

Expo Exhibiting

Be a part of the inaugural **Bike Expo New York** presented by Eastern Mountain Sports May 3, 4, and 5, 2012

Projected to be the **most attended consumer bike expo in the nation**, Bike New York is launching the inaugural Bike Expo New York (BE NY) presented by Eastern Mountain Sports May 3, 4, and 5.

With mandatory, on-site Five Boro Bike Tour packet pick up, the Bike Expo New York guarantees a minimum of 32,000 visitors, making this three day event the perfect opportunity to showcase your company.

The expo will provide a perfect opportunity for residents and visitors to take an unprecedented look at urban cycling against the backdrop of New York City, meeting the demand from both retailers and consumers for a major bike expo on the East Coast. This event is free, open to the public, and will take place on the days leading up to the 2012 TD Five Boro Bike Tour.

Live performances, hands-on programming, and free admission are anticipated to draw large crowds. Boost your business and support bicycling in New York City and beyond!

Where:

Brand New - Basketball City
Pier 36
New York, NY

When:

Thursday, May 3: 12 p.m. to 9 p.m.
Friday, May 4: 10 a.m. to 8 p.m.
Saturday, May 5: 10 a.m. to 8 p.m.

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



A minimum of 32,000 enthusiastic cyclists will attend Bike Expo New York

- 50% are ages 26-45
- 61% are male, 39% are female
- 77% are from the Tri-state area (NY, NJ, CT)
- 73% are regular cyclists
- 64% visit Facebook often
- 17% plan to purchase a new bicycle within a year, with 44% of those planning to spend at least \$1,500
- 35% plan to spend \$500 or more on cycling equipment and related merchandise this year
- 56% are married, 30% have a child at home
- 84% have a college degree
- 70% work in professional/managerial jobs
- 46% travel by plane four or more times per year
- 80% belong to a gym or participate in other fitness activities

*figures based on 2011 TD Five Boro Bike Tour rider survey

In 2012, New York City will launch its bike share system. On top of continuing improvements to the city's bicycle network, this is sure to be a big year for bicycling in the city and we want to celebrate these accomplishments. In addition, cities up and down the East Coast have seen an increased interest in urban cycling. Despite expo popularity in western cities such as Denver, San Francisco and Seattle, there has been no event to scale on the East Coast.



Expo Exhibiting

Largest Bike Expo in the Nation

With mandatory, on-site Five Boro Bike Tour packet pick up, Bike New York is projecting the inaugural Bike Expo New York will be the **most attended consumer bike expo in the nation.**

Secure an exhibit space before it's too late.

Below is the pricing structure for Bike Expo New York

To view exhibit space size and reserve a space, visit <https://boothboss.com/floorplan/index.php?showID=279> and submit the online Bike Expo New York order form.

Booth Level	Rate
8' x 8'	\$1,500
8' x 8' Prime	\$1,700
10' x 10'	\$2,000
10' x 10' Corner	\$2,500
10' x 15'	\$2,950
10' x 15' Corner	\$3,450
10' x 20'	\$3,900
10' x 20' Corner	\$4,400
15' x 20'	\$4,850
15' x 20' End Cap	\$5,300
20' x 20'	\$7,100

* Additional booth configurations are available upon request

** Additional credit card and check processing fees apply

Booth package includes:

- 8' draped table, 2 chairs and a wastebasket
- Booth ID sign
- Any additional equipment or utilities must be arranged at exhibitor's cost.
- Booths are NOT carpeted.

Reserve by: April 6, 2012

Contact: For additional information contact Jim Furuya at (317) 201-9511 or exposales@BikeNewYork.org.

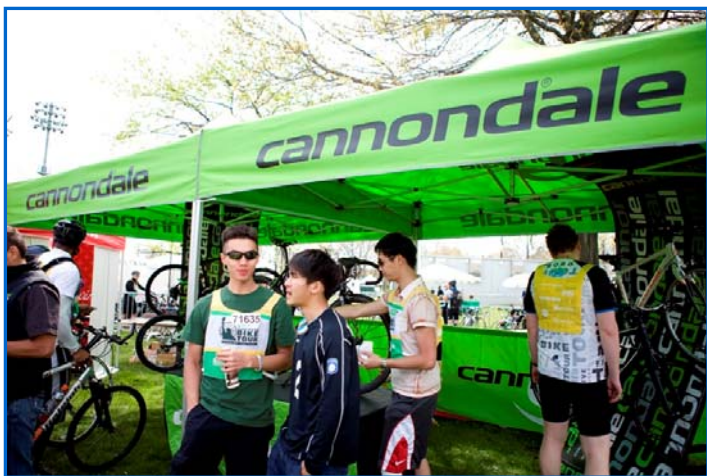
Payment: A non-refundable deposit of 50% of the total booth fee reserves each booth. Final payment is due April 18, 2012.

