

DIVAS (WAHINE) HALF MARATHON®



HEALTH & FITNESS BOUTIQUE



MARCH 30-31, 2012

Health & Fitness Boutique

To become part of the 2012 Health & Fitness Boutique at the Wahine Half Marathon please complete and return your application no later than March 15, 2012. Space is however very limited and we reserve the right to accept only applications that meet our criteria. Booth space starts at a very affordable \$600 for an 8x8 so space will go fast!

Boutique Location:

ING Direct Cafe
 1958 Kalakaua Ave
 Honolulu, HI 96815

Boutique Hours:	Boutique Exhibitor Hours:
<ul style="list-style-type: none"> • Friday, March 30, 2012 -- 4:00 pm – 7:00 pm • Saturday, March 31, 2011 -- 10:00 am – 6:00 pm 	<ul style="list-style-type: none"> • Set-Up Friday, March 30 - 8:00 am – 4:00 pm • Teardown Saturday, March 31, 2011 -- 6:00pm - 11:59pm

Booth Prices:**

- 8'x8' Booth:.....\$600

**Booth space is VERY limited!

Booth price includes:

- Booths are 8' deep by 8' wide. Refer to the Expo Floor Plan for details.
- Booth package includes a 5' draped table, 2 chairs and a wastebasket
- Any additional equipment or utilities must be arranged at exhibitor's cost.

Reserve your Booth Today

To reserve your booth at the Divas Health & Fitness Boutique fill out the attached application and our Expo Director will reach out to you with booth placement information, payment information and all other information you will need for a successful show.

VIRTUAL GOODY BAG

Divas (Wahine) Half Marathon® at Honolulu



This year we've partnered with Virtual Race Bags to make our event 'GREEN!' We welcome you the opportunity to display a coupon or ad in our online race bag, which is shared with all of our race participants! The participants are able to choose how to engage your message by printing the offer or visiting your website. After the race, Virtual Race Bags will provide performance metrics showing total impressions and prints generated by our participants! Best of all, the entire experience is 'GREEN' so together we are reducing our waste!

NEXT STEPS:

1) **ARTWORK PREPARATION.** Here is a link to download the artwork specifications guide, which shows the proper way to create your offer artwork:

www.virtualracebags.box.net/shared/static/2gzh56m882.pdf

2) **ARTWORK SUBMISSION GUIDELINES.** All offer/coupon artwork must include these specs:

- RGB Color
- 7.5" wide x 5.5" height (72 dpi)
- JPEG format
- Your company name
- Website URL for the Offer

3) **SUBMIT ARTWORK.** Please email your artwork file to info@runlikeadiva.com and cc kkimura@usruns.com. PLEASE MAKE SURE THE SUBJECT LINE INCLUDES THE RACE NAME AND YOUR COMPANY NAME!

4) **DEADLINE.** Please submit your artwork file no later than **WEDNESDAY, MARCH 14, 2012.**

THANK YOU FOR YOUR PARTICIPATION AND SUPPORT!

Divas Half Marathon Health & Fitness Boutique Booth Registration Form

Please fill out this application for a booth at the 2012 Health & Fitness Boutique at the Divas Half Marathon in Honolulu For any questions; please email us at expo@usruns.com or jim@eventfuel.net.

All required information is indicated in the form. To speed your booth registration, please complete all required information.

Your booth reservation will not be final until we receive a 50% non-refundable deposit. Full payment for your booth is due on March 15, 2012.

Company Name:
Required

Contact Name:
Required

Title:

Address:
Required

City:
Required

State:
Required

Zip Code:
Required

Telephone Number:
Required

Fax Number:

Email address:
Required

Number of booths:

Virtual Race Bag Listing:

We are starting something new and cool this year! We've partnered with Virtual Race Bags to make our event 'GREEN'. You now have the opportunity to display a coupon or ad in our online race bag which is shared with all of our race participants. The participants are able to choose how to engage your message by printing the offer or visiting your website. Participants will see your offer and after the race Virtual Race Bags provides performance metrics showing total impressions and prints generated by those viewings. Best of all, the entire experience is 'GREEN' so together we are reducing our waste!

