



On-Site Contact Information

Company \_\_\_\_\_
Name \_\_\_\_\_
Mobile \_\_\_\_\_
Email \_\_\_\_\_

2010 Expos

All exhibitors are subject to approval

Please check which expos in 2010 your company will be attending.

Misc. Event

5430 Sprint, Presented by Amica
Boulder Peak

Ironman Events

Ford Ironman St. George
Ford Ironman Coeur d'Alene
Ford Ironman Lake Placid
Ford Ironman Louisville
Ford Ironman Wisconsin
Ford Ironman World Championship
Ford Ironman Florida
Ford Ironman Arizona

70.3 Events

Rohto Ironman 70.3 California
Memorial Hermann Ironman 70.3 Texas
Ironman 70.3 Hawaii
Ironman 70.3 Mooseman
K-Swiss Ironman 70.3 Kansas
Ironman 70.3 Boise
Amica Ironman 70.3 Rhode Island
Ironman 70.3 Racine
Whirlpool Ironman 70.3 Steelhead
Rohto Ironman 70.3 Boulder
Ironman 70.3 Lake Stevens
Ironman 70.3 Timberman
Ironman 70.3 Syracuse
ESI Ironman 70.3 Augusta
Ironman 70.3 Austin
Foster Grant Ironman 70.3
World Championship

Exhibit Space Rental Includes:

10'x10' booth space, 6' table, and two chairs.

Additional Exhibit Space Rentals Available:

Tent (10' x 10') \$150
Additional tables: \$25/each
Additional chairs: \$10/chairs
Electric: 120V (\$170) 240V (\$460)

Products and Protected Categories (All products must be approved by Ironman)

No products may be shown or sold at Ironman Village Expos that conflict with exclusive sponsors.

Exclusive Categories

- Vehicles
Wrist instruments/Watches/Heart rate monitors
Sunglasses
Triathlon Retail Store
Nutritional Bars and Gels
Bike Trainers
Weight Scales and Body Composition Monitors
Triathlon Coaching Services
Hydration delivery products

Payment Information (All Expo space is pre-paid)

MasterCard American Express Visa Expo Total: \$ \_\_\_\_\_

Name (as it appears on card)

Signature

Credit Card Number

Expiration Date

Cancellations must be made in writing. Expo space cancelled on or within 30 days of the Expo will result in the loss of full rental cost for that event. Exhibitor agrees to abide by the Rules and Regulations attached hereto. Please email application to Expo@Ironman.com or fax to 813.868.5930.

## YOUR IRONMAN EXPO TEAM. . .

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Memorial Hermann Ironman 70.3 Texas  
Ironman 70.3 Mooseman  
5430 Sprint, Presented by Amica  
Boulder Peak  
Rohto Ironman 70.3 Boulder  
Ironman 70.3 Timberman  
Ironman 70.3 Austin

Rohto Ironman 70.3 California  
Rohto Ironman 70.3 Florida  
Ironman 70.3 Boise  
Amica Ironman 70.3 Rhode Island  
Ironman 70.3 Racine  
FOSTER GRANT Ironman World Championship 70.3

**Cameron O'Connell***Marketing Services Coordinator*

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Ford Ironman St. George  
Ford Ironman Coeur d'Alene  
Ford Ironman Lake Placid  
Ford Ironman Louisville  
Ford Ironman Wisconsin  
Ford Ironman World Championship  
Ford Ironman Florida  
Ford Ironman Arizona

K-Swiss Ironman 70.3 Kansas  
Whirlpool Ironman 70.3 Steelhead  
Ironman 70.3 Lake Stevens  
Ironman 70.3 Syracuse  
ESI Ironman 70.3 Augusta



**ROHTO IRONMAN 70.3 CALIFORNIA**  
 Saturday, March 27, 2010  
 Oceanside, CA  
 Expo: Oceanside Pier



**WHIRLPOOL IRONMAN 70.3 STEELHEAD**  
 Saturday, July 31, 2010  
 Benton Harbor, MI  
 Expo: Lake Michigan College



**MEMORIAL HERMANN IRONMAN 70.3 TEXAS**  
 Sunday, April 25, 2010  
 Galveston, TX  
 Expo: Moody Gardens



**ROHTO IRONMAN 70.3 BOULDER**  
 Sunday, August 8, 2010  
 Boulder, CO  
 Expo: Boulder Reservoir



**FORD IRONMAN ST. GEORGE**  
 Saturday, May 1, 2010  
 St. George, UT  
 Expo: Dixie Center



**IRONMAN 70.3 LAKE STEVENS**  
 Sunday, August 15, 2010  
 Lake Stevens, WA  
 Expo: Holiday Inn Everett



**ROHTO IRONMAN 70.3 FLORIDA**  
 Sunday, May 16, 2010  
 Lake Buena Vista (Walt Disney World), FL  
 Expo: Fort Wilderness



