

**AGREEMENT**  
**Life Enrichment Expo 2012**  
**BASKETBALL HALL OF FAME**  
**MASSMUTUAL ROOM**  
**1000 WEST COLUMBUS AVE., SPRINGFIELD, MA**  
**THURSDAY, APRIL 26, 2012**  
**11:00AM - 3:00PM**

We, the undersigned exhibitor \_\_\_\_\_, agree to lease booth space, as defined below, for the Life Enrichment Expo 2012 which will be held in the MassMutual room at the Basketball Hall of Fame, 1000 West Columbus Ave., Springfield, MA on Thursday, April 26th from 11:00AM - 3:00PM.

Accordingly, we agree to pay the Springfield Jewish Community Center the total sum of \$\_\_\_\_\_ to reserve \_\_\_\_\_ booth spaces at \$495 each (\$475 if paid by 1/14/12) and \_\_\_\_\_ electrical outlets (at \$10 each). Balance in full must be received by Springfield JCC with signed Agreement no later than March 16, 2012. (To pay by Credit Card see attached form)

In return for the above, it is agreed that the Springfield Jewish Community Center will:

1. Provide booth space to include: a single 9' x 7' booth with 8' high back drape; 3' high side drapes; a booth identification sign; one skirted table and two chairs; and two company name tags for your personnel.
2. Advertise and publicize the Life Enrichment Expo through the following: Reminder Publications Inc. products: PRIME Magazine; The Reminder, serving East Longmeadow & Longmeadow, Hampden & Wilbraham, Ludlow & Springfield; the MetroWest Reminder; and The Herald. In addition, we will utilize our network organizations, as well as the general media, to publicize and promote the Expo.
3. List the name and address of the exhibitor in the Life Enrichment Expo program.
4. Website listing on the JCC Senior Life Expo Web Page, with a link to your website until March 2013
5. Booth presentation/usage seminar with hand-out materials, "How to Get the Most out of a Vendor Fair" to be held at the JCC on March 7, 2012

**Company Name As You Wish To Be Listed** \_\_\_\_\_

Street \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Contact Person \_\_\_\_\_ Date \_\_\_\_\_

Booth Preference (see map): 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ No Preference \_\_\_\_\_

Please make checks payable to:  
JCC-Life Enrichment Expo 2011  
Springfield Jewish Community Center  
Neal Webber Building  
1160 Dickinson Street  
Springfield, MA 01108  
(413) 739-4715