

# THE 2017 CHIRP RECORD FAIR & OTHER DELIGHTS



## SATURDAY, APRIL 8, 2017

### ABOUT THE EVENT

**THE CHIRP RECORD FAIR & OTHER DELIGHTS** is back for its FIFTEENTH year! On Saturday, April 8, 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.

**WHEN** Saturday, April 8, 2017

**WHERE** Chicago Journeymen Plumber's Union, 1340 W Washington Boulevard, Chicago, IL 60607

**TIME** Early Bird Admission 8 to 10AM; General Admission 10AM to 6PM

**PRICE** General Admission \$7  
Early Bird Admission \$25

**PARKING** Free for everyone!

**THE CROWD** This year, CHIRP expects over 1,000 attendees!

**TABLE INFORMATION** Each table is 8ft. long by 2ft. wide. Each table costs \$95 for the full 10 hour day. Buy two tables, get a 8% discount applied to your total table purchase. Buy three tables, get a 14% discount. Buy four and get a 20% discount.

### MARKETING OPPORTUNITIES

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. Record Fair vendors who purchase a table receive 30% OFF ALL MARKETING OPPORTUNITIES. Please see the attached sheet for more information, including descriptions, rates 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, CHIRP was instrumental in passing a federal law to increase the number of low-power FM radio stations nationwide and was awarded a broadcast license in 2014. CHIRP is a volunteer-driven, listener-supported radio station. Listen for us on the dial in 2017!



FOR VENDING OR SPONSORSHIP INQUIRIES  
**RECORDFAIR@CHIRPRADIO.ORG**

## VENDOR INFORMATION

NAME.....  
STORE/LABEL/COMPANY.....  
ADDRESS.....  
CITY/STATE/ZIP.....  
PHONE.....  
EMAIL.....  
WEBSITE.....  
ASSISTANT'S NAME (I PER TABLE).....

PREFERRED METHOD OF CONTACT (check all that apply)  Email  Phone  Mail

## SELECT TABLE

One (1) 8' Table: ~~\$95~~  Two (2) 8' Tables: ~~\$175~~  Three (3) 8' Tables: ~~\$245~~  Four (4) 8' Tables: ~~\$305~~

## ADD A PROMOTIONAL PACKAGE

CHIRP Radio will promote your brand, business or organization in the weeks leading up to the Record Fair. *Vendors receive 30% off regular rates. All packages include a full-page display ad in the record fair event guide. See attached sheet for package details.*

Package 1 ~~\$500~~ ~~\$350~~  Package 2 ~~\$400~~ ~~\$280~~  Package 3 ~~\$200~~ ~~\$140~~  Package 4 ~~\$200~~ ~~\$140~~

## ADD A DISPLAY AD

in the Record Fair event guide

Full Page ~~\$130~~ ~~\$91~~  1/2-Page Vertical ~~\$75~~ ~~\$52.50~~  1/2-Page Horizontal ~~\$75~~ ~~\$52.50~~  1/4 Page ~~\$40~~ ~~\$28~~

## PAYMENT

TOTAL (add above) \$..... PAYMENT METHOD:  Check/Money Order  PayPal

### CHECK/MONEY ORDER INSTRUCTIONS

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

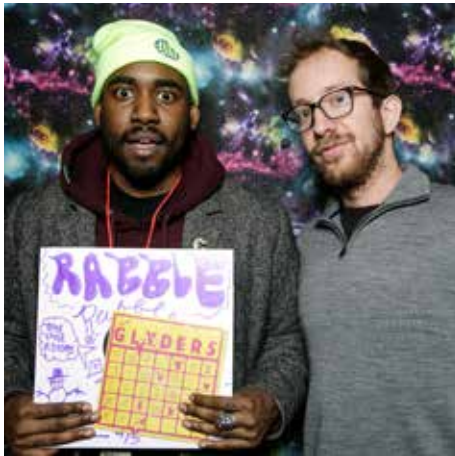
### PAYPAL INSTRUCTIONS

- Return signed contract ASAP, via mail or email (scanned & sent to recordfair@chirpradio.org)
- Login to **www.paypal.com** and click on "Send Money"
- Enter **chicagoindieradio@gmail.com** into the payment recipient email address (*Please note that 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 so we know who you are

## SIGNATURE.....

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.



## PROMO PACKAGES & RATES

Rates listed are in addition to any existing participation or table rental fees.

### PACKAGE 1: GIVEAWAY + PRINT + DIGITAL

**\$500 + 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 \$400

- 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 \$200

- 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 \$200

- 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 2017 CHIRP RECORD FAIR & OTHER DELIGHTS

## EVENT GUIDE

**THE CHIRP RECORD FAIR & OTHER DELIGHTS** is back for its FIFTEENTH year! On Saturday, April 8, 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.

**THE 2017 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...

WELCOME!

15TH ANNUAL CHIRP

AND OTHER DELIGHTS

**EVENT GUIDE**

MAP \* VENDORS \* VINYL TIPS \* & MORE!

**SATURDAY APRIL 8 2017**

CHICAGO JOURNEYMAN PLUMBERS UNION \* 1340 W WASHINGTON BLVD

#CHIRPRECORDFAIR

CHIRP RADIO HEAR WHAT'S NEXT

VENDOR MAP		VENDOR LIST	
The record fair takes place in the Ball Room with overflow to the MAIN HALL.		Numbers refer to vendor's location on the map at the left.	
	<p><b>1-100 RECORDS</b> Chicago, IL  <b>101-200 RECORDS</b> Chicago, IL  <b>201-300 RECORDS</b> Chicago, IL  <b>301-400 RECORDS</b> Chicago, IL  <b>401-500 RECORDS</b> Chicago, IL  <b>501-600 RECORDS</b> Chicago, IL  <b>601-700 RECORDS</b> Chicago, IL  <b>701-800 RECORDS</b> Chicago, IL  <b>801-900 RECORDS</b> Chicago, IL  <b>901-1000 RECORDS</b> Chicago, IL</p>	<p><b>1011-1100 RECORDS</b> Chicago, IL  <b>1101-1200 RECORDS</b> Chicago, IL  <b>1201-1300 RECORDS</b> Chicago, IL  <b>1301-1400 RECORDS</b> Chicago, IL  <b>1401-1500 RECORDS</b> Chicago, IL  <b>1501-1600 RECORDS</b> Chicago, IL  <b>1601-1700 RECORDS</b> Chicago, IL  <b>1701-1800 RECORDS</b> Chicago, IL  <b>1801-1900 RECORDS</b> Chicago, IL  <b>1901-2000 RECORDS</b> Chicago, IL</p>	<p><b>2001-2100 RECORDS</b> Chicago, IL  <b>2101-2200 RECORDS</b> Chicago, IL  <b>2201-2300 RECORDS</b> Chicago, IL  <b>2301-2400 RECORDS</b> Chicago, IL  <b>2401-2500 RECORDS</b> Chicago, IL  <b>2501-2600 RECORDS</b> Chicago, IL  <b>2601-2700 RECORDS</b> Chicago, IL  <b>2701-2800 RECORDS</b> Chicago, IL  <b>2801-2900 RECORDS</b> Chicago, IL  <b>2901-3000 RECORDS</b> Chicago, IL</p>





**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	<b>March 18, 2017</b> 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 [recordfair@chirpradio.org] to submit ad materials.