**IRONMAN 70.3 TIMBERMAN**  
 Sunday, August 22, 2010  
 Gilford, NH  
 Expo: Gunstock Mountain Resort



**ROHTO IRONMAN 70.3 HAWAII**  
 Saturday, June 5, 2010  
 Kona, HI  
 Expo: The Fairmont Orchid



**FORD IRONMAN LOUISVILLE**  
 Sunday, August 29, 2010  
 Louisville, KY  
 Expo: Galt House



**IRONMAN 70.3 MOOSEMAN**  
 Sunday, June 6, 2010  
 Bristol, NH  
 Expo: Moosevillage at Camp Wicosuta



**FORD IRONMAN WISCONSIN**  
 Sunday, September 12, 2010  
 Madison, WI  
 Expo: Monona Terrace



**K-SWISS IRONMAN 70.3 KANSAS**  
 Sunday, June 6, 2010  
 Lawrence, KS  
 Expo: Clinton State Park



**IRONMAN 70.3 SYRACUSE**  
 Sunday, September 19, 2010  
 Syracuse, NY  
 Expo: Holiday Inn Syracuse Airport



**IRONMAN 70.3 BOISE**  
 Saturday, June 12, 2010  
 Boise, ID  
 Expo: Qwest Arena



**ESI IRONMAN 70.3 AUGUSTA**  
 Sunday, August 26, 2010  
 Augusta, GA  
 Expo: Augusta Marriott and Convention Center



**5430 SPRINT, PRESENTED BY AMICA**  
 Sunday, June 20, 2010  
 Boulder, CO  
 Expo: Boulder Reservoir



**FORD IRONMAN WORLD CHAMPIONSHIP**  
 Saturday, October 9, 2010  
 Kona, HI  
 Expo: Hale Halawai



**FORD IRONMAN COEUR D'ALENE**  
 Sunday, June 27, 2010  
 Coeur d'Alene, ID  
 Expo: City Park



**IRONMAN 70.3 AUSTIN**  
 Sunday, October 17, 2010  
 Austin, TX  
 Expo: Travis County Expo Center



**BOULDER PEAK**  
 Sunday, July 11, 2010  
 Boulder, CO  
 Expo: Boulder Reservoir



**FORD IRONMAN FLORIDA**  
 Saturday, November 6, 2010  
 Panama City Beach, FL  
 Expo: Spinnaker Restaurant



**AMICA IRONMAN 70.3 RHODE ISLAND**  
 Sunday, July 11, 2010  
 Providence, RI  
 Expo: Rhode Island Convention Center



**FOSTER GRANT IRONMAN WORLD CHAMPIONSHIP 70.3**  
 Saturday, November 13, 2010  
 Clearwater, FL  
 Expo: Pier 60 Park



**IRONMAN 70.3 RACINE**  
 Sunday, July 18, 2010  
 Racine, WI  
 Expo: Racine Civic Center



**FORD IRONMAN ARIZONA**  
 Sunday, November 21, 2010  
 Tempe, AZ  
 Expo: Tempe Beach Park



**FORD IRONMAN LAKE PLACID**  
 Sunday, July 25, 2010  
 Lake Placid, NY  
 Expo: Olympic Speedskating Oval



**Ironman Demo Circuit**



**Ford Ironman Coeur d'Alene**  
 Sunday, June 27, 2010  
 Couer d' Alene, ID  
 Expo City Park



**Ford Ironman Lake Placid**  
 Sunday, July 25, 2010  
 Lake Placid, NY  
 Expo: Olympic Speedskating Oval



**Ford Ironman World Championship**  
 Saturday, October 9, 2010  
 Kona, HI  
 Expo: Hale Halawai



**Ironman 70.3 Demo Circuit**



**Rohto Ironman 70.3 California**  
 Saturday, March 27, 2010  
 Oceanside, CA  
 Expo: Oceanside Pier



**Rohto Ironman 70.3 Boulder**  
 Sunday, August 8, 2010  
 Boulder, CO  
 Expo: Boulder Reservoir



**FOSTER GRANT Ironman World Championship 70.3**  
 Saturday, November 13, 2010  
 Clearwater, FL  
 Expo: Pier 60 Park



**For More Information Contact:**  
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 760.580.7665  
 www.wattieink.blogspot.com

