



Health & Fitness Expo

PRESENTED BY

The Miami Herald  el Nuevo Herald



Produced by
US ROAD SPORTS &
ENTERTAINMENT GROUP

Miami Beach Convention Center
January 27-28, 2012

HEALTH & FITNESS EXPO

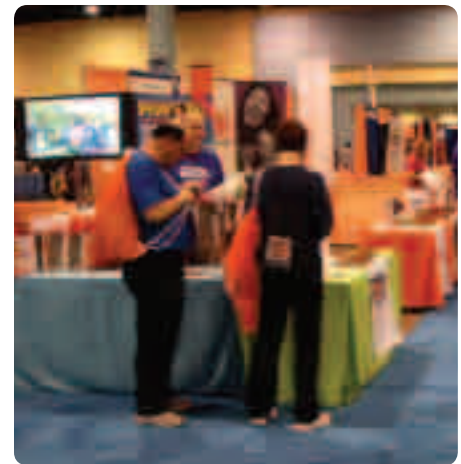


The Nissan Health & Fitness Expo presented by The Miami Herald & El Nuevo Herald

Miami Beach Convention Center – January 27-28, 2012

The Nissan Health & Fitness Expo presented by The Miami Herald & El Nuevo Herald promises to provide the best opportunity to promote and market your company's products and services in the greater Miami area. The expo is held in conjunction with the ING Miami Marathon and Half Marathon® with an expected 30,000 runners and walkers with friends and family coming to this 2-day expo.

The Nissan Health & Fitness Expo presented by The Miami Herald & El Nuevo Herald will take place on January 27 and 28, 2012 at the Miami Beach Convention 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 pickup 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 Nissan Health & Fitness Expo presented by The Miami Herald & El Nuevo Herald.



SHOW DATES

Friday and Saturday, January 27-28, 2012

EXPO HOURS

Set-up: Thursday: 1:30 PM to 7 PM*

Friday: 7 AM to 11:30 AM

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

SHOW HOURS:

Friday: 12:00 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 PM Saturday.

EXHIBIT HALL

Miami Beach Convention Center Hall C
1901 Convention Center Dr.
Miami Beach, FL 33139

BOOTH PRICES**

10'x10' Booth:.....\$1,375

10'x10' Corner Booth:.....\$1,625

10'x20' Booth:.....\$2,550

10'x20' Double Corner:.....\$3,025

20'x20' Booth:.....\$5,100

20'x30' Booth:.....\$7,525

**Additional booth configurations are available upon request. Pay by-check prices include a small service fee.

Booth price includes:

Booths are 10'x10'. Refer to the Expo Hall Floor Plan for details
Booth package includes a 6' draped table, 2 chairs and a wastebasket
7"x 44" booth ID sign
Complementary Race Entry¹
Any additional equipment or utilities must be arranged at exhibitor's cost

GOODIE BAG PRICE

24,000 inserts:.....\$1,500
(Shipping deadline Dec. 9, 2011)

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 25% of the total booth fee reserves each booth. Final payment is due January 6, 2012.

CANCELLATION

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

2011 DEMOGRAPHICS

- 21,000+ Race Weekend Participants
- 49% Female and 51% 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
- 57 countries are represented

Additional Fees

The Miami Beach Convention Center requires the use of Union Labor for freight handling. Exhibit setup and dismantling that is not done by company representatives must use Union Labor.

¹To use the complementary race entry, exhibitors must request by January 2, 2012.



APPLICATION



APPLICATION FOR THE NISSAN HEALTH & FITNESS EXPO PRESENTED BY THE MIAMI HERALD & EL NUEVO HERALD GOODIE BAGS

We, the undersigned, submit our application for participation in the ING MIAMI MARATHON® (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 ING Miami Marathon® name or logo is strictly forbidden without the express written consent of US Road Sports and Entertainment of Florida, LLC (USRSF). 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 USRSF. 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: _____

NISSAN HEALTH & FITNESS EXPO Presented by THE MIAMI HERALD and EL NUEVO HERALD
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: _____

ING Miami 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:

Nissan Health & Fitness Expo presented by The Miami Herald & El Nuevo Herald
5246 Norwaldo Ave.
Indianapolis, IN 46220

If paying by check, please make payable to: US Road Sports and Entertainment of Florida
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 25% non-refundable payment has been made.

If you wish to pay by credit card, please go to www.INGMiamiMarathon.com/ExhibitorInfo and register online. For multiple booths, please contact Jim Furuya prior to registering online to receive the multiple booth discount codes. On-line discounts are not applicable to pay by check prices



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. 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.
10. 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. Centerplate is the official catering company of the Miami Beach Convention Center, so certain sampling restrictions apply. Exhibitors wanting to sample food items are required to complete a Centerplate sampling request form. Free samples are limited to 2 oz. portions served in 5 oz. portion cups for food and 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.
11. Exhibitor will allow US Road Sports to use any photographs or video of the exhibit (and people) for its own purpose.
12. All Exhibitors must comply with the requirements, laws and regulations of the State of Florida, Miami Dade County, the Miami Beach 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 Florida, 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. Certificate Holder: US Road Sports & Entertainment of Florida LLC, 5800 Spectrum Dr., Ste 609E, Addison, TX 75001 - jfuruya@usroadsports.com. 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, January 28, 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 ING Miami Marathon® and its related events, US Road Sports and Entertainment of Florida, LLC, Fit Nation Foundation, Event Fuel LLC, Miami Beach Convention Center, their officers, shareholders, employees and/or representatives 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 ING Miami Marathon® reserves the right to the use of the ING Miami Marathon® name, trademarks, logos and copyrighted materials. No use of the name ING Miami 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

