



2009 IRONMAN VILLAGE EXPO APPLICATION

Please complete all fields and review the rules and regulations. To reserve your spot, be sure this form is signed, dated and returned with total payment to World Triathlon Corporation (WTC), 2701 N. Rocky Point Drive, Suite 1250, Tampa, FL 33607.

Booths include 10' x 10' space, 6' skirted table and two chairs. Please contact Ashlie Nalls for all additional requests (TV/VCR/DVD, Internet, phone, electric, extra table and chairs, etc.). Exhibitor is responsible for cost incurred for all above-mentioned additional requests. You will receive exhibitor information one month prior to the registered Expo.

Please check the event(s) you will be attending in 2009:

<u>Event</u>	<u>Race Date</u>	<u>Expo Date</u>	
• Ironman 70.3 California	April 4	April 2- 3	_____
• Ironman 70.3 Florida	May 17	May 15-16	_____
• Ironman 70.3 Hawaii	May 30	May 27-31	_____
• Ironman 70.3 Boise	June 13	June 11-12	_____
• Ford Ironman Coeur d' Alene	June 21	June 18-20	_____
• Amica Ironman 70.3 Rhode Island	July 12	July 10-11	_____
• Ford Ironman USA Lake Placid	July 26	July 23-25	_____
• Ford Ironman Louisville	August 30	August 27-29	_____
• Ford Ironman Wisconsin	September 13	September 10-12	_____
• Ford Ironman World Championship	October 10	October 6-9	_____
• Ford Ironman Florida	November 7	November 5-7	_____
• Foster Grant Ironman World Championship 70.3	November 14	November 11-13	_____
• Ford Ironman Arizona	November 22	November 19-21	_____

Ironman must review and approve all activities and samples prior to the Expo. Please provide a brief description of products and/or services to be promoted and/or given away: _____

Ironman strives to offer exhibitors the most advantageous location for conducting business. Please list exhibitors we should avoid placing adjacent or opposite your display: _____

Questions: For more information, contact Ashlie Nalls at Ashlie@ironman.com or (813) 868-5940.



<u>Package</u>	<u>Price</u>
All 13 events:	\$10,850
70.3 events:	\$4,600
Ironman 70.3 California	
Ironman 70.3 Florida	
Ironman 70.3 Hawaii	
Ironman 70.3 Boise	
Amica Ironman 70.3 Rhode Island	
Foster Grant Ironman World Championship 70.3	

Ironman events:	\$6,800
Ford Ironman Coeur d' Alene	
Ford Ironman USA Lake Placid	
Ford Ironman Louisville	
Ford Ironman Wisconsin	
Ford Ironman World Championship	
Ford Ironman Florida	
Ford Ironman Arizona	

West Coast events:	\$5,400
Ironman 70.3 California	
Ironman 70.3 Boise	
Ironman 70.3 Hawaii	
Ford Ironman Coeur d' Alene	
Ford Ironman World Championship	
Ford Ironman Arizona	

East Coast events:	\$6,000
Ironman 70.3 Florida	
Amica Ironman 70.3 Rhode Island	
Ford Ironman USA Lake Placid	
Ford Ironman Louisville	
Ford Ironman Wisconsin	
Ford Ironman Florida	
Foster Grant Ironman World Championship 70.3	

<u>Event</u>	<u>Price</u>
Ironman 70.3 California	\$750
Ironman 70.3 Florida	\$750
Ironman 70.3 Hawaii	\$750
Ironman 70.3 Boise	\$750
Ford Ironman Coeur d' Alene	\$1,000
Amica Ironman 70.3 Rhode Island	\$750
Ford Ironman USA Lake Placid	\$1,000
Ford Ironman Louisville	\$1,000
Ford Ironman Wisconsin	\$1,000
Ford Ironman World Championship	\$3,000
Ford Ironman Florida	\$1,000
Foster Grant Ironman World Championship 70.3	\$2,000
Ford Ironman Arizona	\$1,000



ADDITIONAL NEEDS/ RENTALS

Please indicate any additional needs for Ironman 70.3 California, Ironman 70.3 Florida, Ford Ironman Coeur d' Alene, Ford Ironman Lake Placid, Ford Ironman Wisconsin, Ford Ironman World Championship, Ford Ironman Florida, Foster Grant Ironman World Championship 70.3, and Ford Ironman Arizona. *Prices reflect rental costs for one expo only. If attending multiple expos, please specify expo location and additional needs. Subject to availability.*

