

Tuesday, July 09, 2013

Dear Local Business,

McKendree University is hosting its annual Involvement Fair in the campus Quad area on Friday, August 30, 2013. 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.

The Involvement Fair will begin at 11:00am and will conclude at 2:00pm. Cost for businesses to attend is \$35.00. Participants will be able to set up their areas at 10:00am on Friday, August 30. Being that this is an outdoor event, the Involvement Fair will have a rain location of the Statham Gymnasium in the Melvin Price Convocation Center.

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.

While businesses are encouraged to set up informational booths at the event, they will not be permitted to sell goods or services. 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.
- 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!

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.

Please complete the enclosed registration and return it with your payment by August 2, 2013 in order to insure your spot at the McKendree University Involvement Fair. If you have any questions, please contact me at croberts@mckendree.edu or (618) 537-6856. We look forward to your participation!

Sincerely,



Craig Robertson
McKendree University
Director of Campus Activities

Office of Campus Activities Involvement Fair Business Reservation Form

The Involvement Fair will be held in the Quad area of McKendree University on Friday, August 30, 2013 from 11:00am – 2:00pm.

<p>1) Name of Business: _____</p> <p>2) Address: _____</p> <p>3) City, State, Zip _____</p> <p>4) Name of Contact Person: _____</p> <p>5) Contact Person's Phone number: _____ Fax: _____</p> <p>6) Preferred Email Address: _____</p> <p>7) Best day and time to contact you: _____</p> <p>8) Signature of Authorized Representative: _____</p> <p>9) Are you bringing a tent or other type of display? _____</p>	<p>Please Describe your Service/Product</p>
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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 not allowed.

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? _____

Payment Information (Please Print):

Name: _____ Daytime Phone: _____

Address: _____ City: _____ State: _____

Zip Code: _____ **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 2, 2013.

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.