



FEBRUARY 6 - 20, 2021

**2021 VIRTUAL
CHRISTIAN BUSINESS
EXPO** 
**VENDOR
PACKET**

WHAT'S INCLUDED:

EXHIBITOR APPLICATION
TERMS & CONDITIONS/CONTRACT
Q & A
BOOTH DESCRIPTIONS
SAMPLE BOOTH



WWW.CHRISTIANWOMENLIVING.COM



EXHIBITOR APPLICATION FORM & TERMS AND CONDITIONS

All Exhibitors agree to participate in the VIRTUAL CHRISTIAN BUSINESS EXPO within the terms and conditions in the in the Exhibitor contract and Terms and Conditions form. For more information contact: editor@christianwomenliving.com

Name of Exhibitor: _____

Business Category: _____

Address: _____

Contact Name: _____ Phone Number: _____

Contact Email Address: _____

Exhibitor Website Address: _____

Exhibit or Social Media Links:

Facebook: _____ Instagram: _____

Other: _____

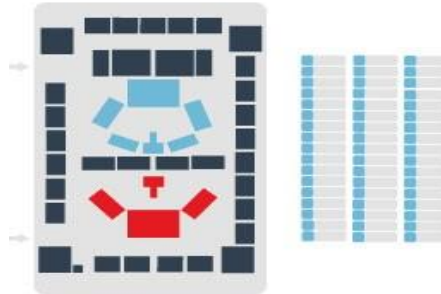
Door Prize Offering (Optional): _____

Value: _____

Booth Option (Please circle the option of your choice. Descriptions below) : 1 2 3 4

Please choose your booth package:

OPTION 1 -- Inclusion on map (No booth)- \$25



- Logo or business name on map
- One link to your web site or social media account

OPTION 2 -- Basic booth - \$50



- Your own page with Basic booth design hosted on Christian Women Living website
- Custom colors on booth
- Two booth elements
- Logo or business name on map
- One Facebook mention

- 20 second video clip on introduction video
- 3 page elements

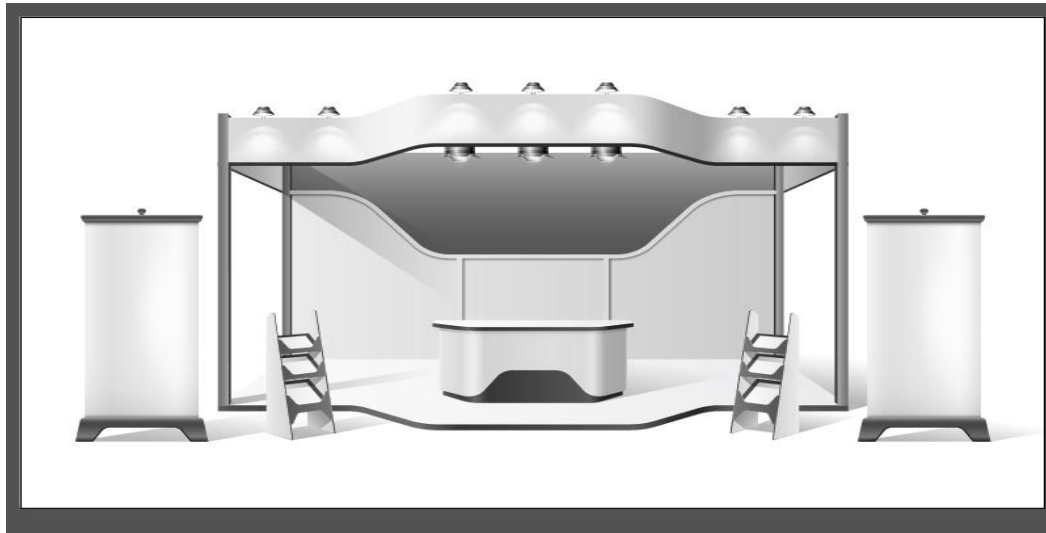
OPTION 3 -- Deluxe Booth - \$75



- Your own page with Deluxe booth design hosted on Christian Women Living website
- Custom colors on booth
- Five booth elements
- Logo or business name on map
- Two Facebook mentions
- 20 second video clip on introduction video
- 5 page elements
- Ad on Christian Women Living Magazine -- www.christianwomenliving.com (\$50.00 value)

OPTION 4 – PREMIUM BOOTH - \$150

Our Premium Booth is our most versatile and interactive. You are able to choose your colors, add your logo, add furniture and other elements to your design and interact with visitors providing a more realistic experience.