Cancellation: An exhibitor will not be at liberty to cancel or withdraw their application once it has been confirmed by Bike New York, Inc.



Festival Exhibiting

Exhibit at the 2012 TD Five Boro Bike Tour Festival



32,000 enthusiastic cyclists attend the Festival!

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- 77% are from the Tri-state area (NY, NJ, CT)
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*figures based on 2011 TD Five Boro Bike Tour rider survey

Reach 32,000 cyclists and support America's largest cycling event!

The TD Five Boro Bike Tour attracts 32,000 cyclists to New York City each spring for an unforgettable 42-mile ride through traffic-free streets. Cyclists from the Northeast and beyond know that there's no better way to see New York!

At the Tour-ending Festival, cyclists celebrate the end of a great ride while enjoying music, food, sponsor exhibits, and merchandise sales. Tap into this excitement as an exhibitor or sponsor and interact with thousands of riders.

Exhibitors receive promotional benefits as well as space at the Festival!

- Listing in Official Program (circ. 34,000) for exhibitors who reserve by January 21, 2012
- Listing on event website
- Inclusion on Festival PA audio loop
- Inclusion on Festival site maps



Festival Exhibiting

Secure your place at the 2012 TD Five Boro Bike Tour Festival

Below is the pricing structure for the Official Event Program.

To reserve a festival space, visit

<https://www.registrationboss.com/accounts/login/?next=/2012-td-five-boro-bike-tour/orders>

and submit the online Festival Exhibiting order form.



Space Available & Costs

Festival Exhibit Size	Cost
10' x 10'	\$2,875
10' x 20'	\$4,025
10' x 30'	\$5,175
20' x 20'	\$5,175

Other sizes may be available upon request. Bike New York provides tables and chairs and can provide services such as tent rental and electricity at cost.

Exhibitor Activities Permitted

- Sales*
- Product sampling*
- List collection/name gathering*
- Promotional literature distribution
- Memorabilia distribution
- Raffles
- **some restrictions apply*



Event Date: May 6, 2012

Exhibit Hours: 11:00 a.m. – 5:00 p.m.

Festival Location: Fort Wadsworth, Staten Island

Pricing: Please see chart on the left for pricing information.

Reserve by: April 6, 2012

Payment: A non-refundable deposit of 50% of the total festival exhibit fee reserves the exhibit space and size. Final payment is due April 18, 2012.

Contact:

Jim Furuya
Expo and Festival Sales
(317) 201-9511
exposales@BikeNewYork.org

Bike New York is a 501 (c) (3) non-profit whose mission is to promote and encourage bicycling and bicycle safety through education, public events, and collaboration with community and government organizations.



Application for Exhibit Space Bike Expo New York

We, the undersigned, submit our application for participation in the Bike Expo New York (Expo & Packet Pickup and/or other related marketing opportunities), 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, so long as it is in accordance to show Rules and Regulations. Selling of any merchandise or item containing the TD Five Boro Bike Tour name or logo is strictly forbidden without the express written consent of Bike New York, Inc. 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 Bike New York, Inc. 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.

Bike Expo New York – Booth size: _____ Cost: _____

Tour Finish Festival – Space size: _____ Cost: _____

Program – Advertisement Space size: _____ Cost: Ad Space Reservation Closed

TOTAL COST: _____

Please mail, email or fax the signed application to:

Bike Expo New York
5246 Norwaldo Ave.
Indianapolis, IN 46220
Fax: 317-245-2445
exposales@BikeNewYork.org

If paying by check, please make payable to: Bike New York, Inc.

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. If you require an invoice, please complete and submit this application.

If you wish to pay by credit card, please go to <https://boothboss.com/floorplan/index.php?showID=279> and register online. For multiple booths, please contact Jim Furuya prior to registering online to receive the multiple booth discount codes.

Online discounts are not applicable to pay by check prices.



Application for Exhibit Space

Bike Expo New York

Rules & Regulations

The following are the terms and conditions for the Bike Expo New York (the "Bike Expo") – Exhibitor agreement.

1. Payment

A non-refundable deposit of 50% of the total booth fee must be paid by April 6, 2012 to reserve a booth. All booths must be paid in full by April 18, 2011 unless otherwise agreed to in writing between an Exhibitor and Bike New York.

2. Hours and Set Up

Exhibitor agrees to be open and staffed during the Bike Expo show hours and must be fully set up prior to show opening time. Final show schedule will be distributed to Exhibitors at a later date.

3. Load-In Policy

Exhibitors must load-in during Exhibitor's specific time slot designated by show management. Exhibitors may hand carry items into the exhibit hall through standard event entrance from any non-commercial vehicle. Any materials that must touch the ground to enter the premises, or require the use of handtruck or forklift assistance must be arranged for pre-event shipping or on-site delivery with show management. Failure to adhere to these policies during setup may result in delay of access to booth or incurred penalties.

