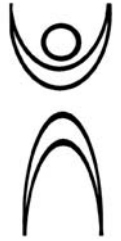


Hollywood Fitness and Lifestyles Expo

SPONSORSHIP – EXHIBIT BOOTH APPLICATION/ CONTRACT



INSTRUCTIONS: Please complete all sections below, sign and return by either by Fax (954) 927-0609 or mail to the address listed at bottom of this page. Non-refundable payment of 50% of total sponsorship investment is due upon execution of the Contract and Balance due **OCTOBER 1st, 2007**. Check or credit card authorization for total sponsorship must accompany Contracts entered into after **OCTOBER 1st, 2007**. **PROGRAM ADS due Sept. 15**

Company Name: _____

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

ON-SITE DESCRIPTION: Please write a description of what services/information you will be providing/distributing as an exhibitor. This may include health screenings or product samplings. If you are selling a product(s), list the product(s) that will be sold:

SPONSORSHIP/UNDERWRITING OPPORTUNITIES

- | | |
|--|---|
| <input type="checkbox"/> Diamond/Title Sponsor \$15,000 | <input type="checkbox"/> Sapphire Sponsor \$10,000 |
| <input type="checkbox"/> Platinum Sponsor \$ 7,500 | <input type="checkbox"/> Gold Sponsor \$ 5,000 |
| <input type="checkbox"/> Official Health Club Sponsor \$ 3,500 | <input type="checkbox"/> Official Supplemental Company \$ 3,500 |
| <input type="checkbox"/> Silver Sponsor \$ 2,500 | <input type="checkbox"/> Bronze Sponsor \$ 1,500 |
| <input type="checkbox"/> Gift Bag Sponsor \$ 750 | <input type="checkbox"/> Promotional Sponsor \$ 500 |

EXPO BOOTH SPONSORSHIP

- | | |
|---|---|
| <input type="checkbox"/> 10 x 20 Booth \$ 475 | <input type="checkbox"/> 10 x 10 Booth \$ 250 |
|---|---|

CAMERA READY ARTWORK -- DEADLINE FOR ALL PROGRAM ADS: SEPTEMBER 15, 2007

Email .PDF files or WORD .doc to info@fitnessandlifestyleexpo.com (Program will be 8.5"W" x 11.5H")

- | | |
|--|--|
| <input type="checkbox"/> Full Page Ad: 7 x 9 | <input type="checkbox"/> Sixteenth Page Ad |
| <input type="checkbox"/> Half Page Ad: 7 x 4.5 horizontal | <input type="checkbox"/> Eighth Page Ad |
| <input type="checkbox"/> Quarter Page Ad: 3.5 x 4.5 vertical | <input type="checkbox"/> Business Card Ad |

PLEASE FAX ALL PAGES OF THIS FORM TO 954-927-0609. We will send the full sponsorship and media package for you to complete, sign and send with a check to Fitness & Lifestyles Insured, 1720 Harrison St. 7th Floor, Hollywood, FL 33020, 954-931-1112.

PAYMENT METHOD:

Check payable to: Fitness& Lifestyles Insured OR Charge my credit card: Visa MasterCard Discover

Card #: _____ Exp. Date: ____/____/____ 3 or 4 digit on card _____

Print Cardholder Name: _____

Cardholder Signature: _____ Phone: _____

The undersigned hereby represents that he/she is the applicant or an officer/authorized agent of applicant and having read and agreed to the terms of this contract, it is understood and agreed that in addition to the express terms and conditions set forth on this contract, the exhibitor shall be bound by all rules, regulations, and requirements set forth by the Fitness and Lifestyles Expo as described in the attached Rules Governing Exhibit.

