



# 2010 HEALTH & FITNESS EXPO

## April 23 and 24, 2010

### Application/Contract

Please print clearly in ink:

COMPANY NAME \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

PRODUCT TO BE EXHIBITED \_\_\_\_\_ and/or \_\_\_\_\_ IF APPLICABLE, VIRTUAL GOODIE BAG COUPON OR FLYER DESCRIPTION \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAY PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EXPO CONTACT NAME \_\_\_\_\_

#### ANY SPECIAL CONSIDERATIONS

X \_\_\_\_\_ DATE \_\_\_\_\_  
 SIGNATURE (Your signature indicates acceptance of the terms and conditions on the second page of this agreement. Please keep a copy for your records)

#### 2010 Health & Fitness Expo Booths

- 8' X 10' Booth \$800.00
- 8' X 10' Corner Booth \$900.00
- 24' X 20' Six Booth Island \$5000.00

Each booth comes with a 6' table, 2 chairs, table drape and side and back dividers. No canopies allowed by order of the Fire Marshall.

#### 2010 Virtual Goodie Bag Program

- Virtual Goodie Bag with Booth \$400.00
- Virtual Goodie Bag without Booth \$600.00

Full payment is due with the application. For more information on the Virtual Goodie Bag program contact Julie at 831.625.6226

TOTAL REMITTED: \_\_\_\_\_

**LOCATION:** Monterey Conference Center, 1 Portola Plaza, Monterey, CA

**DIRECTIONS:** Located next to Fisherman's Wharf, adjacent to the Portola Hotel & Spa, across from the Monterey Marriott. If southbound on Highway One, take the Monterey exit. Turn right on Camino Aguajito, then left on Del Monte Ave. Stay in the left lane on Del Monte; the Center will be on the right across from the Marriott. If northbound on One, exit at Munras Ave. Munras becomes Abrego, which then becomes Washington. Turn left on Del Monte; the Center is on the right. Park in the nearby city garages or on the street.

**HOURS:**

Set up Friday, April 23rd	8:00 - 11:45 a.m.
Friday, April 23rd	Noon to 6:00 p.m.
Saturday, April 24th	9:00 a.m. to 6:00 p.m.
Tear down	6:00 p.m. to 8:00 p.m.

**LODGING:** Visit bsim.org for lodging recommendations

**TriCord Tradeshow Services** is the official Expo services company. They will contact you concerning your Expo needs. A City of Monterey temporary business license may be required for product sales.

## EXPO MARKETING OPPORTUNITIES

- ✓ A two day opportunity to maintain maximum exposure to an anticipated **12,000 participants** in a variety of athletic events including the Marathon, Marathon Relay, 21-Miler, 10.6- and 9-Milers, 5K and JUST RUN! Just Kids 3K.
- ✓ Factor in families and volunteers and the number of people passing through the Expo will approach 20,000!
- ✓ A fun and informative event with a focus on health screening checks and demonstrations; sports medicine and fitness programs; the latest in fitness clothing, shoes and training aids; and a variety of other run and walk related products and services.
- ✓ The Expo is the **ONLY** point of packet pick-up and late registration for any open events, insuring exposure to all athletes.
- ✓ Promote your message or product through our new "Virtual Goodie Bag" program. Receive a full month of promotion via dedicated emails and weblinks to 12,000 race participants and other viewers.

Return completed form **with payment** to:

**BIG SUR MARATHON**  
**P.O. BOX 222620**  
**CARMEL, CA 93922-2620**

The entire fee for both Booths and Goody Bags is due **with the application**; booths will not be assigned without payment. The fee is non-refundable. Payment by check, money order or credit card accepted.

Please indicate three preferred booth locations:  
1st choice \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

**FOR PAYMENT BY MASTERCARD, VISA or DISCOVER:**

\_\_\_\_\_  
CARD NUMBER

\_\_\_\_\_  
EXP DATE

\_\_\_\_\_  
CARDHOLDER SIGNATURE

phone: 831.625.6226

fax: 831.625.2119

web: bsim.org

email: chris@bsim.org

## EXPO CONTRACT RULES & REGULATIONS

1. Except by written consent from Management, Exhibitor will not sublet the exhibit space contracted for and shall not exhibit or permit to be exhibited any merchandise other than specified in the Exposition Contract.
2. No flammable decorations or other materials of flammable nature to be used. Use of materials must conform to the Fire Department Regulations. NO CANOPIES ALLOWED BY ORDER OF THE FIRE MARSHAL!
3. All materials and displays shall be arranged in such a manner so as not to disturb the aisles or exhibits in adjacent booths, either physically or visually. There shall be NO HANDWRITTEN SIGNAGE.
4. Cases of packing materials of any sort may not be brought in or out of the exhibit area during show hours without consent of management.
5. Exhibitor will staff its booth continuously during show hours and will not commence to dismantle the same or remove food and/or materials prior to designated time without consent of management.
6. Exhibitor agrees all exhibits, merchandise and belongings not removed from the exhibit area by the time specified, shall be stored at a location designated by Management at Exhibitor's expense for up to 30 days, after which period all stored materials will become property of the Big Sur International Marathon.
7. Exhibitor agrees no electrical wiring installations shall be done except by the electrical contractor authorized by Management.
8. Violations of the Rules and Regulations as herein set forth may result in the forfeiture of exhibiting space. Refunding fees shall be at the sole discretion of Management.
9. No refunds will be made if Exhibitor fails to occupy space in accordance with the terms of the contract.
10. Management reserves the right to reject or restrict any exhibit which may be objectionable or not in keeping with the quality or character of the Exposition.
11. Exhibitor agrees not to make undue noise, cause odor, obstruct the aisles, use bright or hazardous lights, cause damage to the building or booth equipment or act in any manner deemed inappropriate by Management.
12. In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or other cause, the show or any part thereof is prevented from being held, or is cancelled, Management shall determine to refund the applicant his proportionate share of unused funds. An accounting shall be provided but shall not be subject to challenge.
13. Exhibitor agrees to hold Management and its affiliated businesses harmless from any claims from or due to acts of exhibitors, its agents and employees, howsoever designated, and/or for loss and/or injury of any nature.
14. Exhibitor assumes all responsibility for loss, theft, or destruction of goods, or for personal injuries to him/herself, his/her employees, agents, representatives, or visitors, and will hold harmless the Management and its affiliated businesses from any liability in connection with any or all of the above. Furthermore, Exhibitor will allow Management to use any photographs of the exhibit for their purposes.
15. Exhibitor must submit, with the Expo Application, a description of the products to be distributed, whether free or for sale. All Exhibitors will be given individual consideration and must meet with the approval of Management. City of Monterey temporary business license will be required. The form will be included in your Expo packet.
16. Only one company may occupy an assigned booth space unless prior approval is given by Management.
17. Food and beverage Exhibitors may be subject to additional surcharge by Management.

# Big Sur Marathon Expo 2010

Monterey Conference Center  
 1 Portola Plaza, Monterey, CA  
 TriCord Tradeshow Services  
 831.883.8600

