportunities
- Display booth
- 4 All-Access Passes
- Gift Bag Insert Opportunity

PLATINUM SPONSOR (wireless, lounge, car dealership, RV, etc.) -----> \$1,250

- Quarter-page black & white ad in expo guide
- Link to company website from event web page
- 1 Banner displayed in each building
- Display booth
- 4 All-Access Passes
- Gift Bag Insert Opportunity

GOLD SPONSOR -----> \$750

- Listing in Expo Guide
- Company name on event website (not linked)
- Banner display in one building at expo
- Display Booth
- 2 All-Access Passes

EXHIBITOR BOOTH SPONSOR -----> \$475

- Display Booth
- Listing in Expo Guide
- 2 All-Access Passes

Notes:

We will make every effort to work with you to customize the above sponsorships to meet your marketing objectives at the 2009 Discover Expo.

OTHER MARKETING OPPORTUNITIES ARE AVAILABLE UPON REQUEST

*“The Discovery Expo was a great event for Clear Choice Health Plans. We have been involved in the predecessor to this event (the Senior Fair) for the past 8 years and this year’s event was an entirely different show. It was much higher caliber production than previous years and my impression is that **the wide variety of activities at the show brought in far more of the active retirees that we are looking for, than in past events.** We’ll be back for 2009.”*

- Brad Westphal—Clear Choice Health Plans
Sales Manager, Medicare Products



Sponsor Contact Info and Event Selections

Company Name: _____

Contact Name & Title: _____

Street Address: _____

City, State, Zip _____

Phone Number: _____ Cell: _____

FAX Number: _____ EMAIL: _____

Company Website: _____

My check is enclosed

See Credit Card Info Below

Please reserve a booth space in our name.

PRODUCTS TO BE SOLD OR SAMPLED:

(Please include photos or a brochure of your product or services with this application.)

Special Booth Needs/Requests: _____

Please indicate below the items you require for your space:

Electricity: Yes No

8' Table: Yes No

(2) Chairs: Yes No

BOOTH SIZE SELECTION:

- 8 x 10 \$475
- 8 x 10 corner \$575
- 8 x 20 \$1,000
- 8 x 20 corner \$1,100

Notice: Event exhibitors please return the signed and dated Rules & Regulations Agreement (page 10) along with this form.

Select Your Sponsorship Levels below:

- Title Sponsor \$5,500
- Presenting Sponsor \$4,500
- Main Stage Sponsor \$3,500
- Cooking Stage Sponsor \$3,000
- Corporate Sponsor \$2,500
- Platinum Sponsors (Business Trade) \$1,250
- Gold Sponsor \$750
- Exhibitor Booth Sponsor \$475

CREDIT CARD INFORMATION

I authorize COCOA to charge my credit card in the amount of _____.

Card Type: Visa Master Card AMEX Discover

CREDIT CARD #: _____

Exp. Date: _____ Auth. Code: _____

Name on Card: _____

* Credit Card Billing Address & Zip if different from above.

- Please charge my credit card for the total amount due.
- Charge 50% of my total now and 50% on May 1, 2009
- My check is enclosed. Any remaining balance will be sent by May 1, 2009.

Signature _____

Date _____

****Deposits are refunded only if a written request is received in our office by Date 05/01/09. All applicants are subject to approval.**

Complete form and mail to COCOA 1135 SW Highland Ave., Redmond, OR 97756 or FAX 541-548-2893

Exhibitor Rules & Regulations

2009 Central Oregon Discovery Expo

The Central Oregon Discovery Expo (CODE) scheduled for May 30, 2009 at the Deschutes County Fair & Expo Center (DCFEC) is produced by Central Oregon Council on Aging and managed by Red Carpet Events, Inc., (RCEI) an Oregon Corporation. By signing the Exhibitor Application/Contract, Exhibitor agrees to participate in the CODE and understands the terms listed below.

1. Exhibitor's Booth

COCOA shall provide the Exhibitor's booth(s) with one (1) eight-foot (8'x10') draped backdrop, two (2) three-foot (3') side panels, one (1) 8' skirted table, electric outlet (exhibitor must provide own extension cord), two (2) chairs, one (1) ID sign, one (1) exhibitor listing in the expo guide and two (2) one-day Exhibitor passes.

