



RAAD FESTIVAL™

Revolution Against Aging and Death.

Sponsor | Exhibitor Package

AUGUST 9-13, 2017 | San Diego, CA

Inspiration

Information

Celebration

Presented by



A not-for-profit 501(c)(3) organization

RAAD FESTIVAL™

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RAADfest 2017 | August 9-13 | San Diego, CA

RAADfest is the largest gathering of radical life extension advocates and enthusiasts, leading scientists, researchers and speakers in the field of regenerative medicine and longevity. This event combines the energy and fun of a festival, the empowerment and interaction of personal development, with cutting edge science presented for a lay audience to create the first and best holistic radical life extension event ever.

Reach a targeted audience. Sponsors and exhibitors representing businesses and organizations relevant to the life extension and longevity fields are invited to participate and display their products and/or services at this gathering. In addition to boosting your brand, your sponsorship helps support the advancement of radical life extension.



2016 Highlights

- 31+ countries represented by over 900 registrants.
- Featured speakers: Ray Kurzweil, author, inventor and futurist; and Susan Summers, actress and best-selling author.
- Founding sponsorship by Life Extension Foundation And People Unlimited Inc.
- Platinum sponsorships by Life Length, IAS, AntiAging Systems and Ray and Terry's Longevity Products.
- 40+ speakers and presenters: scientists, researchers, entrepreneurs and thought leaders addressed every aspect of radical life extension, from nutrition and new genes therapies to the power of personal intention, the sociology of immortality and advancement in artificial intelligence.
- 40 international & national press agencies covered the event.
- 12 artists and performances celebrated the culture of radical life extension through visual, musical and performing arts.

Sponsor | Exhibitor Coordinator:

Jean Marie Weidmann
Sponsor Coordinator
sponsors@rlecoalition.com

Coalition for Radical Life Extension
28150 N. Alma School PKWY #103-1087
Scottsdale, AZ 85262

Phone: 480 345-6554
Fax: 480 683-2074
Web: www.raadfest.com



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Endorsements

As a platinum sponsor, Life Extension had high hopes that the first RAAD Conference ever would attract consumers that are highly invested in maintaining optimal health, that are highly qualified potential customers for our products and services. And the conference did not disappoint! We were amazed by the dedication and enthusiasm conference attendees had for not only the highest quality vitamins and supplements we offer but for the entire range of anti-aging therapies discussed over an information-packed two days. Life Extension will definitely be attending the next RAADfest Conference.

Rey Searles
Vice President of Marketing

"I found RAADfest to be the best exhibitor experience I have had to date. 10 years of actively exhibiting at Trade Shows I found RAADfest attendees to be the most interested in what we had to offer. They bought more product than any other previous Trade show I've exhibited at. I think that when you offer high quality information and charge a good fee, then you are attracting the people who can afford to invest in new products and new habits of living. Thank you RAADfest Organizers for allowing me the opportunity to share my passion at your Convention."

Stephen Heuer
Nutripath

"The RAADfest experience as an exhibitor and attendee was the best money I ever spent. The speaker line up and the information they shared was truly cutting edge and very uplifting. It was very well organized and there was an authenticity and feeling of community I have never experienced at a conference before. We feel very privileged to have participated in the first conference. We are eager for next year's RAADfest.

Tammy Allen
2050 Club

"This event is unique in that it has a "big tent" orientation for life lovers and extenders of all types. Given the huge political and ideological forces that question whether extended lifespans for humans are a good idea, it is vital that people who believe that "lives are good" band together to create social change. Plus, this event is probably the most enjoyable and plain old fashioned FUN conference of the hundreds I have attended over 40 years. Count me in for next year's exhibitor booth."

Rudi Richard Hoffman CFP CLU ChFC
World's Leading Cryonics Insurer





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About The Coalition

RAADfest is presented by the Coalition for Radical Life Extension. The Coalition for Radical Life Extension is rallying like-minded people to come together to stand up for radical life extension and physical immortality. The Coalition is a not-for-profit organization reaching out to groups and individuals who already have interest in radical life extension and physical immortality, in order to galvanize and focus our energy into a popular movement that is self-sustaining and expansive. This group of early adopting advocates, numbering in the thousands, is forming a platform for influencing a much broader audience, and ultimately the mainstream.

