



HEALTH & FITNESS EXPO



Produced by
US ROAD SPORTS & ENTERTAINMENT GROUP

Georgia World Congress Center
March 16-17, 2012

HEALTH & FITNESS EXPO

The Publix Georgia Marathon & Half Marathon

Health & Fitness Expo

Georgia World Congress Center - Exhibit Hall A – March 16-17, 2012

The Publix Georgia Marathon & Half Marathon Health & Fitness Expo promises to provide the best opportunity to promote and market your company's products and services in the greater Atlanta area. The expo is held in conjunction with the 6th Annual Publix Georgia Marathon and Half Marathon. More than 30,000 runners, walkers, friends and family are coming to this 2-day expo to see, sample, and shop for your products. Whether you're selling shoes, vitamins, vacations, orthopedics, or all things health and fitness related, this audience is here to shop for new merchandise and last minute buys before they run their race.

The Publix Georgia Marathon and Half Marathon Expo will take place on March 16 and 17, 2012 in Exhibit Hall A of the Georgia World Congress Center. The Expo will serve as the pick-up location for Race numbers, t-shirts and Goodie Bags for all participants. Participants must visit the Expo to pick up their bib numbers, as there is no Race Day pickup. The Expo is free and open to the public. Plan now to be involved and catch all the excitement of the Publix Georgia Marathon and Half Marathon Health and Fitness Expo.



SHOW DATES

Friday and Saturday, March 16-17, 2012

EXPO HOURS

Set-up: Thursday: 2 PM. to 6 PM.*

Friday: 8 AM to 11:30 AM

*A limited number of earlier setup times are available upon request.

SHOW HOURS:

Friday: Noon to 7 PM

Saturday: 10 AM to 6 PM

Tear Down: All exhibitors must have their booths dismantled and removed from the hall by 11:59 p.m. Saturday.

EXHIBIT HALL

Georgia World Congress Center
285 Andrew Young International Blvd, NW
Atlanta, GA 30313

BOOTH PRICES**

Pay by Check

10'x10' Booth:.....	\$1,325
10'x10' Corner Booth:.....	\$1,525
10'x20' Booth:.....	\$2,300
10'x20' Double Corner:.....	\$2,825
20'x20' Booth:.....	\$5,000
20'x30' Booth:.....	\$6,400

Booth price includes:

Pay-By-Check prices include a small service fee. Credit Card payments are online only. Booths are 10'x10'. Refer to the Expo Floor Plan for details
Booth package includes a 6' draped table, 2 chairs and a wastebasket
7"x 44" booth ID sign
Any additional equipment or utilities must be arranged at exhibitor's cost

GOODIE BAG PRICE

16,000 Inserts:.....\$1,000
(Shipping deadline Feb. 17, 2012)

INFORMATION

For any additional information call Jim Furuya at (317) 201-9511. You may also contact him at jfuruya@usroadsports.com

PAYMENT

A non-refundable deposit of 50% of the total booth fee reserves each booth. Final payment is due March 1, 2012.

CANCELLATION

An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by US Road Sports.

**Additional booth configurations are available upon request.

2010 DEMOGRAPHICS

- 18,000+ Race Weekend Participants
- 53% Female and 47% Male
- 83% Between the ages of 20 and 49
- 66% with an annual Household income over \$75,000
- 57% are married
- 84% completed a minimum of 4 years of college
- 54 countries are represented

Additional Fees

The Georgia World Congress Center requires the use of Union Labor for freight handling, exhibit setup and dismantling (for custom displays requiring an outside company to install). Exhibitors may hand carry items to your booth. Hand trucks and forklift time are available through the show decorator for an additional fee.



Publix.



APPLICATION

APPLICATION FOR THE PUBLIX GEORGIA MARATHON AND HALF MARATHON HEALTH & FITNESS EXPO AND GOODIE BAGS

We, the undersigned, submit our application for participation in the Publix Georgia Health & Fitness Expo and/or Goodie Bags), subject to the Rules and Regulations governing the event and its production, as detailed in this expo brochure. We agree to adhere to all show Rules and Regulations, including complying with the provisions of liability. As we understand, Expo Exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the Publix Georgia Marathon name or logo is strictly forbidden without the express written consent of US Road Sports and Entertainment of Georgia, LLC (USRSG). Enclosed is our check for the booth(s) space indicated and by the deadlines specified. ACCEPTANCE: This application becomes a binding contract when accepted by USRS. Upon receipt, booth assignment will be confirmed. An exhibitor kit and any additional instructions will be forwarded to your attention. Please return the signed application and payment via mail, email or fax.

Authorized Signature: _____ Date: _____

PLEASE PRINT OR TYPE

Company: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Ext. _____ Fax: _____

Email: _____

Contact: _____

Publix Georgia Marathon & Half Marathon Health and Fitness Expo
Products and/or Services to be exhibited: _____

Booth Preference: #1 _____ #2 _____ #3 _____

Note: Booth assignments will be confirmed with receipt of 50% payment.

Number of 10x10 booths: _____

Booth Sign to Read: _____

Booth Subtotal: _____

Publix Georgia Marathon Goodie Bags – Certain restrictions apply. Please call Jim Furuya @317-201-9511 for details.

