



KIDS

RUN THE OC!

May 1, 2010



presented by

NUTRILITE®

Nutritional Supplements

Kids' Health and Fitness Expo

April 30 & May 1, 2010



Kids' Health and Fitness Expo *presented by Nutrilite*

April 30 & May 1, 2010 • Costa Mesa, CA

The OC Marathon is excited to host the 6th annual Kids Run the OC Race and the 1st annual Kids' Health and Fitness Expo presented by Nutrilite. We are expanding our Health, Fitness, & Nutrition Expo to include a separate area for businesses targeted towards kids. Our 2009 Kids Run the OC Marathon Race had over 900 participants from elementary and middle schools throughout Orange County and this year we are expecting over 1,500 participants and their families and friends. The Expo promises to provide one of the best opportunities in Southern California to market your company's products or services geared toward families and kids. This is a great opportunity for your company to promote, market, sample, and sell your products targeted towards kids and enhancing their quality of life. Taking place at the OC Fair & Event Center we will showcase a world-class marketplace for all visitors.



The Expo serves as the only pick-up location of D-tag, bibs, t-shirts, and goodie bags for over 1,500 kids as well as 12,000 runners, walkers, and volunteers for the OC Marathon. Total foot traffic exposure for the event weekend is expected to be at 25,000. Plan now to be involved and catch all the excitement of Kids Run the OC and the OC Marathon, Half Marathon and 5K.

EXPO HOURS

Set-up

8 AM - 5 PM Thursday, April 29
8 AM - 11 AM Friday, April 30

Expo

12 noon - 7 PM Friday, April 30
9 AM - 6 PM Saturday, May 1

Breakdown

6 PM - 9 PM Saturday, May 1
Vendors must be completely cleared out by 9 PM

EXPO LOCATION

OC Fair & Event Center
88 Fair Drive
Costa Mesa, CA 92626



EXPO CONTACT INFORMATION

EXPO OPPORTUNITIES & RESERVATIONS

Jodi Book - *Book That Event*
Email: Jodi@BookThatEvent.com
Phone: 714-658-3426 / Fax: 714-829-1475

EXPO PAYMENT

Jillian Tymchy - *OC Marathon*
4500 Campus Drive, Suite 570
Newport Beach, CA 92660
Email: jillian@ocmarathon.com
Phone: 949-222-0456 x102 / Fax: 949-258-5810

BOOTH & GOODIE BAG PRICES

10' x 10':	\$650
Prime Booth:	\$800
10' x 20':	\$1,250
Non Profit:	\$500
Goodie Bag (2,000 units):	\$300

2009 DEMOGRAPHICS

Participants	12,000
Expo Visitors	25,000
Male/female	43/57%
Income over \$75,000	67%
College educated	88%
Kids Run Participants	over 900

BOOTH INCLUDES

- Pipe & Drape Background
- 8 Foot Draped Table
- 2 Chairs
- 24 Hour Security

All athletes must attend the Expo to pick up their D-tag, race packet, t-shirt and goodie bag. Each participant brings on average 2.7 people with them.

OPTIONAL ITEMS (FEE BASED)

- Electricity
- Telephone & Internet Access
- Carpeting

EXHIBITOR APPLICATION

APRIL 30 - MAY 1
2010

RESERVE YOUR SPOT TODAY!

A) Complete and fax the application to (949) 258-5810

B) Mail along with full payment to: OC MARATHON, 4500 Campus Dr., Suite 570, Newport Beach, CA 92660

Please keep in mind that payment in full is the only way to secure your booth space.

This Expo is likely to sell out early, so act now to confirm your spot!

Company Name _____

Contact Name/Title _____

Company Address _____

City _____ State _____ Zip _____

Phone () _____ Ext. _____ Fax () _____

Email _____

Product/Service/Activity: _____

Booth description: (i.e. inflatables, vehicles, etc.) Please be specific! _____

Electrical requirements (volts, amps, type of equipment needing power): _____

Any additional items you will need: _____

I plan on selling items at the expo: Yes No

Items selling: _____

I plan on sampling or selling food at the expo: Yes No

If yes, please visit:

http://www.ochealthinfo.com/docs/regulatory/eh/eF042-09.1342_Craven_Exemption.pdf
complete "ATTACHMENT I" and return with Exhibitor Application.

We would like to use our company canopy or tent: Yes No

I will need to rent a canopy or tent: Yes No

METHOD OF PAYMENT

PAY BY CARD: Visa Mastercard American Express

Credit Card # _____ - _____ - _____

Exp Date _____ / _____ CVV # _____

Signature _____

PAY BY CHECK / PAY BY MONEY ORDER

PLEASE MAKE CHECK PAYABLE TO THE OC MARATHON

BOOTH SPACE & GOODIE BAG RESERVATION

Please indicate the booth space you would like to reserve.