<b>Event</b>	<b>Race Date</b>	<b>Expo Dates</b>	<b>Price*</b>
Rohto Ironman 70.3 California	March 27	March 25-26	\$750
<b>Texas Series</b>			\$750
<i>Lone Star Sprint</i>	April 24	April 23-24	
<i>Lone Star International</i>	April 24	April 23-24	
<i>Memorial Hermann Ironman 70.3 Texas</i>	April 25	April 23-24	
Ford Ironman St. George	May 1	April 28-30	\$1,000
Rohto Ironman 70.3 Florida	May 16	May 14-15	\$750
Rohto Ironman 70.3 Hawaii	June 5	Contact Mahea Akau at mahea@ironman.com if interested	\$750
<b>Mooseman Series</b>			\$750
<i>Mooseman International</i>	June 5	June 4-5	
<i>Ironman 70.3 Mooseman</i>	June 6	June 4-5	
K-Swiss Ironman 70.3 Kansas	June 6	June 4-5	\$750
Ironman 70.3 Boise	June 12	June 10-11	\$750
5430 Sprint, Presented by Amica	June 20	June 19-20	\$500
Ironman Coeur d' Alene	June 27	June 24-26	\$1,000
Boulder Peak	July 11	July 10-11	\$750
Amica Ironman 70.3 Rhode Island	July 11	July 9-10	\$750
Ironman 70.3 Racine	July 18	July 16-17	\$750
Ford Ironman USA Lake Placid	July 25	July 22-24	\$1,000
Whirlpool Ironman 70.3 Steelhead	July 31	July 31	\$750
Rohto 70.3 Boulder	August 8	August 6-7	\$750
Ironman 70.3 Lake Stevens	August 15	August 13-14	\$750
<b>Timberman Series</b>			\$750
<i>Timberman Sprint</i>	August 21	August 20-21	
<i>Ironman 70.3 Timberman</i>	August 22	August 20-21	
Ford Ironman Louisville	August 29	August 26-28	\$1,000
Ford Ironman Wisconsin	September 12	September 9-11	\$1,000
Ironman 70.3 Syracuse	September 19	September 17-18	\$750
ESI Ironman 70.3 Augusta	September 26	September 24-25	\$750
Ford Ironman World Championship	October 9	October 5-8	\$3,000
Ironman 70.3 Austin	October 17	October 15-16	\$750
Ford Ironman Florida	November 6	November 3-5	\$1,000
Foster Grant Ironman World Championship 70.3	November 13	November 10-12	\$2,000
Ford Ironman Arizona	November 21	November 18-20	\$1,000

Buy Three 70.3 Races, Get One 70.3 Race Free\*\*

Buy Seven 70.3 Races, Get Three 70.3 Races Free\*\*

Buy Six Ironman Races, Get One Ironman Race Free\*\*

Purchase All Events and Receive Ford Ironman World Championship and Foster Grant Ironman World Championship 70.3 for Free.



\*Price includes 10'x10' booth space, 6' table and two chairs

\*\*Excluding World Championship Races. Event participation must take place in 2010. No events may be rolled over to 2011.

Lowest price event is free.