Signature: _____ Date: _____/2007

Fitness and Lifestyles Expo 2007 Rules Governing Exhibits

1. **LICENSE AGREEMENT:** Upon acceptance by the Fitness and Lifestyles Expo, hereinafter referred to as “Expo Management,” of your signed sponsorship contract, accompanied by a non-refundable payment in the amount of 50% of the total sponsorship investment, the application/contract and the rules contained herein shall constitute a binding license agreement for the right to use space at the (“Expo”). Applications for exhibit it space or sponsorship must be on an official Exhibit Booth Application/Contract, Feature Area or Presenting Sponsorship and include payment as specified on the form. Expo Management, in its sole discretion, reserves the right to assign exhibit space locations.
2. **EXHIBIT RESTRICTIONS:** Exhibits must conform to the size of the space allocated for and contracted by exhibitor and must not obstruct the view or encroach other exhibits. All discussions, demonstrations or other exhibit activities during show hours must be confined to exhibitor’s booth. No exhibitor shall sublet, share or otherwise assign the whole or any part of his exhibit space without prior written consent from Expo Management. Displays and exhibits should not be set up to interfere with or in any way to be objectionable to other exhibitors. Exhibitors shall no engage in any conduct-which might interfere with or impede other exhibitors or any customer, invitee or employee or create a disturbance, or harass, annoy, disparage or be detrimental to any of the other exhibitors, customers, invitees or employees. Expo Management shall determine, in its sole discretion, whether objectionable conduct has occurred. Exhibitor shall be obligated to have merchandise and personnel in its booth for the entire period the show is open to the public. Show Management reserves the right to make decisions involving the mix and placement of exhibiting companies with regard to booth assignments. In the event there are any licenses or permits required by any governmental agency or authority with respect to the type of activity carried on, exhibitor should be solely responsible for obtaining such licenses, authorization or permits. No unlawful activities shall be permitted including, but not limited to, gambling or sale of alcoholic beverages.
3. **BUILDING REGULATIONS:** No damage shall be done, nor shall anything be pasted on, tacked, nailed or screwed to the columns, walls, floors, or other parts of the building or furniture located at the exhibition site. Exhibitors violating this rule are expressly bound, at their own expense, to promptly and completely repair such damage, which they or their agents or employees may cause. If they exhibit activity that is reasonably expected to cause public disorder or injury to any person or property or will require substantial cleaning, repairs or restoration in order to return area to the condition prior to commencement of the activity, Expo Management may require, as a condition, to granting booth space, require a cash deposit, bond, insurance policy or other adequate assurance, as determined by Expo Management, of exhibitor’s booth activities.
4. **EXHIBIT HOURS:** All exhibits must be set up and operational by 9a.m. on Saturday of the event. All exhibits must be set up operational and fully staffed during show hours.
5. **EXHIBITOR LOGISTICS:** Detailed data will be mailed to each exhibitor in ample time for advance planning. You will be e-mailed an information update that will contain information regarding shipment, labor, electrical services, exhibit hours, etc. Service order forms for all available services will be included and should be returned within two weeks of receipt of the packet. Expo Management makes no guarantees or representations that any services requested in a Service Order form will be available; however, Expo Management will make every reasonable effort to provide such services.
6. **FOOD AND BEVERAGE:** Pre-approved food and beverage items may be sold packaged for immediate consumption or for future consumption. Pre-approved samples may be distributed.
7. **OWNERSHIP:** All materials constituting or including in whole or in part any intellectual or proprietary property and information belonging to Expo Management shall be and remain the sole and exclusive property of Expo Management.
 - 7.1 Expo Management Marks.** Expo Management hereby grants to exhibitor, during the term of this Agreement, a limited, royalty-free, nonexclusive, revocable license to use, reproduce, display, and use Expo Management’s trade names, trademarks, service marks and logos (collectively, the “Marks”) for the purpose of promoting, advertising or otherwise marketing exhibitor’s participation and sponsorship of the Expo. Exhibitor agrees that all use of the Marks shall inure to the benefit of Expo Management and that exhibitor will use the Marks only in the form and style pre-approved by Show Management. Exhibitor shall neither have nor acquire any rights in any Expo Management Marks by or through the exercise of this license.
 - 7.2 Exhibitors Marks.** Exhibitor hereby grants Show Management, during the term of this Agreement, a limited, royalty-free, nonexclusive, revocable license to use, reproduce, display and use exhibitor’s trade names, trademarks, service marks and logos (“Exhibitor’s Marks”) for the purpose of promoting, advertising, or otherwise marketing exhibitor’s participation and sponsorship of the Expo. Expo Management’s use of Exhibitor’s Marks shall inure to the benefit of exhibitor.
 - 7.3 Expo Management Content.** Show Management hereby grants exhibitor, to the extent it is licensed and authorized to do so, a limited, non-exclusive, royalty-free, revocable license or, in the case of property owned by third parties and licensed or sub-

licensed to Show Management, a sub-license to exhibit, copy, distribute, display and otherwise use the content, and advertising, promotional and other materials ("Expo Management Content") provided by Expo Management to exhibitor hereunder for the sole purpose of promoting, advertising or otherwise marketing your participation and sponsorship of the Expo. Exhibitor shall neither have nor acquire any rights in any third party materials through the exercise of such sub-license.

8. **APPROVAL.**

8.1 **Submission.** At least fifteen (15) days (or other reasonable time frame set forth by Expo Management) prior to the scheduled date of the Expo, Expo Management must receive from exhibitor, any advertising, banners, or other material to be displayed or handed out at the Expo for approval.