Item(s) to be bag stuffed: _____

Number of inserts: _____ x \$1,000 = \$ _____

Please mail, email or fax the signed application to:

Publix Georgia Marathon & Half Marathon Health and Fitness Expo
5246 Norwaldo Ave.
Indianapolis, IN 46220

If paying by check, please make payable to: US Road Sports and Entertainment of Georgia
Fax: 317-245-2445
jfuruya@usroadsports.com

Please use this form only if you are paying by check. If paying by check, booth location reservations are not guaranteed until this form has been received and 50% non-refundable payment has been made.



RULES & REGULATIONS

1. US Road Sports & Entertainment reserves the right to final exhibitor approval or to reject or restrict any exhibit or exhibitor.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor may purchase more than one booth.
4. Exhibitor agrees to be open and staffed during all show hours.
5. Exhibitor agrees not to sublet exhibit space.
6. All materials and displays must be arranged in such a manner so as not to disturb the aisles or exhibits in adjacent exhibits, either physically or visually. Exhibitor agrees not to make undue noise, odor, or obstruct sales, use bright or hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by US Road Sports.
7. Literature and/or other promotional material cannot be handed out or left for display, or otherwise distributed in any area other than the booth space at any time without the express written permission from US Road Sports. Plans for specifically built displays must be submitted to US Road Sports for approval before the Expo opens.
8. Exhibit structures should be made of fireproof/flame retardant or treated materials not given to flammability. No flammable decorations or other materials of flammable nature (e.g. helium) maybe used. Use of materials must conform to the (city) Fire Department Regulations. Proof of such flame retardant treatment must be present at each booth, as required, during the exhibition.
9. Exhibitor may sell pre-packaged food items intended for off-premise consumption only. All other food items, including sampling, requires the approval of US Road Sports. Levy Restaurant is the official catering company of the Georgia Dome and World Congress Center, so certain sampling restrictions apply. Exhibitors wanting to sample food items are required to complete a Levy sampling request form. Free samples are limited to "bite sized" portions served in 6 oz. containers and 5 oz. of beverage. Any Exhibitor giving away packaged food or beverage products will be fully responsible for any and all liabilities that may result from consumption of their products.
10. Exhibitor will allow US Road Sports to use any photographs or video of the exhibit (and people) for its own purpose.
11. Exhibits are limited to 10' in height (including pop-up tents, banners and any poles or standards). Any exhibit exceeding 10' in height must have written permission from US Road Sports & Entertainment.
12. All Exhibitors must comply with the requirements, laws and regulations of the State of Georgia, Fulton County, the City of Atlanta Fire Department or other relevant authority, and all Exhibitors are deemed as having notice of such requirements and regulations bound thereby. All Exhibitors, whose businesses are based outside of Georgia, conducting sales must report sales tax.
13. Each Exhibitor shall indemnify US Road Sports against any claim that maybe made upon them in respect to any alleged infringement of any copyright or patent by another Exhibitor during the period of its occupancy of any allotted space.
14. Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide US Road Sports with proof of general liability insurance of at least \$1 million per occurrence and in the aggregate, auto insurance of at least \$1 million per occurrence and in the aggregate and workers' compensation insurance of at least \$500,000.00. US Road Sports reserves the right to require additional amounts of insurance depending on Exhibitor's booth size and type of activity taking place at the Exhibitor's booth. Prior to occupancy, Exhibitor shall provide such proof of insurance and a certificate of insurance listing US Road Sports & Entertainment as additional insured on the general liability and auto policies.
15. Exhibitor agrees that US Road Sports may change space assignments.
16. Exhibitor agrees that all belongings shall be removed from the Expo Hall by midnight, March 17, 2012. Any items left will be removed and stored at the exhibitor's expense.
17. Selling is allowed. Products should be sold at a reasonable retail cost.
18. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against US Road Sports and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out. Exhibitor shall be liable for all damages which they may cause to the building or otherwise in connection with their exhibit.
19. Exhibitor agrees that in the case of war, fire, strike, government regulation, public enemy or other cause, the event or any part thereof may be prevented from being held. In that case, the management, in its sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
20. Exhibitor agrees to assume all responsibility for loss, theft, or destruction of goods or for personal injuries to himself, his employees, agents, representatives or visitors. He/she will hold harmless the US Road Sports & Entertainment of Georgia, LLC, Publix Georgia Marathon and Half Marathon, US Road Sports & Entertainment Group, LP, US Road Sports & Entertainment of Florida, LLC, US Road Sports & Entertainment Group of Chicago, LLC, US Road Sports 13.1, Fit Nation Foundation, HL Racing Management LLC, Vision Event Management LLC, EventFuel LLC, and each of their respective subsidiaries, affiliates and lenders; Georgia World Congress Center Authority, all sponsors, agents, vendors and contractors and volunteers for the Event; and officers, directors, employees, representatives, affiliates, agents, successors and assigns of each of the foregoing from any and all liability in connection with any and all of the above.
21. US Road Sports & Entertainment (US Road Sports) as owner and operator of the Publix Georgia Marathon reserves the right to the use of the Publix Georgia Marathon name, trademarks, logos and copyrighted materials. No use of the name Publix Georgia Marathon, US Road Sports and/or any of their logos, trademarks or copyrights for any commercial purpose or any merchandise for sale or giveaway is authorized without the express written permission from US Road Sports.
22. Should any question arise whether provided for in these Rules and Regulations or not, the decisions of US Road Sports shall be final and binding on each and every Exhibitor.