- Regular 10' x 10' booth \$650 \$ _____
- Prime Booth \$800 \$ _____
- 10' x 20' booth \$1,250 \$ _____
- Non Profit booth \$500 \$ _____
- Goodie Bag Insert (2,000 units) \$300 \$ _____

OPTIONAL ITEMS

- Electricity \$100.00 \$ _____
 - Telephone & Internet Access - \$ TBD \$ _____
 - Carpeting (10' x 10' booth) \$40 \$ _____
 - Extra Table* Qty _____ @ \$20 ea \$ _____
 - Extra Chair* Qty _____ @ \$5 ea \$ _____
 - Finish Line Festival Tent Rental (10x10) \$125 (SUNDAY) \$ _____
- *all booths come with 1 table and 2 chairs*

Booth Total \$ _____ Extras Total \$ _____

FINAL TOTAL \$ _____

BOOTH SELECTION

You will be contacted for booth selection based on receipt of payment.

EXHIBITOR TERMS & CONDITIONS

REQUIREMENTS:

The Exhibitor hereby agrees with the OC Marathon (hereafter called the Management) as follows:

1. Exhibitor will complete full set up of Exhibitor's booth at the expo by 11 AM on Friday, April 30, 2010.
2. Exhibitor agrees to provide booth staffing for Exhibitor's booth at all times during expo hours.
3. Exhibitor agrees that displays will not visually or physically disturb aisles or adjacent exhibitors.
4. Exhibitor agrees to conform to all Costa Mesa Fire Department Rules and Regulations.
5. Exhibitor agrees not to sublet space at the expo or exhibit any merchandise other than that specified on expo sign-up form without permission from Management.
6. Exhibitor agrees space assignments may be changed by Management. (Management will use reasonable efforts to not change space assignments.)
7. Cancellations before March 31, 2010 will receive a refund of 50% of full booth payment. No refunds of deposits or partial payments.
8. Exhibitor will have the opportunity to leave all booth materials, literature and products, etc., overnight Friday to Saturday. Management has arranged for security guards to monitor the expo space overnight, but exhibitor acknowledges agrees that it will not hold Management and/or the OC Fair & Event Center responsible for the safekeeping of equipment left in exhibit space or other rooms.
9. Exhibitor agrees that no refunds will be made to exhibitor who fails to occupy space.
10. Exhibitor agrees that Management reserves the right to reject or restrict any exhibit.
11. Exhibitor agrees not to make any undue noise or odor, use bright or hazardous lights, cause damage to the expo space, or booth equipment or act in any manner deemed inappropriate by Management.
12. Exhibitor agrees that it shall be liable for all damages that he/she may cause to the OC Fair & Event Center in connection with his/her exhibit.
13. Exhibitor shall be fully responsible to pay for any and all damages to property owned by OC Fair & Event Center, its owners, board or managers, which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, OC Fair & Event Center, its owners, managers, officers or directors, agents employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the OC Fair & Event Center or any part thereof.
14. Exhibitor acknowledges that the serving of alcoholic beverages by exhibitor is prohibited.
15. Exhibitor agrees to carry the necessary workmans' comprehensive general liability insurance and any other insurance if required. A certificate of insurance may be required to be shown.
16. All vendors sampling any food items must meet the requirements of the Orange County Heath Department. Management will provide the necessary forms to fill out and exhibitor must comply by the deadline, or risk the loss of the exhibit space.
17. Exhibitor agrees to assume all responsibility for loss theft, or destruction of goods or for all personal injuries to himself/herself, his/her employees, agents, representatives, or visitors, and will save harmless The OC Marathon, International City Racing, Book That Event, OC Fair & Event Center and/or the City of Costa Mesa from any and all liability in connection with any and all of the above.
18. The exhibitor understands that neither Management, International City Racing, Book That Event, OC Fair & Event Center and/or the City of Costa Mesa maintains insurance covering exhibitor's property or lost revenue and it is the sole responsibility of exhibitor to obtain such insurance.
19. Exhibitor acknowledges and agrees that it will be obligated to pay a \$50 cleaning fee if it or its representatives, upon closing of the expo, leaves trash/boxes and that such amount may be charged to exhibitor's credit card on file with Management.

My signature below indicates that I have read and accept the above stated exhibitor terms and conditions.

Signature

Date

Print Name

Title