Tent (10'x10'): ____ (\$150)
Extra tables: ____ (\$25 each)
Extra chairs: ____ (\$10 each)
Electric: ____ 120V (\$170) or ____ 240V (\$460)

PAYMENT INFORMATION

Circle one: MasterCard/ Visa/ American Express/ Check (Payable to WTC)
Account Number: _____ Expiration date: _____
Name on Account: _____
Address on Account: _____
Expo Total: \$ _____
Additional Needs Total: \$ _____ GRAND TOTAL: \$ _____
Credit Card Signature Authorization: _____
Authorized Printed Name: _____

Cancellation Policy: Cancellation must be made in writing. All expos are pre-paid. Booths cancelled within 30 days first event will result in loss of full booth cost.

PROTECTED CATEGORIES

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

Exclusive Categories:

- Vehicles
- Wrist instruments/ watches
- Sunglasses
- Triathlon Retail Store
- Bars and gels
- Bike trainers
- Scales
- Triathlon coaching services
- Hydration delivery products

CONTACT INFORMATION

Company Name: _____
Street Address: _____
City, State, Zip Code: _____
Contact Name: _____
Email: _____ Website: _____
Office Telephone: _____ Office Fax: _____
Cell Phone: _____



RULES AND REGULATIONS

1. 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 upon availability.
2. Exhibitors shall not assign or sublet any part of the said place. Only the contracted exhibitor and products/services listed above shall be displayed/ promoted.
3. Exhibitor agrees to release Ironman and the host cities, including all employees, directors, sub-contractors, volunteers and associates from any and all claims of every kind without limitations, including claims for damages, loss of life or property.
4. Booth preference is not guaranteed. Ironman reserves the right to reallocate 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. Product samples, discount coupons, etc. are encouraged as "give-aways." Orders may be taken with delivery at off-site retail locations, or sold through our on-site retail stores. **Direct sales and direct sales with product delivery in the booth are strictly prohibited.**
6. 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.
7. Exhibitor agrees to provide a Certificate of Insurance naming Ironman as additional insured for the period of April 1-4, 2009, for the Ironman 70.3 California Expo; May 14-17, 2009, for the Ironman 70.3 Florida Expo; May 26-31, 2009, for the Ironman 70.3 Hawaii Expo; June 10-12, 2009, for the Ironman 70.3 Boise Expo; June 17-21, 2009, for the Ford Ironman Coeur d'Alene Expo; July 9-11, 2009, for the Amica Ironman 70.3 Rhode Island Expo; July 22- 26, 2009, for Ford Ironman USA Lake Placid Expo; August 26-29, 2009, for the Ford Ironman Louisville Expo; September 9-13, 2009, for Ford Ironman Wisconsin Expo; October 5-9, 2009, for the Ford Ironman World Championship Expo; November 4-7, 2009, for Ford Ironman Florida Expo; November 10-13, 2009, for the Foster Grant Ironman World Championship 70.3 Expo and November 18-22, 2009, for the Ford Ironman Arizona expo.
8. Ironman reserves the right to remove Exhibitors and their accompanying exhibit material from the show in the event that an activity or presentation of product is deemed, in Ironman's sole discretion, inappropriate or detrimental to the professional nature of the exhibition.
9. Exhibitor understands that the Ironman 70.3 California, Ironman 70.3 Florida, Ford Ironman Coeur d'Alene, Ford Ironman USA Lake Placid, Ford Ironman World Championship, Ford Ironman Florida, Foster Grant Ironman World Championship 70.3 and Ford Ironman Arizona Expos are outside venues and that the Exhibitor is responsible for the safety of his/her exhibit during inclement weather.

APPLICATION/ CONTRACT FOR SPACE

The application becomes a contract for space upon the approval and countersignature of an authorized representative of Ironman and the actual assignment of space. The acceptance of the payment, which accompanies the application for space, does not constitute acceptance of a contract. Application serves as invoice.

Exhibitor Authorized Representative _____ Date _____

Ironman Authorized Representative _____ Date _____

