

ACTIVE GIRLS EXPO Exhibitor Kit

Dulles Expo and Conference Center
May 16-17, 2009

www.activegirlzexpo.com



Presented by: KOJAM Productions, Inc.

GENERAL INFORMATION- Active Girlz Expo

SHOW DATES

May 16-17, 2009

SHOW LOCATION

Dulles Expo & Conference Center
4368 Chantilly Shopping Center
Chantilly, VA 20153

SHOW DAYS & HOURS

Saturday ,May 16 9 am to 6pm
Sunday, May 17 10 am to 5pm

PUBLIC SHOW ADMISSION

General Admission \$7
(online and at the door)
Kids under 7 Free with paid Adult

EXHIBIT SPACE RATES

\$7 per square foot
10' x 10' = \$700 / 10' x 20' = \$1,400
Exhibits 300 sq. ft. or larger =5% discount
Corner space \$100 extra not to exceed \$200. All unfinished tables are to be draped to the floor.

SPACE RENTAL INCLUDES

- 8' high draped backdrop
- 3' high draped booth dividers
- Standard sign (7" x 44")
- General exhibit hall security
- Listing in official show program and on official show website
- Badges for staff
- Discounted admission tickets
- Standard exhibit carpet

EXHIBITOR DOCUMENTS ONLINE

The following documents are available online at www.activegirlzexpo.com

- Exhibitor Kit
- Forms for electrical, telephone/internet
- Show floor plan

SHOW CONTACT

Karen O'Connor-Joyner, President
(703)328-4531
expo@activegirlz.com

1. MOVE-IN:

Friday, May 15 8am to 8pm

2. MOVE-OUT:

Sunday, May 17 5pm to 10pm
All products must be removed from the building by 10pm on Sunday, May 17.

3. EXHIBITOR CREDENTIALS:

100 square feet of exhibit space – 8 badges
200 square feet of exhibit space – 12 badges
300 or more square feet of exhibit space – 14 badges (with 2 extra badges for every additional 100 square feet)

4. RULES FOR BADGE USE:

Exhibitor badges may be picked up at the Expo office. Each badge gains admission for one exhibitor. All exhibit personnel MUST wear a badge while on the show floor.

When leaving the show, exhibit personnel may return badges to the Expo office for safe keeping to be used again that day or another day. Lost badges will not be replaced. Additional badges must be purchased for \$10. Badges may only be worn by individuals working in an exhibit.

5. EXHIBITOR GUEST TICKETS:

Guest tickets are available on consignment in books of 10 for \$5.00 each. Unused tickets may be returned for credit before the end of the show. Tickets admit one person, one time only. TICKETS ARE NOT TO BE SOLD.

6. SECURITY:

General security and door guards are provided in the exhibit areas from the beginning of Move-In to the completion of Move-Out.

7. AISLE SPACE:

Aisle space may not be used for exhibit purposes or for general solicitation of business.

8. FIREPROOFING:

All exhibits must conform to the Fire Marshal's regulations. Exhibit equipment must be flameproof and flammable liquids and gases are subject to special regulations. Food that produces grease laden vapors or cooking grease must be approved by the Fire Marshal in advance. Any exhibitor cooking at the show must have a fire extinguisher in their exhibit space.

<p>9. NOT ALLOWED: Helium balloons, popcorn, stickers, enclosed exhibits or tent coverings larger than 8' x 8' area, straw, combustible materials.</p> <p>10. VEHICLES: Any vehicle in the exhibit hall must conform with fire regulations. Battery cables must be disconnected. Gas tanks must be taped shut or have a lockable gas cap, and must contain no more than a quarter tank of fuel. Exhibitors must work with Show Management to coordinate Move-In and Move-Out. Exhibitors are responsible for all spotting fees levied by the show decorator.</p> <p>11. ACCOMODATIONS: Official Show Hotel:</p> <p>Staybridge Suites Chantilly-Dulles Airport DC 3860 Centerville, Dr Chantilly, VA 20151 703.435.8090 phone 703.435.9080 fax Studio Suite \$79.00 Rate includes a hot buffet breakfast- make sure you mention the Active Girlz Expo!</p>	<p>12. PARKING: Parking is FREE and available around the Dulles Expo & Conference</p> <p>13. FOOD SERVICE: The Dulles Expo & Conference Center has an exclusive food service contractor. No food or beverage can be brought into the building. Samples are allowed as long as they are limited to 2 oz. wet and/or dry. If you plan to sample, please fill out the Exhibitor Sample Form.</p> <p>14. CARPET/DRAPE COLORS: Individual booth carpet available- see your Exhibitor Service Manual. Standard drape colors apply although you may choose your own as well.</p> <p>15. TAXES: State and county taxes are at a combined rate of 5% and must be collected on all sales. Please fill out the Virginia Tax Form.</p> <p>16. ADVERTISING/PROMOTION: The Washington FAMILY Magazine Contact Jim Haiz at 703-318-1385 ext. 4# Receive 5% discount on your advertising. Drive traffic to your exhibit!</p>
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RULES AND REGULATIONS

Exhibitors shall be bound by the Rules and Regulations set forth herein, and by such amendments or additional rules and regulations which may be established by Expo Management. References to 'Expo Management' herein shall be deemed to include the Expo, Expo Sponsors, Endorsers, the facility, and duly authorized representatives, agents or employees of the foregoing.

<p>1. PHYSICAL LIMITATIONS Standard exhibits (one or more spaces in a straight line) will be confined to a maximum 8 ft in the rear half of the space, and a maximum of 4 ft in the front half of the space. If an exhibitor has three or more exhibit spaces in a line, the center space(s) (ones not adjoining other exhibitors) may extend 8 ft high to the front of the exhibit</p> <p>2. FLOOR COVERING All exposed floor area within the exhibit must be covered with carpet or appropriate floor covering.</p>	<p>3. DECORATIONS Materials and decorations used in exhibits must be flame resistant. Electrical wiring and equipment must conform to National Electrical Code Safety Rules. If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.</p> <p>4. UNFINISHED EXHIBITS Displays adjoining other exhibits, or exposed to the aisles, must be finished out in a manner that is attractive when viewed by show guests and adjoining exhibitors.</p>
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5. EXHIBIT APPEARANCE

Exhibits must be kept in good order during all hours the show is open to the public. Expo Management reserves the right to approve the character and content of all exhibits, as well as the right to remove product or decorations that do not meet approval.

6. BANNERS/SIGNS/WORDING OF SIGNS

All signs must be professional, of appropriate size and nature, and displayed within the limits of the leased exhibit space. The use of plastic or oilcloth banners is discouraged. Expo Management reserves the right to remove any sign deemed unacceptable, and will not approve signs such as the following: Truckload Sale; Going Out of Business; Wholesale Prices.

7. PLAYING MUSIC

Music licensing agencies have the right to impose fines for unauthorized playing of licensed music. Show Management will not be responsible for, nor assume legal costs or penalties, for exhibitors using licensed music without approval.

8. STAFFING

Exhibit areas, with the exception of pre-approved static features, must be staffed throughout show hours.

9. USE OF EXHIBIT SPACE

Demonstrations, sales, solicitations, and use of circulars or promotional materials must be kept within the exhibitor's assigned space. Exhibitors may not conduct or solicit business beyond the confines of their exhibit. Mascots and costumed company representatives must remain within the confines of the leased exhibit space, unless 'roaming' has been approved by Expo Management. Materials promoting other events, as well as products and/or materials not related to the exhibiting company, are prohibited. Advertising, circulars, catalogues, folders, or devices shall not be distributed or placed in the aisles, registration areas, or other public show areas. Any activity that results in obstruction of aisles, or nearby exhibitor's space will be suspended until congestion problem is solved.

10. SOLICITATION

Exhibitors are prohibited from soliciting other exhibitors, except from within their own assigned exhibit space. Non-exhibiting firms or organizations are not permitted to solicit business within the Expo.

11. NOISE

Exhibits which include the operation of equipment, musical instruments, radios, A/V equipment, public address systems, or any noise-making machines must be arranged inside the space, so that resulting noise does not disturb adjacent exhibitors and their patrons. Use of microphones must be approved.

12. FOOD

The sale, sampling or distribution of food or beverages for consumption on the premises must be approved by Expo Management. Check with Expo.

13. PRIZES, LOTTERIES AND RAFFLES

Winners of contests promoted at the show must be selected at the Expo, and winner's names provided to Expo Management. Any advertising or promotion which involves attracting show guests to an exhibitor's location by any inducement which might be construed as a lottery, is strictly prohibited. Drawings or contests must comply with local, state and national guidelines. Every exhibitor is charged with knowledge of national, state, and local laws governing games of chance, lotteries, raffles and the like.

14. FIRE, HEALTH REGULATIONS

Exhibitors are charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, customs, and public safety, while participating in the Active Girlz Expo. Compliance with such laws is mandatory, and the sole responsibility of the exhibitor. If you are unsure of or unfamiliar with local laws, please request copy of same from Expo Management.

15. DAMAGE TO FACILITIES

Exhibitor will be charged for any building and/or grounds damage caused by exhibitor, exhibit personnel, or sub-contractors of the exhibitor. Additionally, exhibitor will be charged for removal of paint, oil, grease, adhesive tapes, floor abrasives, or for excessive debris left in the exhibitor's space.

16. MATERIAL LEFT AT EXPO

Exhibitor agrees that Expo Management, without incurring any liability for damage or loss, has the right to dismantle and pack property that has not been removed prior to established move-out day and time. Such dismantling and packing will be at the sole expense of the exhibitor. Exhibitor agrees, with respect to any exhibit material or property of the exhibitor for which shipping arrangements have not been made, that Expo Management shall have the right and authority to clear such property from the exhibition premises, designate carrier(s) for its return, send it to public or private storage, or otherwise dispose of it, without incurring any liability therefore. Cost of such removal, return, storage, and other disposition shall be charged to and paid by the exhibitor.

17. USE OF SHOW GUEST REGISTRATIONS

Any names or data collected by an exhibitor as the result of a drawing, contest, or any other activity conducted at the show may be used only by that exhibitor and only for purposes relating to products demonstrated, sold or promoted at the show. An exhibitor accepting space in the expo specifically agrees not to sell or give away any of the names collected at the show to any other individual or organization.

18. ASSIGNMENT OF SPACE

Space assignment is made in keeping with exhibitor's request, when feasible. Final determination of space assignment is made by Expo as determined by Expo Management, such change is in the best interest of the expo.

19. CANCELLATION POLICY

Cancellations must be in writing. Cancellations received 60 days prior to the show date will be refunded 50% deposit received, less a \$100 cancellation fee. Cancellations received during the 30 days immediately prior to the Expo will receive no refund. Exceptions are cancellations that occur within 48 hours of space request and confirmation. Space reserved and cancelled within a 48-hour period will receive full refund of monies received. Failure to setup by specified move-in deadline will result in forfeiture of exhibit space and all monies paid to date.

20. TERMINATION OF SHOW OR CONTRACT

Expo Management reserves the right to terminate the show if use or occupancy of the show premises is, or will be, materially interfered with by reason of fire, casualty, strike, embargo, injunction, act of war, act of God, unanticipated construction making the building unsuitable for occupancy, any other emergency, or any other act or event not the fault of Expo Management during any period of time the availability of the said premises is critical to successful production of the show. It is expressly agreed that such a termination shall not constitute a breach of the contract. Should any contingency interrupt or prevent the holding of the expo, Expo Management will return such portion of the amount paid for space as may be determined to be equitable by Expo Management after deduction of such amounts as may be necessary to cover expenses related to termination, including a reserve for claims in connection with the expo. If for any reason Expo Management determines the location of the show should be changed, or the dates of the show postponed, no refunds will be made, but Expo Management shall assign to the exhibitor, in lieu of the original space, such other space as Expo Management deems appropriate, and the exhibitor agrees to use such space under the same Rules and Regulations. The expo and/or Expo Management shall not be financially liable, or otherwise obligated in the event the show is canceled, postponed, or relocated, except as provided herein. Expo Management reserves the right to cancel the contract without further obligation at any time prior to Expo opening by rescinding all future obligations under the contract. Expo Management may cancel the contract for cause if (a) exhibitor has failed to pay the total space rental 60 days prior to show opening; (b) exhibitor fails to perform any material term or condition of the contract; or (c) exhibitor refuses to abide by all rules and regulations established by Expo Management for the expo.

21. TRANSFER OR SUB-LEASING SPACE PROVIDED

Exhibitors shall neither assign or sublet all or any part of the space rented without the permission of Expo Management, and Expo Management shall be under no obligation to grant such permission.

22. PRODUCTS AND SERVICES DISPLAYED AND SOLD MUST BE ACCORDING TO CONTRACT

Exhibitor may not exhibit or sell, in the space assigned, any goods or services other than those specified on the Exhibit Space Application (or approved in writing as an addendum to the contract by Expo Management). Additionally, exhibitor may not exhibit in the space, or permit to be exhibited therein, displays or advertising materials of any sort bearing the name or form of advertising other than that of exhibiting company or approved sponsor.

23. ILLEGAL MERCHANDISE

Merchandise or services prohibited by law are not allowed in the show. This includes, but is not restricted to, unlawful reproductions of brand name merchandise.

24. USE OF IMAGES

KOJAM Productions, Inc. reserves the right to use photographs and video taken of exhibitor, exhibit personnel, exhibitor's space or feature stage presentations. These photographs may be used only to promote KOJAM Productions, Inc. events.

25. INSURANCE

Exhibitors are required to provide an insurance certificate covering liability for exhibit contents, personnel and expo guests within the exhibitor's assigned space. The certificate should list KOJAM Productions Inc. as an additional insured. The insurance limits on the certificate should be a minimum of \$1,000,000 for each occurrence and \$2,000,000 in the aggregate.

26. LIABILITY

It is expressly understood and agreed by the exhibitor that he/she will make no claim of any kind against Expo Management for any loss, damage, theft, or destruction of goods or exhibit; nor for any injury that may occur to himself or his employees while in the exposition facility; nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit; or for any action of Expo Management in relation to the exhibit or exhibitor. The exhibitor shall be solely responsible to his own agents and employees, and to all third persons, including invitees, and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, for negligence or grievances otherwise relating thereto. Exhibitor is also held responsible for his or her agents and employees performing on expo stages.

Exhibitor does hereby indemnify and hold harmless Expo Management against any and all such claims as may be asserted against it.

27. DISCLAIMER OF RESPONSIBILITY

To the extent that Show Management does not have control over parking, food concessions, loading and unloading areas, or any and all other facilities and services used in, at, or in conjunction with the show, including equipment owned by the facility or show decorator, Expo Management expressly disclaims responsibility for any aspect thereof. Expo Management shall, to the best of its ability, serve as the liaison between the exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first notifying Expo Management.

28. AGREEMENT ACCEPTANCE AND UNWRITTEN RULES

Upon acceptance of the Application/Contract by Expo Management, it shall be a legal binding contract, provided that each party may cancel within the conditions of the contract. Expo Management reserves the right to make and publish show rules and regulations for the conduct of the exhibitor, and the show generally. Further, Expo Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the show. Any matters not specifically covered herein, or in the application/agreement or expo prospectus, are subject to decision by Expo Management, and its decision on any matters which may arise there under shall be final.

29. ADDITIONAL RULES AND REGULATIONS

Additional rules and regulations pertaining to specific shows may be included within the exhibitor kit available to each exhibitor.

Ideas for Active Girlz Expo Exhibits:

Fitness

Dance
Yoga
Gymnastics
Lacrosse
Running/Track
Tennis
Karate/self defense

Ice Skating
Pilates
Soccer
Basketball
Cheerleading
Hockey
Personal trainers

Family

Vacations/Travel
Churches
Community Services

Education

Life coaches
SAT/ACT Prep
Camps
After School
Music
Executive Skills
Books
CPR
Public Speaking

Tutors
Schools
College Processes
Computer Courses
Financial Literacy
Colleges
Babysitting Classes
Photography
Life coaches

Beauty

Hair
Cosmetics/Skin products
Spas
Nails

Health

Nutrition
OBGYN
Chiropractor
Physical therapy

Pediatrics/Dental
Vision
Massage Therapy

Crafts

Beading
Cooking
Jewelry

Sewing
Scrapbooking

Misc

Au Pairs
iPods
Gardening
Insurance
ID-tags

Instrument Rental
Cell Phones
Closet organization
Auto Dealers
Family Magazine

Retail

Hair products
Bags/Purses
Planners/Calendars
Restaurants
Party Planners
Jewelry
Clothes
Books
Artwork/posters

Active Girlz
Fitness Wear
Educational Toys
Sports drinks/bars
Go Green products
Shoes
Cosmetics
Music

And many more.....!