## **Rules and Regulations**

1. The Company named above (“Exhibitor”) shall be bound by these Rules and Regulations of World Triathlon Corporation (“Ironman”) and by such amendments or additional rules and regulations that may be established by Ironman.
2. Ironman reserves the right to accept or reject any application for any exhibit area for any reason Ironman deems appropriate. Applications are accepted on a first come, first served basis and are based on availability.
3. Rights of Exhibitor shall not be assignable to any other entity or person. Exhibitors shall not assign or sublet any part of the Expo space. Only the contracted exhibitor and products/services listed above and approved by Ironman shall be displayed/promoted.
4. Booth preference is not guaranteed. Ironman reserves the right to relocate space in the interest of a better showing of exhibitors or any other reason it deems necessary.
5. The Ironman Village Expos are promotional shows. Ironman must review and approve all activities, samples/products, and give-a-away items prior to the Expo. Direct sales and direct sales with product delivery in the Expo space are prohibited unless authorized in advance by Ironman.
6. Ironman will not be responsible for the safety of exhibits, exhibit material and/or Exhibitor’s merchandise against theft, fires, accident or any other cause before, during or after the Exposition. Although security personnel will be on duty during non-exhibit hours, it is expressly agreed and understood that all property of the Exhibitor remains the Exhibitor’s responsibility. The Exhibitor agrees to make provision for the safekeeping of its exhibit material, merchandise, etc., before, during and after the Exposition.
7. All exhibitors are required to obtain a general public liability insurance in the amount of one million dollars (\$1,000,000) per occurrence. Ironman shall be named as an additional insured on the general liability policy and Exhibitor agrees to provide to Ironman with a certificate of insurance naming Ironman as an additional insured for the expo dates upon request. Such insurance shall include coverage of the indemnification obligations of the Exhibitor under these Rules and Regulations. Each exhibitor is required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability for which an exhibitor may be responsible.
8. Ironman reserves the right to remove Exhibitors and their accompanying exhibit material from the show in the event that an activity or presentation is deemed, in Ironman’s sole discretion, inappropriate or detrimental to the professional nature of the exhibition. Exhibitor must remove all exhibits and materials after the Exposition by the time provided by Ironman’s representative, and the Exhibitor must leave his space clean and free from all rubbish. No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.
9. It is expressly understood and agreed by the Exhibitor that it will make no claim of any kind against Ironman, the host cities, including all their employees, directors, subcontractors, volunteers and associates for any loss, damage, theft, or destruction of goods, nor for any injury that may occur to itself or its employees while at the Exposition, nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to their business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of Ironman in relation to the exhibit or Exhibitor, and the Exhibitor shall be solely responsible to its 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 otherwise relating thereto, and said exhibitor does hereby indemnify and hold harmless Ironman against any and all such claims as may be asserted against it.
10. Should any contingency interrupt or prevent the holding of the Exposition, Ironman will return such portion of the amount paid for space as may be determined to be equitable to Ironman after deductions of such amounts as may be necessary to cover expenses incurred by Ironman in connection with the Exposition. If for any reason Ironman determines that the location of the Exposition should be changed or the dates of the Exposition postponed, no refund will be made but Ironman shall assign to the Exhibitor, in lieu of the original space, such other space as Ironman deems appropriate and the Exhibitor agrees to use such space under the same Rules and Regulations. Ironman shall not be financially liable or otherwise obligated in the event the Exposition is cancelled, postponed or relocated except as provided herein.
11. Either party may cancel this contract on condition that written notice of such cancellation is received by the remaining party at least 31 days prior to the scheduled opening date of the Exposition as provided herein. If cancellation is made on or within 30 days of the opening date of the Exposition, Ironman will be entitled to retain 100% of the Exhibitor’s total contract obligation.

12. This contract shall be governed in accordance with the laws of the State of Florida. Any dispute or disagreement which may arise between the Parties in connection with either any interpretation of this contract or the performance or nonperformance thereof shall be settled first by mediation, before the American Arbitration Association, and if such mediation is unsuccessful, then by arbitration before the American Arbitration Association. Unless otherwise agreed to by both parties, any mediation or arbitration shall be conducted in the city of Tampa, Florida. The judgment upon any award rendered by the arbitration tribunal may be entered in any court having jurisdiction thereof, for the purpose of judicial enforcement.
13. Exhibitor understands that the events could be outside venues and that the Exhibitor is responsible for the safety of his/her exhibit during inclement weather.

The undersigned warrants that he/she has the authority to enter this contract. The application becomes a contract for space upon the approval and countersignatures of an authorized representative of Ironman. The acceptance of the payment, which accompanies the application for space, does not constitute acceptance of a contract. Application serves as invoice.

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Exhibitor's Authorized Representative

Date

Name:

Title:

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Ironman Authorized Representative

Date

Name:

Title: