

Monday, July 06, 2015

Dear Local Business,

McKendree University is hosting its annual Involvement Fair in the campus Quad area on Thursday, September 3, 2015. Our goal is to increase involvement on campus and promote awareness of our local businesses to students, faculty, and staff. Many of our campus organizations will be invited to represent themselves at this event, but we are also hoping to include local businesses, such as you, to familiarize students new to the area about options and opportunities available to them outside of the campus community.

Date, Time, Place:

The Involvement Fair will be held on the campus quad just west of the fountain, across from the library on Thursday, September 3, 2015 from 11:00 am to 2:00 pm. Set up time is 10:00am. Rain (severe weather) date for the fair will be Friday, September 4 from 10:00am to 1:00pm. Please plan to be available for both the official date and the rain date.

Registration Fee:

Cost for businesses, non-profit organizations, and agencies is a \$35.00 non-refundable fee. *The registration fee helps cover the cost of rentals and supplies, but also helps keep the event free for student organizations to participate.*

The Involvement Fair has limited openings for local businesses. As an exhibitor, you may benefit from the following:

- Access to over 1000 people, including McKendree University students, faculty, and staff
- Valuable networking opportunities
- 6-foot table and two chairs
- An 8.5x11 sign marking your table
- Inclusion on the Involvement Fair Exhibitor's List, which will be distributed to the entire campus.

Electricity:

Access to electricity will be limited. As you know, it can be very warm and humid in September, so having a portable, battery powered fan is highly encouraged.

Additional Information:

While businesses are encouraged to set up informational booths at the event, they will not be permitted to sell goods or services. This is a great opportunity to highlight your business or organization to our campus community. We do encourage you to bring:

- Decorations (tablecloth/banners/signs) for your table
- FREEBIES! Product samples and promotional items get attention. Employment applications are encouraged if you are looking for new staff.
- Coupons and student/faculty/staff discounts
- A friendly, knowledgeable person who can highlight your business in a positive, outgoing manner
- A creative attention-getter – anyone walking by could be a potential customer; maybe even an employee!
- Food Reminder: any food that is temperature sensitive can cause undue illness if prepared/maintained improperly.

Over the past few years, we have held an attendance prize drawing for students in attendance. Exhibitors have donated various items to give away and it is a great way to attract students to the event. We ask that you consider donating an item. Businesses, along with their donated items will be listed in the directory that will be given to those who attend the event. By participating in this giveaway event, you can increase the number of students who visit your booth.

Parking:

Vendors may pull into the Circle drive to unload only. Parking will only be valid in the "C" Lot, which is located just off Alton St., across from the circle drive.

Deadline:

Please complete the registration and return it with your payment by August 18, 2015 in order to insure your spot at the McKendree University Involvement Fair. If you have any questions, please contact croberts@mckendree.edu or (618) 537-6856. We look forward to your participation! *Although the deadline for registration is set, please note that space is limited and may fill up prior to that date so register early!*

Sincerely,



Craig Robertson
McKendree University
Director of Campus Activities

McKendree University Office of Campus Activities Involvement Fair

Business Reservation Form

- 1) Name of Business: _____
- 2) Address:_____
- 3) City, State, Zip_____
- 4) Name of Contact Person: _____
- 5) Contact Person's Phone number: _____ Fax:_____
- 6) Email Address: _____
- 7) Best day and time to contact you: _____
- 8) Signature of Authorized Representative: _____
- 9) Are you bringing your own tent or other type of display? _____
- 10) Do you require electricity for your display? _____
- 11) Items to be distributed (circle all that apply): flyers candy food coupons
 water promo items (pens, etc.)

Other:

Please Describe your Service/Product

McKendree University assumes no liability for losses incurred by Exhibitors. The Exhibitor assumes the entire responsibility and liability for all claims, losses, and damages to persons or property, charges or fines, attorney's fees, and other costs caused by or in any manner arising out of or associated with Exhibitor's installation, maintenance, removal, occupancy, or use of the exhibit space or any part thereof, and Exhibitor agrees to protect, indemnify, defend and hold harmless McKendree University and their students and employees against all such claims, losses, and damages. In addition, Exhibitor acknowledges that McKendree University does not maintain insurance covering Exhibitor's displays, equipment or other property, and that it is the sole responsibility of Exhibitor to obtain appropriate liability, property damage, and business interruption insurance covering such losses.

McKendree University shall reserve the right to determine eligibility of any company or product for exhibit or promotion, wholly or in part, that is, in its opinion (McKendree's), not in keeping with the character and purpose of the Involvement Fair. Sales and taking of orders at the fair are prohibited.

SECURITY: McKendree University does not guarantee the safety or security of any exhibits or items placed in exhibit space.

*Exchange of money and/or the sale of items or services are prohibited during this event. Failure to comply with this rule will result in the forfeiting of your registration fee and removal from the event.

PRIZES, DRAWINGS, SOUVENIRS, ETC: Prize contests, drawings, the giving of souvenirs, and other promotional items provided by individual exhibiting firms are subject to the control and approval of McKendree University. P.A. announcements of individual drawing will not be permitted. Exhibitors are discouraged from registering for prizes given by other exhibitors.

Would you have an interest in donating a door prize item? ☐ Yes ☐ No If so, what item(s)? _____

Payment Information (Please Print):

Name: _____ Daytime Phone: _____

Address: _____ City: _____ State: _____

Zip Code: _____ **Non-refundable Business Registration Fee is \$35.00** Total Amount Enclosed: _____

☐ I have enclosed a check made payable to McKendree University. (Check # _____)

☐ Please charge my: ☐ Visa ☐ MasterCard Card # _____ - _____ - _____ - _____ Expires: _____

Thank you for responding by August 18, 2015.

Return this form to: McKendree University, Campus Activities Office/Involvement Fair

701 College Rd. Lebanon, IL 62254

Fax: 618-537-6315 Email: croberts@mckendree.edu

Please make a copy of this form for your records.

FOR OFFICE USE ONLY:

DATE RECEIVED: _____ RECEIVED BY: _____ ENTERED INTO SPREADSHEET: _____

CONFIRMATION SENT BY: _____ CONFIRMATION SENT DATE: _____ LOCATION ASSIGNED: _____