



FOR MORE INFORMATION, EMAIL
RECORDFAIR@CHIRPRADIO.ORG

THE 2013 CHIRP RECORD FAIR & OTHER DELIGHTS

DEALER INFORMATION

ABOUT THE EVENT

- When: Saturday, April 13, 2013
**This year's event will be one day only, due to dealer requests and costs
- Where: Chicago Journeymen Plumber's Union
1340 W Washington Boulevard
Chicago, IL 60607
- Time: Early Bird Admission - 8am to 10am
General Admission - 10am to 7pm
- Price: General Admission: \$7 (\$5 with a flyer/ad)
Early Bird Admission: \$25
- Parking: Free for everyone!
- Guests: This year, CHIRP expects over 1,000 attendees!

**11th
Anniversary!**

TABLE INFORMATION

Each table is 8ft. long by 2ft. wide. Each table costs \$90 for the full 11 hour day. Buy two tables, get a 5% discount applied to your total table purchase. Buy three tables, get a 10% discount. Buy four and get a 15% discount.

OTHER MARKETING OPPORTUNITIES

Take advantage of CHIRP's wonderful marketing opportunities for your company or table! Record Fair vendors will receive **30% OFF ALL MARKETING OPPORTUNITIES.**

Please see the Record Fair Sell Sheet for more information, including descriptions on each opportunity and ways to get your name in front of over 1,000 attendees!

ABOUT CHIRP

CHIRP Radio is Chicago's source for great, local, independent and under-appreciated music and culture. Called Chicago's "best overall radio station" in the Chicago Reader's 2011 Best of Chicago issue, the station is live and local 365 days a year at CHIRPradio.org. In addition to running the station online, the organization will be applying for a new, low-power FM radio license in 2013. CHIRP is a volunteer-driven, listener-supported radio station.





FOR MORE INFORMATION, EMAIL
RECORDFAIR@CHIRPRADIO.ORG

ABOUT YOU

Name: _____ Store/Label/Co: _____
 Address: _____ City/State/Zip: _____
 Phone: _____ Email: _____
 Website: _____ Assistant's Name (1/table): _____
 Preferred Method of Contact: Email Phone Mail

Select a Table(s):

- One (1) 8' Table: \$90
- Two (2) 8' Tables: \$170
- Three (3) 8' Tables: \$240
- Four (4) 8' Tables: \$300

Add a Promo Package: (see record fair sell sheet for details)

- Package 1 (~~\$250~~) **\$161**
(includes full page display ad in Event Guide)
- Package 2 (~~\$200~~) **\$140**
(includes full page display ad in Event Guide)
- Package 3 (~~\$130~~) **\$91**
(includes full page display ad in Event Guide)
- Package 4 (~~\$130~~) **\$91**
(includes full page display ad in Event Guide)

Add a Display Ad in the Dealer Guide: (see record fair sell sheet for details)

- Full Page (~~\$130~~) **\$91**
- Quarter Page (~~\$40~~) **\$28**
- Half-Page Vertical (~~\$75~~) **\$52.50**
- Half-Page Horizontal (~~\$75~~) **\$52.50**

PAYMENT

TOTAL (add above) \$ _____ Payment Method: Check/Money Order PayPal

Check/Money Order Instructions:

- Return signed contract ASAP, via mail or email (scanned)
- Make check/money order payments out to CHIRP
- Mail check/money order to 4045 N Rockwell, Chicago, IL 60618 (email: recordfair@chirpradio.org)

PayPal Instructions:

- Return signed contract ASAP, via mail or email (scanned)
- Login to www.paypal.com and click on "Send Money"
- Enter chicagoindieradio@gmail.com into the payment recipient email address (note, this email address is different from the record fair address)
- Enter your Total Amount into the payment field and *****YOU MUST ADD \$10 TO YOUR TOTAL AMOUNT AS THERE IS A SERVICE FEE*****
- In the message section, please include your name and email address