2. Exhibitor's Fee

Exhibitor agrees to pay to COCOA on or before 05/01/09 the total booth fee represented on the exhibitor application/contract. If payment in full is not received by COCOA by 05/01/09, then the booths requested may be sold to another exhibitor, with no money refunded. All application deposits will be applied to the total fee due to COCOA. Except as set forth in paragraph fifteen (15) the deposit and fees are nonrefundable.

3. Use

Exhibitor's use of the display booth(s) shall be limited to merchandise and/or services listed on the exhibitor contract and shall be used for no other purpose without the prior written consent of COCOA. COCOA reserves the right to reject or remove any display without a refund that has been falsely entered or that COCOA in its sole discretion deems inconsistent, unsuitable or objectionable with the use set forth on the application, or which otherwise fails to comply with this Agreement.

4. Rules, Regulations, Compliance with Law and Deschutes County Fair & Expo Center Safety Requirements

Exhibitor and its use shall comply with all applicable federal, state and local laws and ordinances, orders, rules, regulations and requirements, and with all lawful orders of police and fire departments having jurisdiction. Without limiting the generality of the above, Exhibitor agrees not to obstruct aisles or access to neighboring booths, nor conduct or operate its exhibit so as to cause interference with, annoyance or endangerment to other exhibitors or visitors. No exhibits or advertising shall extend beyond the space allotted to Exhibitor, or above the back and side panels of the Exhibitor's booth. The distribution of any samples, souvenirs, publications, or other sales or promotional activities shall be conducted only from within the Exhibitor's booth. Exhibitor shall not, without the prior written consent of COCOA, put up or operate any engine or motor or machinery on the premises or use oils, burning fluids, camphene, kerosene, naphtha, or gasoline for either mechanical or other purposes. Or use any agent other than electricity for lighting. Exhibitors shall not otherwise bring any combustibles, explosives, and dangerous or hazardous materials to the event. No combustible materials shall be brought into the DCFEC without COCOA prior written consent. "Combustible Materials" include but are not limited to the following; crepe paper, confetti, cellophane, cotton, cornstalks, leaves, evergreen boughs, sheaves of grain, streamers, straw paper, vines, moss, cardboard, or corrugated paper.

5. Any Textiles Used or Displayed by Exhibitor Shall Be Fireproofed

Contact the Fire Marshall if at all in doubt. All displays are subject to inspection and approval for the City of Redmond Fire Department. All facilities at DCFEC are non-smoking.

2009 COCOA Exhibitor Rules and Regulations

6. Liability & Damage or Defacement of Deschutes County Fair & Expo Center

The Exhibitor is entirely responsible for the space leased by him/her and shall not injure, mar or deface the DCFEC or the grounds outside the DCFEC. Placing advertising material on automobiles on DCFEC grounds is specifically prohibited. Exhibitor shall further not drive any nails, hooks, tacks, adhesive fasteners or screws in any part of the DCFEC, nor shall it make any alterations of any kind therein. Upon demand of the DCFEC or COCOA, Exhibitor shall pay to the DCFEC or COCOA such sums as shall be necessary to restore the premises, DCFEC, and DCFEC grounds to their original condition if any portion thereof shall be damaged by the act, default or negligence of Exhibitor.

7. Carpet & Floor Tape

Exhibitor shall be responsible for utilizing Shur Tape or Bron Tape BT-100 or BT-105. Use of other tape not approved by the DCFEC will result in additional prevailing labor charges to remove adhesive residue from facility carpet and/or concrete floor.

8. Limitations

Except to the extent of the deposit and Exhibitor's fees paid hereunder, COCOA and DCFEC shall not be liable for any loss, injury to persons or property of Exhibitor, or direct or consequential damages. Exhibitor shall indemnify, hold harmless and defend COCOA and DCFEC, their directors, officers, agents, and employees for and from any and all losses, claims, liabilities, damage, action, or judgment recovered from or asserted against COCOA or DCFEC, or any other expense, including reasonable attorney's fees and costs, arising from Exhibitor's participation in the CODE, or arising from any negligence of Exhibitor or any of its agents, employees, contractors or invitees.

9. Liability

Neither COCOA (the agency producing the annual CODE), their directors, officers, agents, and employees, the DCFEC, their directors, officers, agents, and employees, the states in which the expo is held, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury. The Exhibit floor will be locked during the time that exhibits are not being shown, and security guards will be on duty in the hall.

