



## Summerfest Rock 'n Sole Run Health & Fitness Expo

Italian Conference Center  
Italian Community Center  
Milwaukee, WI  
June 21-22, 2012

The Summerfest Rock 'n Sole Run Health & Fitness Expo promises to provide an exceptional opportunity to promote and market your company's products and services this summer in the Milwaukee area. The expo is held in conjunction with the annual Rock 'n Sole Run presented by BMO Harris with an expected 6,000 participants. Participants will enjoy the beauty of Milwaukee from and the wonderful views of Lake Michigan.

The Expo will take place on June 21-22, 2012 in the Italian Conference Center at the Italian Community Center. The Italian Community Center offers plenty of free parking for participants and vendors. The Expo will serve as the pick-up location for Race numbers, t-shirts and Goodie Bags for the participants. Plan now to be involved and catch all the excitement of the Rock 'n Sole Run and the Expo!

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### SHOW DATE

Thursday, June 21, 2012  
Friday, June 22, 2012

### EXPO HOURS

Set-up: Thursday: 10 a.m. to 3:30 p.m.  
\*A limited number of earlier setup times are available upon request.

Show Hours: Thursday: 4 p.m. to 8 p.m.  
Friday: 11 a.m. to 9 p.m.

Tear Down: All exhibitors must have their booths dismantled and removed from the hall by 11:30 p.m. Friday.

### EXHIBIT HALL

Italian Conference Center  
Italian Community Center  
631 E. Chicago Street  
Milwaukee, WI 53202

### BOOTH PRICES

8'x10' Booth:.....\$650  
Additional booth configurations are available upon request.

### Booth price includes:

- Booths are 8'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, decor or utilities must be arranged at exhibitor's cost

### GOODIE BAG PRICE

5,500 Inserts:.....\$500  
All items must be pre-approved by event organizers.  
Shipping deadlines and address will be provided upon registration

### INFORMATION

For any additional information call Jim Furuya at (317) 201-9511. You may also contact him at jim@eventfuel.net.

### PAYMENT

Payment in full must be received to guarantee your booth space location. Final day to receive payment is due June 8, 2012.

### CANCELLATION

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

**Rules and Regulations**

1. Exhibitor agrees that the event organizer reserves the right to reject or restrict any exhibit.
2. Exhibitor agrees that no refunds will be made to an exhibitor who fails to occupy space.
3. Exhibitor agrees that the event organizer may change space assignments.
4. Exhibitor agrees not to make undue noise or odor, use hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the event organizers.
5. Exhibitor may purchase more than one booth.
6. Exhibitor agrees to be open and staffed during all show tours.
7. Exhibitor agrees not to sublet exhibit space.
8. Exhibitor agrees that all belongings shall be removed from the Expo by 11:30 p.m., June 22, 2012. Any items left will be removed by the event organizers and stored at the exhibitor's expense.
9. Selling is allowed. Products should be sold at a reasonable retail cost.
10. Exhibitor may sell pre-packaged food items, which are intended for off-premise consumption only. All other food items, including sampling, need the approval of the event organizers.
11. Exhibitor agrees to conform to Milwaukee Fire Department, Milwaukee Health Department, and Italian Community Center (ICC) rules and regulations, including the rules on food product sampling. Contact Jim Furuya for a complete set of rules.
12. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against the event organizers 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.
13. 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 event organizers, at their sole discretion, shall refund to the applicant, his/her proportionate share of unused funds.
14. 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 Summerfest Foundation, Inc., Vision Event Management LLC, Event Fuel LLC, and the Italian Community Center, and the respective officers, Board of Directors, shareholders, employees and/or representatives, and volunteers of the above mentioned companies from any and all liability in connection with any and all of the above.
15. The event organizers reserve the right to final exhibitor approval.
16. Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide Summerfest Foundation, Inc. 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. The event organizers reserve 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 Summerfest Foundation, Inc. as additional insured on the general liability and auto policies.