4. Load-Out Policy

All Exhibitors shall dismantle the booths immediately following the close of the exhibition. Any items not removed by 11:59 PM, May 5, 2012 will be removed by show management and stored at Exhibitor's expense.

5. Booth Installation and Removal

Work done in connection with exhibit installation and removal must be conducted by credentialed employees of the Exhibitor.

Setup/dismantle labor, carpenters, painters, electricians, plumbers and other skilled labor as well as common labor and porters can be arranged by show management at established rates listed in the Exhibitor Manual. Arrangements must be made in advance with show management.

- a. All security, cleaning, and catering services must be contracted through show management, as detailed in the Exhibitor Manual. No outside contracted services will be allowed into the venue without prior written consent from show management.
- b. The installation of all utilities must be ordered and coordinated through show management.
- c. All flooring, rental furniture, and other abnormal infrastructure not ordered through the show management must be approved prior to load-in.

6. Permit, New York Regulations, and Sales Tax

Each Exhibitor shall obtain any necessary government permits. All Exhibitors must comply with the requirements, laws and regulations of the State of New York, the City of New York City and/or other relevant authority, and all Exhibitors are deemed as having notice of such requirements and regulations bound thereby. All Exhibitors conducting sales must collect and report both city and state sales taxes to the extent required by applicable law.

7. Subletting Policy

Each Exhibitor agrees not to sublet, assign, or permit any other person to use or share the exhibit space allotted to such Exhibitor without prior written permission from show management.

8. Displays

Exhibitor agrees displays will not visually or physically disturb aisles or adjacent Exhibitors. No display piece shall extend more than 9 feet from ground level without prior consent from show management. All elements must be within the physical cubic footprint of the leased space. Ceiling rigging privileges may be coordinated with show management at an additional expense to the Exhibitor.

9. Exhibit Structure and Hazardous Substances

Exhibit structures shall 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) may be used. Use of materials must conform to the New York City Fire Department regulations. Proof of such flame retardant treatment must be present at each booth, as required, during the exhibition. No open flames, burners, or open heating elements may be used in the booth. Each Exhibitor shall not at any time bring into the exhibit hall or keep in or within the vicinity of its allotted booth space any inflammable, combustible, explosive or otherwise hazardous or dangerous fluid, chemical, substance or material.

Application for Exhibit Space

Bike Expo New York

Rules & Regulations (cont.)

10. Booth Space Maintenance and Supervision

Each Exhibitor shall maintain its assigned booth space in a clean and tidy condition at all times and shall not permit in its allotted booth space anything which may be or become a nuisance, annoyance, or inconvenience to Bike New York or any other Exhibitors, or any act which shall be or may be unlawful. Each Exhibitor shall ensure that its allotted booth space is adequately manned during the periods when the Bike Expo is open to the public. Each Exhibitor shall be entirely responsible for its employees and staff (including their conduct and actions).

11. Distributing Materials

The Exhibitor will not hand out materials outside of their assigned booth space or in the aisles without prior approval from show management.

12. Food Sampling

Food sampling requires the approval of show management, and must be requested with the appropriate application to be found in the exhibitor packet. Certain sampling restrictions may apply. 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.

13. Permission to Photograph/Video

Exhibitor shall allow Bike New York to use any photographs or video of the exhibit (and people) for its own purpose and provide Bike New York with releases from its employees.

14. Space Assignment

Exhibitor agrees that Bike New York may change space assignments at any time for any reason without notice.

15. Exhibitor's Obligations

Exhibitor agrees that no Exhibitor shall have authority to incur cost or liability for or against Bike New York and all its related events. Exhibitor shall pay all costs pertaining to moving in and moving out of the exhibit hall. Exhibitor shall be liable for all damages which they may cause to its assigned booth space, the exhibit hall, the building or otherwise in connection with their exhibit.

16. Insurance

Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide Bike New York with proof of general liability insurance of at least \$1,000,000.00 per occurrence and \$5,000,000.00 in the aggregate, auto insurance of at least \$1,000,000.00 per occurrence and in the aggregate and workers' compensation insurance of at least \$500,000.00. Bike New York 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. Exhibitors are required to provide a certificate of insurance (the "Certificate of Insurance") reasonably satisfactory to Bike New York listing "Bike New York, Inc." and its officers, employees and agents as an additional insured as follows:

Bike New York, Inc.
475 Riverside Drive – 13th Floor
New York, NY 10115

Exhibitors shall send such Certificates of Insurance by mail or by email to:

BY MAIL:
Expo Sales
c/o Bike New York
475 Riverside Drive, Suite 1300
New York, NY 10115
BY EMAIL: exposales@bikenyork.org

Each Exhibitor shall provide to Bike New York, and Bike New York shall receive from each Exhibitor, at Bike New York's address and/or email address listed above such Certificate of Insurance at least 10 days prior to the commencement of the Bike Expo unless otherwise agreed to in writing between the Exhibitor and Bike New York. If an Exhibitor fails to provide Bike New York with the Certificate of Insurance within the time frame set forth in the preceding sentence, Bike New York reserves the right to revoke such Exhibitor's registration and/or participation in the Bike Expo.