10. Security and Insurance

We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither COCOA, the DCFEC, the facility management nor our insurance companies are financially liable for the losses, damages or "mysterious disappearance" of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Any additional security must be arranged by the Exhibitor at his own expense.

11. Attorney Fees Provisions (that Includes Arbitration Proceedings)

In the event suit or action is brought, or an arbitration proceeding is initiated, to enforce or interpret any of the provisions of this agreement, or that arise out of or relate to this agreement, the prevailing party shall be entitled to reasonable attorney's fees in connection therewith. The determination of who is the prevailing party and the amount of reasonable attorney's fees to be paid to the prevailing party shall be decided by the arbitrator(s) (with respect to attorney's fees incurred prior to and during the arbitration proceedings) and by the court or courts, including any appellate court, in which such matter is tried, heard, or decided, including a court that hears a request to compel or stay litigation or that hears an exceptions or objections to, or requests to modify, correct, or vacate, an arbitration award submitted to it for confirmation as a judgment (with respect to attorney's fees incurred in such a court proceedings).

12. Arbitration

Any dispute or claim that arises out of or that relates to this agreement, or to the interpretation or breach thereof, or to the existence, scope, or validity of this agreement or the arbitration agreement, shall be resolved by arbitration in accordance with the then effective arbitration rules of (and by filing a claim with) Arbitration Service of Portland, Inc., and judgment upon the award rendered pursuant to such arbitration may be entered in any court having jurisdiction thereof.

2009 COCOA Exhibitor Rules and Regulations

13. Procedure for Arbitration

The arbitration shall proceed according to Oregon statutes governing arbitration, and the award of the arbitrators shall have the effect therein provided. The arbitration shall take place in the county where the leased premises are located. Costs of arbitration shall be shared equally by the parties, but each party shall pay its own attorney fees incurred in connection with the arbitration.

14. Exhibitor's Insurance

COCOA has general liability insurance covering the show dates. This insurance does not cover the exhibitor's exhibit, contents, visitors within the confines of exhibitor's leased space, or exhibitor's personnel. All exhibitors are responsible for all liability that may arise from any action, sampling or interaction that occurs in relation to the exhibitor's booth. COCOA requires exhibitors to list COCOA as a "named insured" on their insurance policy over show dates. Any exhibitor that provides any kind of invasive procedure such as, but not limited to; tattooing, piercing, blood testing, laser, injections, etc. must provide COCOA with proof of insurance that covers such procedures.

15. Cancellation

If Exhibitor cancels this Agreement by written notice prior to 05/01/09, COCOA shall refund in full the deposit set forth on the Application on previous pages. Any cancellations or changes MUST BE IN WRITING and received by our office no later than 05/01/09. In the event Exhibitor notifies COCOA in writing of cancellation at any time after 05/01/09, COCOA will retain all amounts previously paid. COCOA reserves the right to cancel this agreement based on information received from reliable or official sources that may question the exhibitor's ethical or legal business practices. If such a cancellation should occur, then COCOA will refund exhibitors booth payment in full.

16. Exclusivity

Unless approved in advance, COCOA will not guarantee any product or service exclusivity nor will guarantee exhibitors sales volumes.

17. Music

No Music of any kind shall be utilized by an exhibitor unless previous written consent is given by COCOA.

18. Occupancy

Exhibitor agrees to occupy and have its exhibit ready for public viewing no later than Friday, 5 p.m., May 29, 2009. In the event Exhibitor fails to meet such occupancy deadline COCOA may retake possession of Exhibitor's booth or space without liability to Exhibitor and further, retain as liquidated damages all Exhibitor's fees paid or becoming due under this Agreement. Upon repossession of the booth or space reserved, COCOA may use the same booth for any purpose, and shall have no liability to Exhibitor whatsoever resulting there from. Exhibitor must have at least one person in attendance at their exhibit at all times during event hours that are open to the public, taking every precaution against injury. BOOTH MUST REMAIN OCCUPIED UNTIL SHOW CLOSURE AT 4 PM ON SATURDAY, MAY 30, 2009. FEES MAY APPLY TO ANY EXHIBITOR IN VIOLATION AND FUTURE SHOW PARTICIPATION MAY BE REVOKED.