Vision

To bring about a sea change in how radical life extension is viewed and understood, in order to generate greater support for a broad range of related initiatives from scientific research to social and psychological breakthroughs, to intellectual and artistic expression.

James R. Strole | Visionary

James R. Strole is the Director of the Coalition for Radical Life Extension. He is a leading anti-death activist and community builder, who has spoken around the world and written on radical life extension and physical immortality for over four decades.



James R. Strole

Coalition Steering Committee

Dr. Bill Andrews
Sierra Sciences, President and CEO

David Kekich
Maximum Life Foundation, President and CEO

Bernadeane Brown
People Unlimited Inc., Co-Founder and Co-Director

Liz Parrish
BioVivia, CEO

Jose Luis Cordeiro,
Emeritus, Founder and President

James Strole
People Unlimited Inc., Co-Founder and Co-Director

Dr. Aubrey de Grey,
SENS Research Foundation, CEO and CO-Founder

Neal VanDeree
The Church of Perpetual Life, Director

Bill Faloon
Life Extension Foundation, Director and Co-Founder

Dr. Natasha Vita-More, PhD
University of Advancing Technology. Chair





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Advisory Team

Chris D'Aguiar-Sanders
Chase Life Extension Foundation, Co-Founder

David Wood
Delta Wisdom, Futurist, Consultant and Writer

Joshua Oppenheimer
Two-time Oscar nominated film British director

Dr. Kat Cotter
Anti-Aging Practitioner, Doctor of Chiropractor

Laurie Handlers
Sex and Happiness Coach, Author

Maria Entraigues Abramson
SENS Foundation, Global Outreach Coordinator

Greta Blackburn
Health Authority and Personal Motivator

Dr. Mark Gordon
Millennium-TBI, Owner and Medical Director

Michael Greve
Forever-Heathly.org, Founder and CEO

Pam Keefe
Asia Pacific for HNI International, Vice-President

Nuno R.B. Martins
Polymath, Researcher, Entrepreneur

Rachel D'Aguiar-Sanders
Chase Life Extension Foundation, Owner

Zoltan Istvan
2016 US Presidential Candidate, Transhumanist Party

Peter Nygard
Nygard Biotech, Creator

www.rlecoalition.com



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Sponsorship

DIAMOND - \$10,000**

- Full page in event program
- 4 RAADfest tickets includes 5 meals per ticket
- Acknowledgement by our MC during event
- Logo displayed on screens on stage
- VIP Seating
- Website Listing
- Listed on Conference APP with website link
- Premium Banner rotation on APP

Yes, I want to be a Diamond Sponsor.

PLATINUM - \$7,500**

- Full page in event program
- 2 RAADfest tickets includes 5 meals per ticket
- Acknowledgement by our MC during event
- Logo displayed on screens on stage
- Website Listing
- Listed on Conference App with website link
- Banner rotation on APP

Yes, I want to be a Platinum Sponsor.

GOLD - \$4,000**

- Half page in event program
- 1 RAADfest ticket includes 5 meals per ticket
- Acknowledgement by our MC during event
- Logo on display
- Listed on Conference APP with website link
- Banner rotation on APP

Yes, I want to be a Gold Sponsor.

SILVER - \$2,000**

- Mentioned in event program
- Acknowledgement by our MC during event
- Listed on Conference APP with website link

Yes, I want to be a Silver Sponsor.

** SPONSORSHIP/EXHIBITOR REQUESTS ARE APPROVED BY THE COALITION FOR RADICAL LIFE EXTENSION BOARD ON A FIRST COME FIRST SERVE BASIS AND MAY BE TURNED DOWN DUE TO EXCLUSIVITY AGREEMENTS WITH EXISTING SPONSOR/EXHIBITOR.





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Exhibitor

We are attracting vendors that have state of the art, result-oriented products, services, and/or equipment for radical life extension enthusiasts who want to improve their quality of living. Exhibit hours are scheduled at designated times around the main event. This helps build a true sense of community in which exhibitors are warmly included. This is also out of respect for our leading scientists and researchers that are contributing their time to share their latest innovations and projects. The net result is that attendees are more primed to take action in regards to their health and wellness, which is a benefit to all of us.