SIGNATURE

X _____ **DATE:** _____

FINE PRINT I have read and agree to abide by the terms of these guidelines and the nine terms outlined in the attached CHIRP Record Fair Dealer Contract. I agree to hold harmless CHIRP, The Chicago Journeymen Plumbers Union and all agents and employees from any liability, or claim of personal injury, property damage, or loss arising from their activities or the activities of my agents, employees, spectators, or customers of the CHIRP Record Fair. I further agree to abide by all state, local and federal laws while participating in this event and I acknowledge that I am responsible for any taxes arising from income derived from this event. I agree that CHIRP is merely providing table space. CHIRP and The Chicago Journeymen Plumbers Union will be in no way responsible for, nor a party to, dispute or controversies regarding sales and/or representations that I may make at this event. I agree that if I cancel within 15 days of the record fair, I am liable for the entire table fee.





FOR MORE INFORMATION, EMAIL
RECORDFAIR@CHIRPRADIO.ORG

THE 2013 CHIRP RECORD FAIR & OTHER DELIGHTS

TECHNICAL INFO

All tables are 8 feet long and 2 feet wide and will be provided by CHIRP. Full table payment must be made prior to the Fair, or your reservation will not be held.

SET-UP TIMES

Load in information will be emailed two weeks prior to the event. Load out will begin at 7pm on Saturday. Absolutely no breakdowns will be allowed before the scheduled close of the Fair. If you load out before the close of the event, there will be a \$50 penalty fee added to your account. Please bring your own hand truck. There will not be hand trucks available for you to rent or borrow. There is an excellent loading dock for you to use. You can park in the large, free parking lot behind the building.

HOURS OF OPERATION

The fair will be open to the public from 10am – 7pm on Saturday, April 13. There will be a special early admission session for serious shoppers from 8am – 10am. We encourage you to be set up in time to greet these early customers.

PAYMENT DEADLINE

Payment is required IN FULL with your contract. To reserve table space, send in your completed contract and payment RIGHT NOW. This show will sell out, and your reservation is not considered confirmed until we receive your payment in full.

SECURITY

CHIRP will provide continuous security during load-in and throughout the show on Saturday, April 13.

MUSIC & SMOKING POLICY

There is to be no continuous music playing at the dealer tables. If you have a record player or CD player for people to test your merchandise, you must provide headphones for listening. There will be continuous activity at the fair, so we don't want disruptions. Absolutely NO SMOKING OF ANY KIND is allowed inside the facility at any time. You must go outside to smoke.

DEALER BADGES

The number of tables you rent dictates how many badges you will receive. For single table rentals, TWO badges will be issued - one for the dealer, and one for his/her helper. For each additional table rented, one additional helper badge will be provided. Badges will be distributed during check-in. Helpers who arrive after check-in hours may pick up their badges at the main entrance, but ONLY if their name is included on the contract in the space provided. Unnamed helpers will have to pay full admission in order to enter. NO EXCEPTIONS! More information about badges will be mailed out with your confirmation letter.

WALL HANGINGS

If your table is near a wall, and you would like to use it to hang banners or signage, you may ONLY use pins or masking tape. NO duct tape allowed.



THE 2013 CHIRP RECORD FAIR & OTHER DELIGHTS

THE EVENT

THE CHIRP RECORD FAIR & OTHER DELIGHTS

is back for its ELEVENTH year! On Saturday, April 13, 1,000 of Chicago's hippest music lovers, record collectors, dealers and artists take part in this massive all-day fair featuring music, art, food and entertainment along with tables and tables of records, CDs and crafts.

As a participant in the **2013 CHIRP RECORD FAIR & OTHER DELIGHTS**, each vendor and sponsor is entitled to take advantage of CHIRP Radio's extensive marketing tools. Through digital and print media, CHIRP Radio will promote your brand, business or organization's participation in the Record Fair, targeting CHIRP fans and Record Fair attendees.