Application for Exhibit Space

Bike Expo New York

Rules & Regulations (cont.)

17. Indemnification

Each Exhibitor shall indemnify Bike New York and any of its officers, members, directors, owners, representatives, agents, employees and affiliates against any claim, demand, suit, loss, liability, damages, or cost of expense or any damage that may be made against it relating to, arising out of, or in any way connected with, any of Exhibitor's (or its agents', contractors', employees' or invitees') negligent acts or omissions, willful misconduct or breach of these Rules and Regulations or to any alleged infringement of any trademark, copyright or patent by another Exhibitor during (i) the load-in and load-out periods, (ii) the period in which the Exhibitor is installing or removing its allotted exhibit booth, and (iii) the period of such Exhibitor's occupancy of any allotted space during the Bike Expo.

18. Trademark

Bike New York, as owner and operator of Bike Expo New York, reserves the right to the use of the aforementioned names, trademarks, logos and copyrighted materials. No use of such names and/or any of Bike New York, Five Boro Bike Tour, or Expo logos, trademarks or copyrights for any commercial purpose or any merchandise for sale or giveaway is authorized without the express written permission from Bike New York, Inc.

19. Assumption of Risk

Exhibitor understands the nature of the event and ASSUMES ALL RISK associated with Exhibitor's participation in this event. By execution of this application, Exhibitor hereby releases, waives, discharges and covenants not to sue Bike New York, Inc., Basketball City New York, LLC, Eventage Event Production, Inc., EventFuel, LLC, and their officers, members, directors, owners, representatives, agents, employees, affiliates, sponsors, and any successors (collectively "Released Parties") from any and all claims or liability for personal injury or property damage Exhibitor may suffer while attending in this event other than arising from the willful misconduct of a Released Party. This release and waiver of rights includes, but is not limited to ANY AND ALL claims or liability without limitation, the sole or contributory negligence of any or all of the Released Parties, foreseen or unforeseen conditions on the premises of the event, and the conduct of any person in connection with, preparation of, or supervision for the course of Exhibitor's participation in this event. Exhibitor is also releasing any claim its family, guardian, representative and/or estate might wish to make by reason of injury or damage. Bike New York will hire security personnel in an attempt to secure materials kept in the exhibit hall when the show is not open to the public. Bike New York will not be liable for acts or omissions of security personnel. Exhibitor assumes all responsibility for loss, theft, or destruction of goods. Exhibitor is specifically releasing the Released Parties, individually and collectively, for their negligence in any form. In execution of this application, EXHIBITOR FULLY RECOGNIZES THAT IF EXHIBITOR IS HURT AND/OR PROPERTY IS DAMAGED WHILE ON THE EXPO PREMISES, EXHIBITOR WILL HAVE NO RIGHT TO MAKE A CLAIM OR FILE A LAWSUIT AGAINST THE RELEASED PARTIES EVEN IF THEY OR ANY OF THEM CAUSED EXHIBITOR'S INJURY OR DAMAGE BY THEIR NEGLIGENCE.

20. Right of Refusal

By execution of this application, Exhibitor agrees that Bike New York in its sole and absolute discretion can accept or deny this Application for Exhibitor Registration for any reason whatsoever. Exhibitor also agrees that Bike New York reserves the right to reject or restrict any exhibit that they determine is objectionable, in poor taste, illegal, or not in keeping with the quality or character of the Bike Expo. Further, Exhibitor agrees that Bike New York, in its sole and absolute discretion can revoke an Exhibitor's registration and/or participation at any time and for any reason, including but not limited to, undesirable behavior, abusive or offensive language, and/or distribution of unregistered or unlawful goods.

21. Force Majeure

Exhibitor agrees that in the case of war, acts of terrorism, fires, floods, acts of God, power or other utility failures, strikes, government regulation or restrictions, public enemy or other cause beyond the reasonable control of Bike New York, the Bike Expo or any part thereof may be prevented from being held. In that case, Bike New York, in its sole discretion, shall refund to the applicant Exhibitor, its proportionate share of unused funds.

22. Final Decisions

Should any question arise whether provided for in these Rules and Regulations or not, the decisions of Bike New York and show management shall be final and binding on each and every Exhibitor.