- Exhibitor booth** fee: \$495 (Exhibitors do not have to be Sponsors.)
- Each team member must be registered to attend RAADfest to be at the Exhibit Booth. Registration is \$497 per person.
- Exhibit Hours:

Wednesday, August 9	1:00pm – 6:00pm
Thursday, August 10	8.00am – 9.30am, 2:30pm-3:30pm & 6.00pm – 7:30pm
Friday, August 11	8.00am – 9.30am & 2:30pm-8:00pm
Saturday, August 12	8.00am – 9.30am
Sunday, August 13	8.00am - 9.30am

 (Exhibitor hours are subject to change)
- As a courtesy to the speakers and attendees, the exhibit hours are held at designated times around the event.
- Exhibit space is assigned based on a first come first served basis.
- **There are a limited number of booths available.**
- Event program will contain a Vendor Directory Listing with company and contact information.
- All vendors will be listed on the Conference APP with website link.

Yes, I want to be an Exhibitor.

Each person working the Exhibitor booth needs to be registered for the event. Once your application is accepted and processed we will send you a follow-up email with important instructions for registration.

How many RAADfest Registrations ____ x \$497

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Exhibitor Booth Logistics

2017 Conference Venue:

Town and Country Resort & Convention Center
500 Hotel Circle North
San Diego, CA 92108

Reservations: 800 772-8527
Website: www.towncountry.com
When booking request for RAADfest Discount

Each Booth includes the following:

- Booth size 8 x 8
- 1 6 x 3 draped table
- 2 chairs
- Booth Area is carpeted
- Additional items required: _____

Booth Set-up & Breakdown

- Installation: Wednesday, August 9 between 10:00am –12:00pm (Set-up must be completed by 12:00pm)
- Dismantling: Sunday, August 13 between 2:00pm – 4:00pm (After event concludes).

Will you be shipping items to the conference**? Yes No Will you need***: Power

Number of Items: _____

Description of Items: _____

****Please note:** You are responsible for any fees incurred by the hotel and collecting and sending your items from the receiving department at the hotel. You are responsible for fees for power at your booth which are contracted by yourself directly with the hotel contractor (we will supply you with the information).





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Payment

Tax Exempt No: 84-058-1094

This application will not be processed unless signed and accompanied by full payment of exhibit/sponsor fees. This application shall serve as both a contractual agreement and invoice for sponsor/exhibitors.

Please charge for:

Sponsorship: _____ [] Diamond \$10,000 [] Platinum \$7500 [] Gold \$4,000 [] Silver \$2,000
Exhibitor Booth: _____ [] 1 booth \$495
Total: _____

I authorize People Unlimited Charities DBA Coalition for Radical Life Extension to charge my credit card for:

Total \$ _____.

Payment Details: Check: # _____ Charge: [] Visa [] MasterCard [] AMEX

Name as it appears on Card _____

Billing Address _____

Credit Card Number _____ Expiration Date _____ CCV _____

Signature: _____ agrees

to abide by the rules and regulations of RAADfest set forth in the Sponsor/Exhibitor Prospectus.

Where to send your registration form:

- Please use the "FILL & SIGN" on the PDF file. Located on the upper right and allows you to electronically fill in the spaces, check mark the boxes and sign.
Email: sponsors@rlecoalition.com
Fax: 480 683-2074
By Mail: Coalition for Radical Life Extension
28150 N. Alma School PKWY #103-1087
Scottsdale, AZ 85262

Cancellation Policy: (see complete details in Terms & Conditions)





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Company Information

Company Name: _____

Contact Person: _____

Email: _____

Website: _____ Phone: _____

Please give your company description (in 90 words or less). Used for the Event Program and Event APP :

Please list all of the names of the people in your organization who will be attending. If you are not sure, please list undecided. Meals are included in the registration, a total of five meals. ***You will need to register each person.***

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

- ***** Once your application is accepted and processed we will send you IMPORTANT instructions for RAADfest registration at the special exhibitor registration price of \$497 per person.**
- **Sponsors will be given specific instructions to register their allotted tickets per their Sponsorship package.**