The certificate holder name:

Summerfest Foundation, Inc.  
Atten: Gaye Littell  
200 N. Harbor Dr.  
Milwaukee, WI 53202  
fax: 414-270-6708 or email: glittell@Summerfest.com

2012 Summerfest Rock 'n Sole Health & Fitness Expo Registration

**Application for the Summerfest Rock 'n Sole Run Expo and Goodie Bags**

We, the undersigned, submit our application for participation in the Summerfest Rock 'n Sole Run (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, exhibitors are welcome to display, giveaway or sell products. Selling of any merchandise or item containing the Summerfest Rock 'n Sole Run name or logo is strictly forbidden without the express written consent of the Summerfest Foundation. 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 event organizer. 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: \_\_\_\_\_

Booth Sign to Read (if different from Company Name): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

**EXPO & PACKET PICKUP**

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: \_\_\_\_\_

**6,000 Goodie Bags** – Certain restrictions apply. Please call Jim Furuya @317-201-9511 for details.

Item(s) to be bag stuffed: \_\_\_\_\_

Number of inserts: \_\_\_\_\_ x \$500 = \$ \_\_\_\_\_

**Please mail, email or fax the signed application to:**

**Summerfest Rock 'n Sole Run and Expo**  
5246 Norwaldo Ave.  
Indianapolis, IN 46220  
**If paying by check, please make payable to: Summerfest Foundation, Inc.**  
Fax: 317-245-2445  
jim@eventfuel.net