- Your own page with Deluxe booth design hosted on Christian Women Living website
- Custom colors on booth
- Eight booth elements
- Logo or business name on map
- Two Facebook mentions
- 20 second video clip on introduction video
- Seven page elements.
- Sponsor banner on event main page
- Special mention during "mini-events" held during the expo.
- Other social media mentions
- Featured article on Christian Women Living Magazine -- www.christianwomenliving.com (\$125.00 value)

A la Carte Options

- Booth element -- \$15
- Social media mentions -- \$10
- Page element -- \$15
- "Mini-event" mention -- \$10

Add Booth Elements to customize your booth.



Example of booth after customization

Booth Elements Available – Please circle your desired booth elements :

- | | |
|---|-------------------------------------|
| Hanging plant | Column |
| Floor plant | Garland (choose from three styles) |
| Vertical banner | String lights |
| Sofa and coffee table | Slogan on sign or table |
| Giveaway box | Clothing rack |
| Wall poster | Jewelry rack |
| Table display | Card rack |
| Cosmetics, books, toys | Samples |
| Floor lamp | Free samples sign |
| Flower vase/arrangement | Free consultation sign |
| Candle | Tassel garland |
| Framed art with your image | Folded clothes |
| Easel with image | Clothing on wall |
| Your own products - Must have suitable image | Table standing sign |
| Person standing in booth. Choose from our standard images or provide your own Camera ready images only. If your image is not camera ready, there will be an additional \$15 fee for photo editing | Sandwich board |
| Rug | Instant win game Sign |
| Shelf | Spin wheel |
| | Book signing sign |
| | Giveaway sign |

Examples of some Booth Elements that can be used to customize your booth:



Various Plants



Chairs



Floor Lamps



Sofas

For more Booth Elements Example, go to www.christianwomenliving.com/expo

Page Elements Available – Please circle your desired page elements:

- Paragraph
- List
- Image
- Facebook feed
- Slideshow
- Gallery
- Audio clip
- File download
- Embedded Video
- Custom Form
- Social Media Icons
- Custom Image (flyer, poster, ad)

Examples of Page Elements that can be purchased to customize your booth page.



Gallery of Images

TOTAL CHARGES

Cost of Booth Package:
Cost of Additional Elements:
Total Due:

I will be paying the above amount via (please circle your preferred payment method)

PAYPAL (sakkelly@gmail.com) OR CASHAPP (\$sakkelly)



Q. What is the Virtual Christian Business Expo?

A. The Virtual Christian Business Expo is an online event that will take place from January 2 - 18, 2021. The event will primarily be hosted at Christian Women Living Magazine -- www.christianwomenliving.com. VCBExpo will also utilize other platforms including Facebook, YouTube, Instagram and other social media sites.

Participating in the VCBExpo will mimic the real life experience of going to a business expo, convention or conference. There will be vendor booths, mini-events, giveaways, mingling and networking opportunities and even some entertainment.

Q. What types of vendors will be participating in this event?

A. Vendors from all types of Christian and Christian supported businesses will be represented at the event. This includes businesses, artists, authors, ministries and non-profit organizations.

Q. If I choose to be a vendor, do I have to be online for the duration of the event?

A. Since this is a two-week virtual event, it will be impossible for you to be online and available to "mingle" with potential clients and colleagues for the entire duration of the event. There will be some scheduled events that you may want to attend and participate in during the two-week expo. These events might include an opening ceremony, networking social or seminars. You are, however, encouraged to be "in" your booth as much as possible. This will give our visitors the most "in-person" experience as possible and will help you to network with potential clients and hopefully make sales.

Q. What are my responsibilities as a vendor?

A. Vendor responsibilities are minimal, but opportunities are great. As a vendor you will be responsible for applying for a booth, payment, providing booth information and logos and encouraging a positive environment for visitors and participants of the event.

While your responsibilities will be limited, your opportunities to participate will be plentiful. You will have the opportunity to showcase your products or business through videos, live events, give-aways, sales and marketing promotions, real-time conversations with customers and networking events.