8.2 **Right to Reject Materials.** Exhibitor's use of the Marks, Expo Management Content, advertising, promotional and other materials are subject to Expo Management's reasonable approval. In addition, Expo Management shall have the right to reject and prohibit exhibitor's use of same at or in connection with the Expo, which in its reasonable opinion is not in keeping with the objectives of this Agreement and subject to the terms of this Agreement.

9. **TAXES AND LICENSES:** Exhibitor shall be responsible for obtaining any licenses, permits or approvals required under local, state or federal law applicable to their activity at the exhibition. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authorities at the exhibition.

10. **INSURANCE:** Expo Management is not responsible for loss or damage to exhibitor's property; and in the event the exhibitor desires to have the goods, samples and other property brought upon the exhibition premises insured against loss due to any cause, he shall obtain such insurance at his own expense. The exhibitor shall at no cost to Expo Management, obtain (1) liability and property damage insurance from an authorized insurance company, to include the broadest form liability and (2) workers compensation employers liability insurance for his own employees.

11. **LIMITATION OF LIABILITY:** Exhibitor hereby agrees to save and hold harmless, defend and fully indemnify Expo Management, Hollywood Beach, Marriott Hotels it officers, directors, employees and affiliates, from and against all suits, claims demands, liabilities, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of exhibitor or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons. Exhibitor agrees to make no claim for any reason whatsoever, including negligence against Expo Management, Hollywood Beach, Marriott Hotels its officers, directors, employees and affiliates, or the sponsors, or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property; nor any injury to themselves or employees while in the exhibit area.

12. **REGULATION ENFORCEMENT:** Expo Management has the full power to interpret and enforce all regulations contained herein, and shall have the power to make such amendments thereto and further regulations as shall be considered necessary for the proper and orderly conduct of the exhibition. Such decisions shall be immediately binding upon all exhibitors. Failure by exhibitor to comply with these or any other exhibition or exhibits site regulations or amendments thereto shall be sufficient cause for Expo Management to require immediate removal of such exhibit and the offending exhibitor without refund of any deposit or funds paid.

13. **LATE PAYMENT AND REFUND POLICY:** Prior to September 1st, 2007, cancellation of all or a portion of the total sponsorship investment is subject to a cancellation fee of 50% of the value of the total sponsorship investment originally contracted. Prior to October 15th, 2007 cancellation of all or a portion of exhibit space ordered is subject to a cancellation fee equal to 100% of the value of exhibit space originally contracted. All cancellations must be in writing. For any cancellation after October 15th, 2007 all outstanding balances become due and payable immediately. No refunds will be made. In the event that fire, acts of God, strikes or other uncontrollable circumstances force the postponement or cancellation of the Expo, Expo Management shall have no liability or obligation to make refunds; however, in such an instance, Expo Management shall make every effort to refund such portion of the sponsorship and/or exhibit fees not used or encumbered. Expo Management may terminate this Agreement immediately for failure to make any payments due in a timely fashion and will not be required to refund any payments already made. If Sponsor or Vendor causes a charge back to any credit cards used for space at the show a \$100.00 Penalty fee will be charged to the same Credit Card on file. By signing this agreement you give us that right.

14. **NONASSIGNABILITY:** This Agreement may not be assigned by exhibitor without the prior written consent of Expo Management.

15. **SEVERABILITY:** If any term or provision of this Agreement is found to be illegal or unenforceable, this Agreement shall remain in full force and effect and such term or provision shall be deemed stricken and the parties will endeavor to substitute similar language that is consistent as possible with the original intent.

16. **REFUSAL:** Notwithstanding anything herein to the contrary, Expo Management may in its sole discretion permit or not permit any exhibitor, person or organization to have a booth and may require any exhibitor, person or organization to leave the show venue, all without liability whatsoever for any damages, claims, losses, actions suits arising from such removal.

17. **RELATIONSHIP OF PARTIES:** It is understood and agreed by the parties hereto that this Agreement is intended solely as a license agreement permitting the use by exhibitor of the assigned booth space for the time period and purposes stated herein, and this shall not be construed as creating nor is it intended to create any other relationship between the parties.

18. **GOVERNING LAW:** This Agreement shall be construed and interpreted according to the laws of the **State of Florida and Broward County.**

The undersigned hereby represents that he/she is the applicant or an officer/authorized agent of applicant and having read and agreed to the terms of this document set forth by Fitness and Lifestyles Insured Inc., and Fitness & Lifestyle Expo of Hollywood FL, it is understood and agreed that, the exhibitor shall be bound by all rules, regulations, and requirements set forth as described above in the Rules Governing Exhibit.

Print Name

Signature

Date