THE DATE

Saturday, April 13, 2013 | 10 AM – 7 PM

THE PLACE

Chicago Journeymen Plumbers Union
1340 West Washington Boulevard
Chicago, IL 60607



ABOUT CHIRP RADIO

THE CHIRP RECORD FAIR & OTHER DELIGHTS is a fundraiser for CHIRP Radio, Chicago's source for great independent, local, and under-appreciated music and culture. Listen at CHIRPradio.org.





PROMO PACKAGES & RATES

Rates listed are in addition to any existing participation fees.

PACKAGE 1: GIVEAWAY + PRINT + DIGITAL

\$250 + supply giveaway item

- Supply a giveaway item to be included in goodie bags distributed to Record Fair attendees (Examples: samplers, stickers, buttons or coupons)
- Full page display advertisement in Record Fair Event Guide
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

PACKAGE 2: PRINT + DIGITAL \$200

- Full page display advertisement in Record Fair Event Guide
- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

PACKAGE 3: PRINT ONLY \$130

- Full page display advertisement in Record Fair Event Guide
- Highlighted listing in Vendor Listings section of the Record Fair Event Guide, distributed on site at the event to all attendees

PACKAGE 4: DIGITAL ONLY \$130

- Digital ad space on CHIRPRadio.org leading up to the Record Fair
- Inclusion in Record Fair-related promotional email newsletters sent to CHIRP Radio members

“While the record selection is the real highlight of this collector’s paradise, expect to find CDs, posters, ‘zines and whatever else gets the music lover in you going.”



GAPERSBLOCK.COM | 03.15.2012

“Record fairs can be pretty painful ... There is a major exception, however: CHIRP’s peerless annual wax-off at Plumbers Union.”

FLAVORPILL.COM | 04.09.2011



THE 2013 CHIRP RECORD FAIR & OTHER DELIGHTS

EVENT GUIDE

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its ELEVENTH year! On Saturday, April 13, 1,000 of Chicago's hippest music lovers, record collectors, dealers and artists take part in this massive two-day fair featuring music, art, food and entertainment along with tables and tables of records, CDs and crafts.

THE 2013 RECORD FAIR EVENT GUIDE is a guest's essential Record Fair resource and includes a list of vendors, tips on buying vinyl and more. Your ad is perfectly positioned in the hands of 1,000 music-obsessed attendees converging on the West Loop neighborhood for a day of Record Fair fun. Use your advertisement to promote your business, offer a coupon or announce upcoming events. CHIRP Radio will even design an ad for you using your text and images for an additional fee.

THE CHIRP RECORD FAIR & OTHER DELIGHTS is a fundraiser for CHIRP Radio, Chicago's source for great independent, local, and under-appreciated music and culture. Listen at CHIRPradio.org.

SEE NEXT PAGE FOR AD SIZES AND RATES

▲ PAGES FROM THE 2012 RECORD FAIR EVENT GUIDE



HALF-PAGE HORIZONTAL
 5" wide x 3.875" tall

HALF-PAGE VERTICAL
 2.375" wide x 8" tall

HALF-PAGE VERTICAL
 2.375" wide x 8" tall

QUARTER-PAGE
 2.375" wide x 3.875" tall

QUARTER-PAGE
 2.375" wide x 3.875" tall

EVENT GUIDE AD LAYOUT SAMPLE ▲

▼ ADVERTISING RATES, DIMENSIONS & DEADLINES

SIZE	DIMENSIONS	RATE	MATERIALS DEADLINE
Full-Page	5" x 8"	\$130	March 18, 2013 Ads requiring design by the CHIRP art department should have materials (text, images, logo) submitted no later than March 11 to allow extra time for proofing.
Half-Page Vertical	2.375" x 8"	\$75	
Half-Page Horizontal	5" x 3.875"	\$75	
Quarter-Page	2.375" x 3.875"	\$40	

All rates and fees are intended to help CHIRP cover the cost of printing. Submitted ads should be black and white. For an additional fee, the CHIRP art department will design an ad for you. Ad positioning in the Event Guide is arbitrary and at the discretion of CHIRP. Contact **Madeleine Hannes** [madeleine@chirpradio.org] to submit ad materials.