Q. What will this virtual event look like?

A. The event will be hosted on Christian Women Living, but will implement elements from various other platforms. The "convention center" will be the "heart and soul" of the event. It will be the central location for the "booths" and event-wide events. The convention center will be a website or downloadable document that will resemble a convention center map, complete with booth logos and numbers, stage and even a food court.

Visitors will be able to "stroll" through the convention center and visit booths at any time for the duration of the event. This means that potential customers will have 24/7 access to viewing your products or learning about your business.

Q. How can I occupy a virtual booth?

A. Just like in an in-person event, vendor booths will vary in look and in structure. If you choose to link your Facebook page to your booth, you can interact with visitors through your Facebook messenger, responding to comments or posting on your own Facebook page or group or evening doing a Facebook Live. If you choose to link your booth space to your YouTube channel, you might choose to interact with visitors through posting a welcome video or a tutorial. There are several ways you can interact with customers. Please email: editor@christianwomenliving.com if you have any questions regarding interacting with visitors.

Q. What is the cost to participate in the VCBExpo?

A. Booth space varies depending on size and location. Our most popular booth is our standard size which costs \$50. Please request a price chart for more options.

The event is free to visitors!

Q. What will the opening ceremony be like?

A. The Kick-off will include a video introduction to the participating vendors, entertainment and other surprises.



TERMS AND CONDITIONS

1. Virtual Christian Business Expo Dates: Saturday, February 6, through Saturday, February 20, 2020. Christian Women Living Magazine (www.christianwomenliving.com) (“CWL”) will keep the Virtual Christian Business Expo floor (VCBE or the “Event”) open through February 20, 2020 (or later).

2. Virtual Booth Setup: It is the responsibility of each exhibitor to provide content for their own virtual booth. It is also the exhibitor's responsibility to manage any interactive element or content of their virtual space. For example, if the exhibitor advertises a Facebook Live event in conjunction with the Event, then the exhibitor will be responsible for promoting and executing that event.

Once payment and the Application for Exhibit Space (the “Application”) is received by the Christian Women Living office, a guide for Exhibitors will be provided. This guide will give detailed instructions on how to complete Exhibitor booth set up.

Participation in some mini-events (social networking events, lectures, etc), may require registration with a third-party website and company. For instance, to participate in a particular conference, you may have to register with Zoom to participate. Participation in these mini-events is completely voluntary.

3. Payments: Payment is due in full at time of application submission. Applications and payments are due on or before December 15, 2020. Applications and payments will be accepted after December 15, 2020 (Midnight, Pacific Standard Time) but will incur a \$15 late registration fee. No new applications will be accepted after December 28, 2020. If Exhibitor fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, Christian Women Living may immediately terminate this Contract (and Exhibitor's participation in the Event) by providing written notice (or, if appropriate under the circumstances, oral notice with written notice to follow) to Exhibitor of such termination. Christian Women Living shall have no obligation to refund monies previously paid. CWL reserves the right to refuse Exhibitor permission to participate in the Event if Exhibitor is in arrears of any payment due to CWL or VCBE. CWL is expressly authorized (but has no obligation) to occupy, cause to be occupied or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing Exhibitor from any liability hereunder.

Exhibitors may cancel or request refund, less a 5% cancellation fee, within 24 hours of payment. After 24 hours, all payments are non-refundable. Exhibitor understands that all deposits/final payments are non-refundable.

If CWL does not receive payment by the established due dates, CWL may immediately terminate this Contract. Payments can be made by PayPal: sakkelle@gmail.com or CashApp: \$sakkelle

4. Liabilities: Christian Women Living and the Virtual Christian Business Expo are not responsible for any losses suffered due to third party fraud or misdemeanor, including, without limitation, false change

of bank account communications, identity theft, computer or device virus, account hacks and other scams.

5. Site and Event Changes: CWL has the right to move the event to another website address if it deems the move necessary. Exhibitors may be required to move to a new virtual location if technical issues arise or other circumstances occur.

6. Cancellation by Exhibitor: Spaces confirmed are non-transferable, and refunds for exhibit space payments will not be made after 24 hours of application and payment submission. Exhibitor understands that all payments made are non-refundable even if there is a force majeure or Act of God that prevents the performance of the virtual expo.

