ABOUT THE EVENT

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its THIRTEENTH year! On Saturday, April 11, 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 11, 2015
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 ($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 $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 2015!
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: $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 $250 $161
[ ] Package 2 $200 $140
[ ] Package 3 $130 $91
[ ] Package 4 $130 $91

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 proving 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

$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

### 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

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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."

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

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[GRAPERSBLOCK.COM](http://gapersblock.com) | 03.15.2012

[FLAVORPILL.COM](http://flavorpill.com) | 04.09.2011
THE 2015 CHIRP RECORD FAIR & OTHER DELIGHTS

EVENT GUIDE

THE CHIRP RECORD FAIR & OTHER DELIGHTS is back for its THIRTEENTH year! On Saturday, April 11, 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 2015 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
### ADVERTISING RATES, DIMENSIONS & DEADLINES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>RATE</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>5” x 8”</td>
<td>$130</td>
<td>March 18, 2015</td>
</tr>
<tr>
<td>Half-Page Vertical</td>
<td>2.375” x 8”</td>
<td>$75</td>
<td>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.</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>5” x 3.875”</td>
<td>$75</td>
<td></td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>2.375” x 3.875”</td>
<td>$40</td>
<td></td>
</tr>
</tbody>
</table>

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.