



Big Sur's 5K on Monterey Bay & JUST RUN! Just Kids 3K

2011 HEALTH & FITNESS EXPO
 Monterey Conference Center @ 1 Portola Plaza
 Monterey, CA 93940
 November 18 & 19, 2011

COMPANY NAME (to appear on booth sign) _____ E-MAIL ADDRESS _____

PRODUCT(S) TO BE DISPLAYED, SOLD OR SAMPLED FROM YOUR BOOTH _____

STREET _____ CITY _____ STATE _____ ZIP _____

DAY PHONE _____ FAX _____ EXPO CONTACT NAME _____

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

HOURS:
 Set up Thursday, November 17 3:00 pm - 6:00 pm
 Set up Friday, November 18 8:00 am - 11:45 am
 Expo Friday, November 18 Noon - 6:00 pm
 Saturday, November 19 9:00 am. - 6:00 pm
 Tear down 6:00 pm - 8:00 pm

LODGING: Visit bsim.org for lodging recommendations.

PRICING:

10 X 10 Booth	\$ 650
10 x 10 Corner Booth	\$ 750
20 x 30 Booth	\$4,000
Virtual Goodie Bag *	\$ 250
Virtual Goodie Bag with booth	\$ 200

Each booth comes with a 6' table, 2 chairs, table drape and side and back dividers. No canopies by order of the Fire Marshall. Additional fee based options include electricity, carpet, telephone & internet access, alternate booth furnishings, wastebasket & trash removal services.

* Contact julie@bsim.org for details on the Virtual Goodie Bag Program.

TriCord Tradeshow Services is the official Expo services company. They will contact you concerning your Expo needs.

INDICATE YOUR CHOICES BELOW:

- 10 X 10 Booth
- 10 X 10 Corner Booth
- 20 x 30 Booth
- Virtual Goodie Bag
- Virtual Goodie Bag with Booth

Please indicate three preferred booth locations. See map on page 3.

1st choice _____ 2nd _____ 3rd _____

Selling product at the Expo? YES NO

If yes, CA Sellers License # _____
 City of Monterey Temporary business license may be required for product sales

Will you be offering food or beverage samples from your booth? YES NO
 If YES, a Monterey County food permit may be required.

TOTAL REMITTED: \$ _____

With the exception of sponsors, booths WILL NOT be reserved without full payment. The entire fee is due with the application; booths will not be assigned without payment. The fee is non-refundable. Payment may be made by check, money order, MC, Visa or Discover.

Credit Card # _____	
Exp. Date _____	3 digit Security Code _____
Cardholder Signature _____	

Return completed form with payment to:

BIG SUR HALF MARATHON ON MONTEREY BAY
 P.O. BOX 222620
 CARMEL, CA 93922-2620

or fax to 831.625.2119

EXPO MARKETING OPPORTUNITIES

- ✓ An opportunity to maintain maximum exposure to an anticipated 10,000 participants in our Half Marathon, 5K and 3K races.
- ✓ Factor in families, volunteers and the general public, and the number of people passing through the Expo will exceed 22,000.
- ✓ 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, insuring exposure to all athletes.
- ✓ Promote your message or product through our new "Virtual Goody Bag" program. Receive a full month of promotion via dedicated emails and weblinks to 10,000 race participants and other viewers.

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 MARSHALL!**
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. A City of Monterey temporary business license may 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.
18. Exhibitor must follow recycling guidelines provided by onsite management.