7. Types of Displays: Eligibility is generally limited to those who provide products and services that fall identifies as a Christian business or related industry. CWL reserves the right to refuse rental of exhibit space to any company or person whose display of goods or services is not, in the opinion of CWL, compatible with the general character and objectives of the VCBE, or to remove or change exhibits it finds objectionable or inappropriate.

8. Sponsorship and Advertising: Sponsorship and advertising offerings are available to current event Exhibitors and outside businesses and organizations. Any Exhibitor may be required to make changes in their exhibit advertising and sponsorship material if the exhibit, advertisement, or sponsorship is found objectionable or inappropriate. Changes will be required if the exhibit interferes with the rights of others. All sponsorships and advertisements must be paid in full prior to fulfillment.

9. Lead Retrieval: Exhibitor acknowledges that any contact information collected from persons or entities who visit Exhibitor's space ("Attendee Data") shall be used solely by Exhibitor for its legitimate internal business purposes. Without limiting the foregoing, Exhibitor understands and agrees that (i) it will not sell, transfer or otherwise distribute to any third party all or any part of any Attendee Data, (ii) it will not make or attempt to make any compilation of the attendees and/or other participants of the Event or any other derivative work of any Attendee Data, (iii) it will not otherwise use any Attendee Data in connection with any illegal, distasteful, immoral, dishonest or fraudulent activity, and (iv) the compilation of the attendees and/or other participants of the Event is the sole property of VCBE.

10. Promotion or Sales Schemes: To protect Exhibitors from expensive schemes or other competitive advertising projects, VCBE does not authorize any firm or individual to solicit Exhibitors on any basis because of Exhibitors participation in the Event. The names of any individuals or firms doing so should be promptly reported to the VCBE. This restriction does not pertain to solicitations for the regular issues of recognized Christian or positive based businesses specifically authorized to solicit. Exhibitors may invite attendees and visitors to join mailing lists or request information.

11. Listings & Promotional Materials: By exhibiting at the Event, Exhibitor grants to VCBE a perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the

Event and to use such names in VCBE promotional materials. VCBE shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. VCBE may also take photographs of Exhibitor's booth space, exhibit and personnel during, before or after the open hours of the Event and use such photographs for any VCBE promotional purpose. Exhibitor warrants that it owns or has right to use pursuant to a valid license, all intellectual property (copyright, trademark, etc.) to be used by Exhibitor for promotion or exhibition at the Event.

12. Copyrighted Materials and Intellectual Property: Unauthorized copying, distribution, modification, public display, or public performance of copyrighted works is an infringement of the copyright holder's rights. Exhibitor agrees not to use any material obtained at the Event or through a third-party service to infringe on any intellectual property rights including, without limitation, registered and unregistered trademarks, images, and designs of VCBE or any other exhibitor.

13. Registration and Free Contractors Passes: Each exhibiting company will have access to three Free VIP VCBE Show Passes to distribute to its guests.

14. Observance of Laws: Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations.

15. Reservation of Right to Make Changes: Any matters not specifically covered herein are subject to the decision of the VCBE and CWL representatives and staff. CWL reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such change. CWL and the VCBE may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Exhibitor shall observe and abide by additional regulations made by VCBE as soon as they are communicated to Exhibitor.

16. Governing Law, Venue, and Attorney's Fees: This Contract shall be governed by the laws of the State of Washington. Venue for any such action arising out of, connected with, or related to this Contract shall be in Whatcom County, Washington, or the United States District Court for the Washington State, for a federal district court proceeding. The prevailing party to any dispute arising out of or relating to this Contract shall be entitled to its attorney's fees, costs and expenses regardless of whether the attorney's fees, costs and expenses are incurred in mediation, litigation, or appellate proceedings.

17. Resolution of Disputes: In the event of a dispute or disagreement between two or more Exhibitors, all interpretations of the rules governing the exposition, actions, or decisions concerning this dispute or disagreement by CWL or VCBE intended to resolve the dispute or disagreement shall be binding on the Exhibitor.

18. Indemnification: Exhibitor shall indemnify, defend (with legal counsel satisfactory to VCBE and CWL), and hold VCBE and CWL, its employees, agents, and representatives (collectively "Indemnitees") harmless from any and all claims, demands, suits, liabilities, damages, losses, costs,

reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitors' participation in the Event, (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this Contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this Contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) damage to property or the business or profits of Exhibitor, and (g) any claims or demands resulting from or relating to Exhibitor's use of any exhibition space or services. This indemnification provision shall not be construed to seek indemnification for indemnitor's sole negligence, or willful, wanton or intentional misconduct. This defense, indemnity and hold harmless provision shall survive the termination of the Contract.

