

THE 2014 CHIRP RECORD FAIR & OTHER DELIGHTS

SATURDAY, APRIL 12, 2014



ABOUT THE EVENT

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its TWELFTH year! On Saturday, April 12, 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.

WHEN Saturday, April 12, 2014

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

TIME Early Bird Admission 8 to 10AM;
General Admission 10AM to 7PM

PRICE General Admission \$7 (\$5 with a flyer/ad);
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 \$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.

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 in late 2013 applied for a low-power FM license. CHIRP is a volunteer-driven, listener-supported radio station.





FOR VENDING OR SPONSORSHIP
INQUIRIES CONTACT
RECORDFAIR@CHIRPRADIO.ORG

VENDOR INFORMATION

NAME

STORE/LABEL/COMPANY

ADDRESS

CITY/STATE/ZIP **PHONE**

EMAIL **WEBSITE**

ASSISTANT'S NAME (1 PER TABLE)

PREFERRED METHOD OF CONTACT (check all that apply) [] EMAIL [] PHONE [] MAIL

SELECT TABLE

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

ADD A PROMOTIONAL PACKAGE 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 ~~\$250~~ \$161 [] Package 2 ~~\$200~~ \$140 [] Package 3 ~~\$130~~ \$91 [] Package 4 ~~\$130~~ \$91

ADD A DISPLAY AD

[] Full Page ~~\$130~~ \$91 [] Half-Page Vertical ~~\$75~~ \$52.50 [] Half-Page Horizontal ~~\$75~~ \$52.50 [] Quarter 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)
- 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 chicagoinderadio@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 **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 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 2014 CHIRP RECORD FAIR & OTHER DELIGHTS

EVENT GUIDE

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its TWELFTH year! On Saturday, April 12, 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 2014 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 TO THE 12TH ANNUAL CHIRP RECORD FAIR & OTHER DELIGHTS

ON THE RECORD FAIR STAGE 12 PM RECORDS/RECORDS DISSETS & 4 PM CHIRP MUSIC LIVE PERFORMED BY 12 BANDS! 8 PM LABORATORY DRIVEN PERFORMANCE. USE PRE-ARRANGED PERKS! THE MOST OF THE FAIR! DISSET! THROUGHOUT THE FAIR! CHIRP RECORD FAIR & OTHER DELIGHTS!

VENDOR MAP

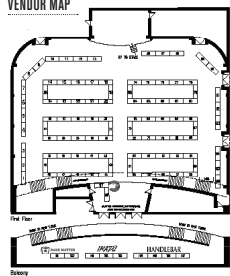


TABLE #	VENDOR	TABLE #	VENDOR
1	Mean Field	51-52	Cartier's Thing
2	South Harbor	53	Johnny D's Records
3	Madison Co.	54	Radio Rock
4-5	Collector's Shop	55-58	GOLODKI
6-7	Black Cat Vinyl	59	Vinyl Palace
8-9	Plan-O-Mat	60-61	Roger Slocum
10-11	Planet Records	62-63	Mad Records
12-13	Planet's Books	64-66	Disc Collecting Records
14	Planet Vinyl	67-68	Manitoba
15	Class O' Hardcore Vinylz II	69	Stationery (Vinyl) Records
16	Unrecorded Vinyl/Poster Trade/Record Store	70	Record Shop Records
17	CHIRP Radio	71-72	Jackman Vinyl
18	Record Business	73	YMC Records
19	Planet Vinyl	74	YMC Records
20-21	Planet Records	75	Planet Records
22	Planet Vinyl	76	Planet Records
23	Planet Vinyl	77	Planet Records
24	Planet Vinyl	78	Planet Records
25	Planet Vinyl	79	Planet Records
26	Planet Vinyl	80	Planet Records
27	Planet Vinyl	81	Planet Records
28	Planet Vinyl	82	Planet Records
29	Planet Vinyl	83	Planet Records
30	Planet Vinyl	84	Planet Records
31	Planet Vinyl	85	Planet Records
32	Planet Vinyl	86	Planet Records
33	Planet Vinyl	87	Planet Records
34	Planet Vinyl	88	Planet Records
35	Planet Vinyl	89	Planet Records
36	Planet Vinyl	90	Planet Records
37	Planet Vinyl	91	Planet Records
38	Planet Vinyl	92	Planet Records
39	Planet Vinyl	93	Planet Records
40	Planet Vinyl	94	Planet Records
41	Planet Vinyl	95	Planet Records
42	Planet Vinyl	96	Planet Records
43	Planet Vinyl	97	Planet Records
44	Planet Vinyl	98	Planet Records
45	Planet Vinyl	99	Planet Records
46	Planet Vinyl	100	Planet Records
47	Planet Vinyl	101	Planet Records
48	Planet Vinyl	102	Planet Records
49	Planet Vinyl	103	Planet Records
50	Planet Vinyl	104-107	Planet Records

FOOD & DRINK

- 108: Great Niblet
- 109: Dark Matter Coffee
- 110: Juice
- 111: Handbar

THANK YOU! The following sponsors for their generous support of the 12th Annual CHIRP Record Fair & Other Delights!

READER **HANDBAR** **LABOR**

CHIRP RADIO **PLANET RECORDS** **RECORD BUSINESS** **RECORD STORE**

▲ PAGES FROM THE 2013 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, 2014 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.