19. Vacating Premises

In the event Exhibitor has not entirely removed all display items before 7 p.m., Sat., May 30, 2009, then COCOA shall be authorized to remove, at the sole cost an expense of Exhibitor, any and all items remaining on the property without liability for any resulting damages or losses.

2009 COCOA Exhibitor Rules and Regulations

20. Interruptions or Termination of the Event

It is understood and agreed that COCOA and DCFEC reserve the right to interrupt or terminate the event, when, in the judgment of COCOA or DCFEC, such interruption or termination is necessary to protect public order and safety. Exhibitor waives any claim against COCOA or DCFEC for refund, damages or compensation should the event, all therefore this Agreement, be so interrupted or terminated. In addition, in the event the space reserved hereunder or any portion of the exhibition area is destroyed or damaged by fire or other cause, or in the event any other casualty renders COCOA or DCFEC fulfillment of this Agreement impossible or impractical, then this Agreement shall terminate, and neither COCOA nor DCFEC shall be liable for any refund or damages to Exhibitor. Exhibitor further assumes the risk of any prevention, interruption or termination of the event due to strikes, lockouts, labor disputes, acts of God, war, disaster, civil orders, curtailment of transportation, structural defects in the DCFEC facility, hostile government action, riot, civil commotion, or other causes beyond the reasonable control or making it illegal or impossible to provide the facilities or conduct the event, COCOA shall not be liable to Exhibitor for any refund or damages resulting there from. It is provided that this agreement may be terminated for any one or more reasons above. In good faith, provided the DCFEC can facilitate the CODE, the expo will go on provided the state of the world is normal and that the facility is safe to occupy.

21. Lotteries & Contests

Exhibitor shall be solely responsible to ensure that any drawings, lotteries, or contests held by Exhibitor on the premises are conducted in strict compliance with local, state and federal laws.

22. Excused Performance

COCOA shall not be liable for nor deemed to be in default on account of any delay or failure to perform pursuant to this agreement if due to any cause or condition beyond the reasonable control of Expo Management. This includes agreements with sponsors, media partners, guest speakers and or any stage appearances that may for whatever reason be changed or cancelled.

23. Food & Beverage

All exhibitors must be in compliance with Oregon State law regarding food handling. All exhibitors must comply with DCFEC sampling policy and size restrictions. No food or beverage may be sold for on-premise consumption. Approved food service exhibitors may distribute food samplings in their booths only, and must not compete with food and beverage services offered for sale by The DCFEC or in snack bar operations. Free samples are limited to 3 ounces of liquid and a 1 ounce food portion. In order to avoid any misunderstandings, exact descriptions of sample and portion size must be submitted to COCOA, a minimum of ten (10) days prior to the opening of the event. Exhibitors having the need to distribute food or beverage samples unrelated to their business shall order these items from The DCFEC. Exhibitors are not permitted to bring food, beverages and/or alcoholic beverages for use in the hospitality or backstage areas. Any exceptions to the above require a minimum of ten (10) days prior written approval.

23. Complete Agreement

This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

(Please complete and sign the agreement form on the following page and return it as directed to COCOA. Thank you.)





COCOA 2009 Rules & Regulations Agreement

I hereby apply for booth exhibit space on behalf of (name of business) _____
_____ for the 2009 Central Oregon Discovery Expo. By signing below I
state that I have read and understand the Rules and Regulations and I agree to abide by them as stated on all
pages of the contract. Also, I have read and fully understand the cancellation, acceptance and payment poli-
cies and will comply with the specifications and deadlines as directed.

SPONSOR/EXHIBITOR (CONTACT PERSON)

DATE

Complete this form and mail along with your registration to COCOA, 1135 SW Highland Ave., Redmond, OR 97756 or FAX 541-548-2893

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Contact Information

Show Management

Red Carpet Events, Inc.
19829 Copernicus Ave.,
Bend, OR 97702
Phone: 541-550-7940 FAX: 541-550-7941
www.redcarpeteventsinc.com

Marketing & Fundraising

Steven Guzauskis
COCOA, 2009 Event Committee Chair
1135 SW Highland Ave.,
Redmond, OR 97756
Phone: 541-548-8817
steveng@councilonaging.org

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