To take a quick tour of the Virtual Race Bag concept and to get acclimated with the system, please visit: www.virtualracebags.com/demo/standard-results

Product or service:

Please include description of any items to be sampled or given away at the booth or promoted in the Virtual Race Bag.

Will you sample food or beverage products from you booth:

- Yes

If you are paying by check, please make the check out to:

Continental Event & Sports Management Group
5246 Norwaldo Ave
Indianapolis, IN 46220

Rules and Regulations

I hereby accept the Rules and Regulations of the Health & Fitness Boutique.

Signature, Date

The following are the terms and conditions for the Divas Half Marathon Health & Fitness Boutique (the Expo) booth space rental agreement.

1. All booths must pre-paid prior to set-up.
2. Exhibitor agrees to be open and staffed during show hours and fully set up prior to show opening time.
3. All Exhibitors shall dismantle the booths immediately following the close of the exhibition. Any items not removed by midnight, March 31, 2012 will be removed by Continental Event and Sports Management Group and stored at Exhibitor's expense.
4. It is mutually agreed that it is the duty and responsibility of each Exhibitor to obtain any necessary government permits. All Exhibitors must comply with the requirements, laws and regulations of the State of Hawaii, the City of Honolulu 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 Hawaii, conducting sales must report sales tax.

5. Exhibitor agrees that no refunds will be made to any Exhibitor who fails to occupy their space or to any Exhibitor whose registration and/or participation has been revoked.

6. Exhibitor agrees not to sublet exhibit space.

7. Exhibitor agrees displays will not visually or physically disturb aisles or adjacent exhibitors.

8. The Exhibitor will not hand out materials outside of their assigned booth space or in the aisles.

9. 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.

10. Food sampling requires the approval of Continental Event and Sports. Certain sampling restrictions may apply. Cooking is not permitted on any carpeted area unless pre-approved by the show decorator. 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 Continental Event and Sports Management to use any photographs or video of the exhibit (and people) for its own purpose.

12. Each Exhibitor shall indemnify Continental Event and Sports Management Group 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.

13. Exhibitor agrees that Continental Event and Sports Management Group may change space assignments.

14. Exhibitor agrees that no exhibitor shall have authority to incur cost or liability for or against Continental Event and Sports Management Group 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.

15. Exhibitors may hand carry all items into the exhibit hall. Any materials requiring forklift assistance must be arranged through the show decorator.

16. Work done in connection with exhibit erection and dismantling may be conducted by employees of the exhibitor.

17. Exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide Continental Event and Sports Management Group 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. Continental Event and Sports Management Group 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.

18. Continental Event and Sports Management Group, as owner and operator of the Diva's Half Marathon, the Health and Fitness Boutique and the Women's National Running Series, reserves the right to the use of the aforementioned names, trademarks, logos and copyrighted materials. No use of such names 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 Continental Event and Sports Management Group.

19. 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 Continental Event and Sports Management Group LLC, the expo venue 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 participating in this event. This release and wavier 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 my 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. Continental Event and Sports Management group will hire security personnel in an attempt to secure materials kept in the exhibit hall when the show is not open to the public. Continental Event and Sports Management Group 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. By execution of this application, Exhibitor agrees that Continental Event and Sports Management Group in its sole and absolute discretion can accept or deny this Application for Exhibitor Registration for any reason whatsoever. Exhibitor also agrees that Continental Event and Sports Management Group 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 Exposition. Further, Exhibitor agrees that Continental, in its sole and absolute discretion can revoke an Exhibitor's registration and/or participation for any reason, including but not limited to, undesirable behavior, abusive or offensive language, and/or distribution of unregistered or unlawful goods.

21. 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.

22. Should any question arise whether provided for in these Rules and Regulations or not, the decisions of Continental Event and Management Group shall be final and binding on each and every Exhibitor.