**If you want to pay by credit card, please complete the Credit Card Authorization form and fax to the number listed.**

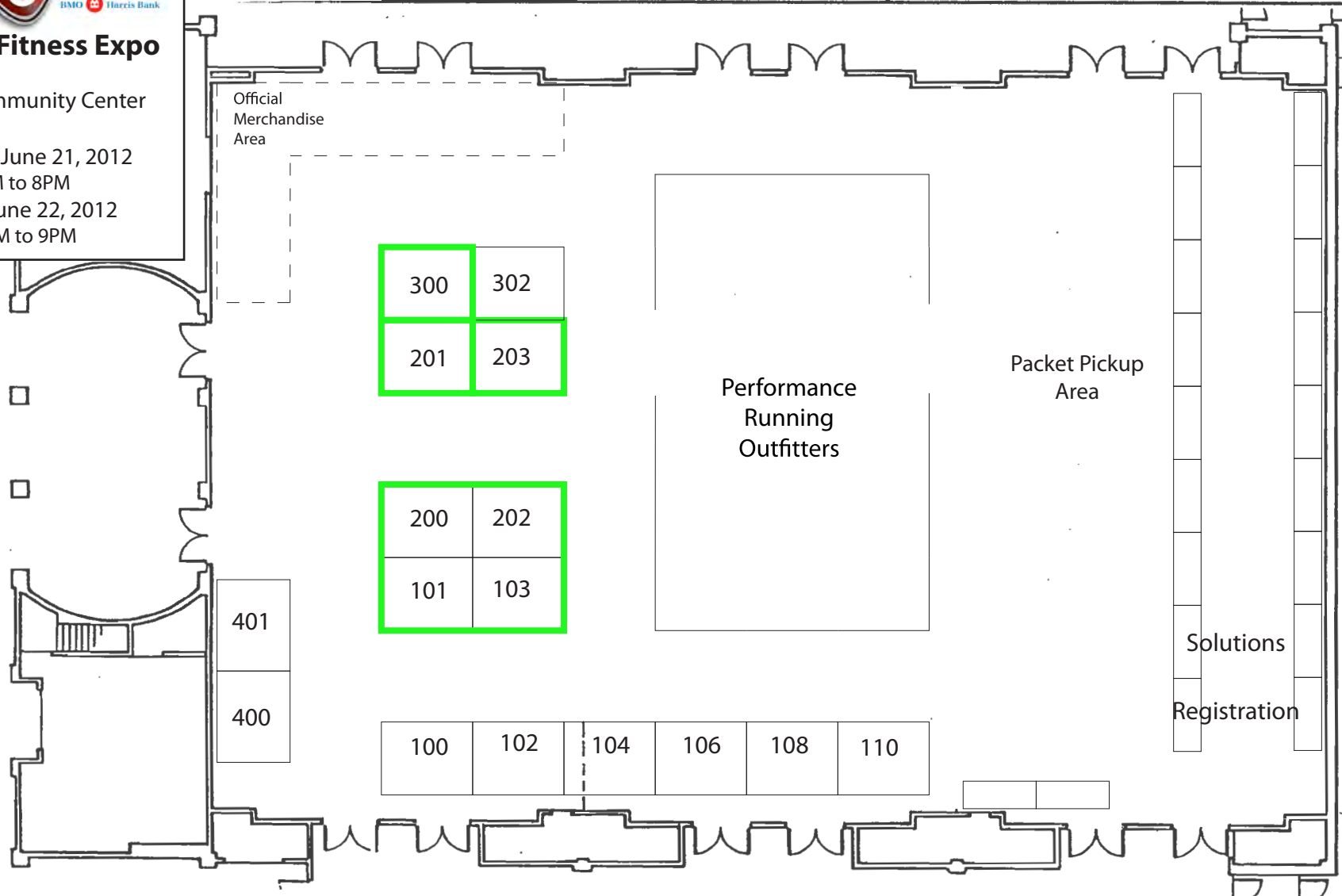




# Health & Fitness Expo

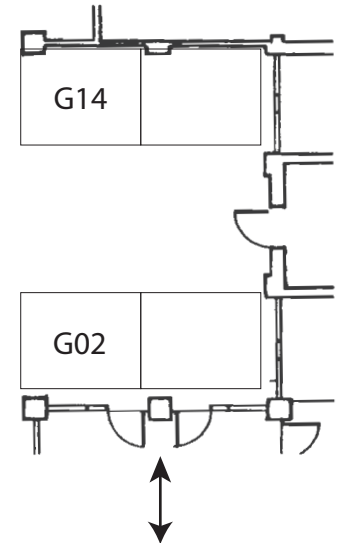
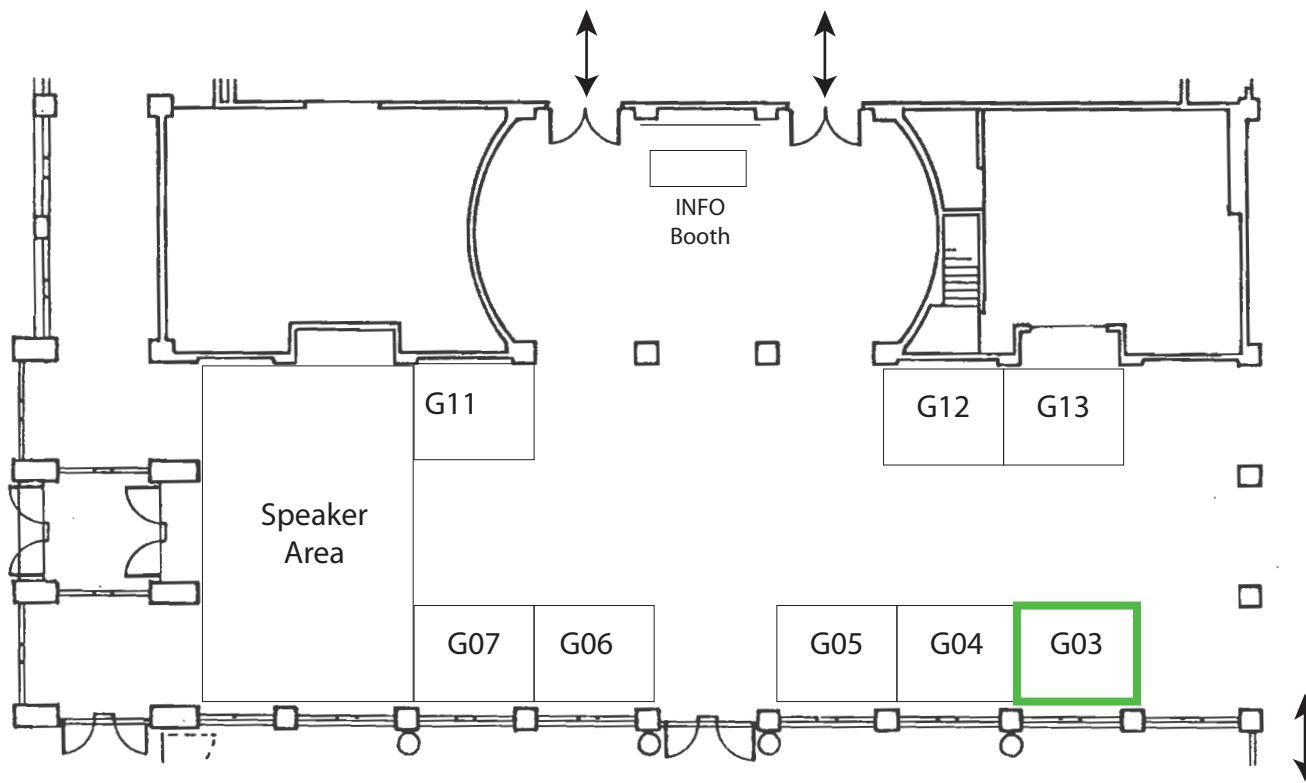
Italian Community Center

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4PM to 8PM  
Friday, June 22, 2012  
11AM to 9PM





Health & Fitness Expo Layout  
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