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Terms and Conditions (subject to change as of October 1, 2016)

Payment/Confirmation/Space Assignments

- All applications must be received by July 1, 2017. Upon receipt, a confirmation email will be sent. Applications will be reviewed.
- Upon receipt of an acceptance email as a Sponsor and/or Exhibitor, applications and payment will be processed.
- Exhibit space must be occupied by Wednesday, August 9 between 12pm – 3:00pm. Failure to meet this deadline will cause forfeiture of your space. RAADfest may use or reassign the space without refund. Exhibitors who anticipate delays must notify Sponsor Coordinator.

Applicant Review:

- Sponsors and exhibitors representing relevant professional businesses and organizations, and sponsors from industries and businesses that are peripheral and/or complementing the life extension and longevity fields are invited to participate and display their products and services.
- RAADfest reserves the right to accept or reject a potential sponsor/exhibitor based on its assessment of whether the company/organization's product and/or services are relevant to the conference content. All sponsor/exhibitor requests are reviewed by the RLE Coalition Board and are on a first come first serve basis and may be subject to exclusivity agreements.
- All representatives manning the Exhibitor booth MUST be registered for RAADfest.

Accommodations:

- Please make your accommodations. You may make reservations at the Town & Country Conference Resort and request the RAADfest Conference Promotional Rate. A block of rooms will be held for the conference (date to be determined) or until the room block fills, whichever comes first. After this date, reservations will be accepted on as space and rate available basis only. Please note: rooms will book out weeks in advance.

Cancellation and Refund Policy

- All cancellations must be received in writing from the primary contact on file to michelle@rlecoalition.com. Refunds are as follows:
 - a.) Cancellation requests received on or before June 9, 2017, may be eligible for a full refund less \$100 for service fees,
 - b.) Cancellation requests received on or before July 9, 2017, may be eligible for a 50% refund,
 - c.) Cancellation requests received after July 9, 2017, will not be eligible for a refund.

Conference Modification or Cancellation

- RAADfest reserves the right to modify the course's schedule or program as necessary. RAADfest also reserves the right to cancel this conference, in which case a full refund of the registration/exhibit fees will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of RAADfest cancellation.

Recording and Photography Clause

- RAADfest reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

Liability

- Neither RAADfest, Coalition for Radical Life Extension, nor the Speakers, the employees thereof, nor their representatives, nor any member of the Conference Committee shall be responsible for any injury, loss, or damage that may occur to the Exhibitor or his property from any cause whatsoever, prior to, during, or subsequent to the period of the Exhibit except for any injury, loss, or damage to the extent arising from the negligence or willful misconduct of the RAADfest, Coalition for Radical Life Extension, nor the Speakers, their employees, their representatives or any member of the Conference Committee. The Exhibitor agrees to indemnify RAADfest, Coalition for Radical Life Extension, nor the Speakers and their employees, volunteers, and committees from any and all claims for loss, damage, or injury except for any claims for loss, damage or injury to the extent arising from the negligence or willful misconduct of RAADfest, Coalition for Radical Life Extension, nor the Speakers, their employees, volunteers, and committees. Exhibitors are encouraged to insure themselves against property loss or damage, and against both general and personal liability.
- Exhibitor understands and agrees, that for safety of conference attendees, Exhibitor shall not perform any procedures on or provide any services to conference attendees that are either invasive or are customarily performed in a practitioner's office.

Conditions and Rules

- It is understood that the following terms, conditions and rules are agreed to as part of the contract between the Coalition for Radical Life Extension, hereinafter referred to as "Show Management" or "RAADfest", and those who purchase exhibit space ("Exhibitor") in the RAADfest ("Exhibition"). Show Management shall have the authority to interpret and enforce the rules. All matters not covered by these rules are subject to the discretion of Show Management. All decisions so made shall be as binding on all parties as the original rules. The Exhibitor or its designated representative is responsible for familiarizing itself with all rules. The Exhibitor or its representative who fails to observe the conditions, terms, or rules of the contract may be excluded from the Exhibition without refund.