19. Limitations of Liability: The Exhibitor further agrees that neither CWL or VCBE, nor its employees, agents, or representatives shall be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of Exhibitors acts or omissions, whether or not apprised of the possibility of any such lost profits or damages and that the Exhibitor will save hold harmless and make no claims for any reasons whatsoever, against CWL or the VCBE, its employees, agents or representatives for: (1) any damage to Exhibitor's business by reason of the failure to provide space for the exhibit; (2) for any action of employees, agents or representatives of CWL or VCBE; or (3) for failure to hold the exhibit as scheduled. CWL and the VCBE makes no representations or warranties, express or implied, regarding the number and nature of exhibitors and/or attendees who will attend the Event or regarding any other matters. If the Event is canceled for any reason, CWL or VCBE shall have the option, in its sole discretion, to issue a credit to Exhibitor which can be applied toward the purchase of an exhibit space, whether physical or virtual, at the Virtual Christian Business Expo scheduled after the Event. Any credit provided shall be in the amount which Exhibitor has paid to CWL or the VCBE and shall expire on the last day of the Event, whether physical or virtual, that is scheduled immediately after the Event. Any credits issued by VCBE will not be accepted once all exhibit spaces at the Expo scheduled immediately after the Event have been reserved. Exhibitor shall not be entitled to a refund of any payments made toward an exhibit space if the Event is canceled for any reason whatsoever, including, without limitation, a force majeure event, Acts of God, acts of war, terrorism, strikes, riots, natural disaster, pandemics, or other factors beyond CWL's or the VCBE's reasonable control.

20. Violation of Terms and Conditions: Violation of this contract or any rules and regulations governing the Event may result in one or more of the following actions taken against Exhibitor: 1) Exhibitor may be prohibited from exhibiting at the current year's event and will forfeit all booth payments; 2) Exhibitor's priority points for the following year's booth draw may be taken away; and 3) Exhibitor may be prohibited from participating at the future events. This list of actions is not exhaustive and does not in any way limit available remedies, whether in law or equity, provided in other provisions of this Contract. No delay by VCBE in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by VCBE of any other right, power or privilege hereunder preclude any other or further exercise of any other right, power or privilege hereunder.

21. Disclaimer: VCBE makes no warranties, either expressed or implied with regards to the floor plan. VCBE reserves the right to make any changes and/or revisions at any time to the floor plan.

VCBE assumes no responsibility for the content, privacy policies, or practices of any third-party websites. VCBE disclaims all liability for any and all claims, demands, and damages of any kind and nature arising out of or related to any and all potential liabilities arising from the use of any third-party website. VCBE cannot guarantee the availability or performance of any third-party services used to support the Event. VCBE shall not be liable for any outages, version changes, delivery delays, failures, bugs, or termination of third-party network service. VCBE also disclaims liability for any statements made by Exhibitor, other exhibitors and/or attendees and Exhibitor acknowledges that those statements are beyond VCBE's control.

22. Construction and Interpretation: Each provision of the Contract shall be construed as if both parties mutually drafted this Contract. If a provision of this Contract (or the application of it) is held by a court to be invalid or unenforceable, that provision will be deemed separable from the remaining provisions of the Contract, will be reformed/enforced to the extent that it is valid and enforceable, and will not affect the validity or interpretation of the other provisions or the application of that provision to a person or circumstance to which it is valid and enforceable. Headings are for convenience only and do not affect interpretation. This Contract records the entire agreement of the parties and supersedes any previous or contemporaneous agreement, understanding, or representation, oral or written, by the parties. This Contract incorporates the document entitled "Exhibit Space Application and Contract."

By executing the Contract, it is confirmed that you have read and agreed to these terms.

I have read, understand and agree to all the terms and conditions written within this five page contract. I agree to pay all fees associated with my VIRTUAL CHRISTIAN BUSINESS EXPO VENDOR APPLICATION FORM should I choose to submit one to CHRISTIAN WOMEN LIVING.

Name: _____

DBA: _____

Date: _____

