

2010 SPECIAL NOTICE!!

Show Site Manager's and Company Owner/CEO's Signature Mandatory

AS YOU ARE AWARE, THE ARNOLD WEEKEND NOW FEATURES ATHLETES IN 40 DIFFERENT SPORTS AND EVENTS. OVER 15,000 OF THESE ATHLETES ARE UNDER THE AGE OF 18. **THIS IS A FAMILY WEEKEND** AND WE REQUEST CLOSE CONSIDERATION OF THE FAMILY FITNESS MESSAGE OF THE SHOW.

PLEASE SEE THE BELOW **ADDITIONAL RULES AND REGULATIONS**. IF YOU HAVE BEEN A PREVIOUS EXHIBITOR/SPONSOR, YOUR SHOW SITE MANAGER AND OWNER WERE REQUIRED TO READ AND SIGN THIS FORM PRIOR TO THE EVENT. FOR THE MOST PART, OUR EXHIBITORS/SPONSORS HAVE BEEN VERY COOPERATIVE. HOWEVER, OVER THE PAST FEW YEARS, WE HAVE EXPERIENCED SOME DIFFICULTIES WITH SEVERAL COMPANIES AND NOW FIND IT NECESSARY TO EXPAND THE SPECIAL NOTICE. **IT IS NECESSARY TO INFORM YOU THAT FAILURE TO COMPLY TO OUR REQUEST(S) MAY RESULT IN YOUR COMPANY'S EXCLUSION FROM FUTURE ARNOLD FITNESS EXPOS.** WE SINCERELY APOLOGIZE TO ALL OF OUR "FAMILY FRIENDLY" EXHIBITORS FOR ANY INCONVENIENCE CAUSED BY THESE ADDITIONAL RESTRICTIONS.

1. **PRINTED APPAREL OR SIGNAGE** - IF YOU ARE PLANNING TO PRINT SIGNAGE OR APPAREL, YOUR DESIGNS **MUST** BE SUBMITTED TO SHOW MANAGEMENT PRIOR TO THE EVENT. FAILURE TO COMPLY MAY RESULT IN REMOVAL OF YOUR SIGNAGE AND PRODUCT FROM THE EXPO HALL. FOUL OR SUGGESTIVE LANGUAGE WILL NOT BE TOLERATED. USAGE OF ANY WEEKEND LOGOS AND/OR SPECIFIC MENTION OF THE TERMS, ARNOLD SPORTS FESTIVAL, ARNOLD CLASSIC OR ARNOLD FITNESS EXPO MUST BE APPROVED BY SHOW MANAGEMENT PRIOR TO PRODUCTION - NO EXCEPTIONS!

2. **SIGNAGE / PHOTOS / LITERATURE DISPLAYED** - THE ARNOLD SPORTS FESTIVAL DOES NOT ALLOW LITERATURE OR PRODUCTS THAT MAKE REFERENCE TO STERIODS OR ENHANCEMENT ABILITY THAT IS RELATED TO ANY ILLEGAL SUBSTANCE. NO REFERENCES MAY BE MADE ABOUT ENHANCEMENT OF SEXUAL PLEASURE, ENDURANCE OR ANY PRODUCT MARKETED AS APHRODISIACS. ALL LITERATURE MUST BE APPROPRIATE FOR A HIGH SCHOOL AND YOUNGER AUDIENCE. NO CATALOGS MAY BE DISTRIBUTED THAT REFLECT ITEMS THAT ARE NOT LEGAL FOR SALE TO INDIVIDUALS UNDER THE AGE OF 18 IN THE UNITED STATES AND MUST FOLLOW THE LAWS AS SET FORTH BY THE STATE OF OHIO AND THE STATE OF CALIFORNIA. BE SURE TO HAVE QUESTIONABLE ITEMS PRE-APPROVED BY THE CLASSIC PRODUCTIONS OFFICE PRIOR TO THE WEEKEND.

3. **ATTIRE** - BE MINDFUL OF THE FAMILY ASPECT WHEN SELECTING THE ATTIRE FOR YOUR BOOTH STAFF. PLEASE SUBMIT PROPOSED APPAREL CHOICES TO SHOW MANAGEMENT BEFORE DECEMBER 1ST.

4. **SOUND EQUIPMENT/AMPLIFICATION - THE USE OF SOUND AMPLIFICATION AND MICROPHONES WILL BE MONITORED ELECTRONICALLY IN EXHIBIT BOOTH AREAS** FOR 2 REASONS: 1) THE SOUND SYSTEM ON THE EXPO STAGE CANNOT BE HEARD OVER THE AMPLIFICATION FROM VARIOUS BOOTHS; 2) MANY EXHIBITORS HAVE DIFFICULTY CONDUCTING BUSINESS WITHIN THEIR BOOTH SPACE DUE TO THIS AMPLIFICATION.

5. **BOOTH BOUNDARIES** - YOU ARE REQUIRED TO STAY WITHIN THE DESIGNATED LIMITS OF YOUR BOOTH SPACE. NO STANDING OR EXHIBITING IN THE AISLE SPACE OR SOLICITING THROUGHOUT THE EXPO HALL. ABSOLUTELY NO STANDING ON TABLES OR CHAIRS.

6. **GIVEAWAYS / SAMPLES** - **NOTHING MAY BE THROWN OR TOSSED FROM A BOOTH AREA INTO THE CROWDS** BUT RATHER HANDED OR PASSED TO THE ATTENDEES FROM **WITHIN** THE EXHIBITOR BOOTH SPACE. **DRINK SAMPLES ARE TO BE LIMITED TO ONE SERVING OR LESS PER SAMPLE, (ONE SERVING = 3 OZ.)**

7. **CELEBRITIES IN EXHIBIT BOOTHS** - IN ORDER TO COMPLY WITH THE FIRE MARSHALL'S REQUIREMENTS, AS WELL AS TRYING TO EASE THE CONGESTION IN THE AISLEWAYS, WE MUST ASK THAT IF YOUR COMPANY IS CONSIDERING HOSTING A CELEBRITY OR GROUP OF CELEBRITIES IN YOUR EXHIBIT SPACE, THAT YOU PURCHASE ENOUGH SPACE TO CONTAIN THE CROWDS **WITHIN** YOUR BOOTH. LINES FOR AUTOGRAPHS, PICTURES AND HANDOUTS **CANNOT** BLOCK THE WALKWAYS OR OTHER EXHIBITORS.

8. **PRODUCTS** - ONLY ITEMS THAT COMPLY WITH THE LAWS OF THE STATE OF OHIO AND CALIFORNIA AS WELL AS FEDERAL REGULATIONS OF THE FDA CAN BE SOLD, DISPLAYED OR ADVERTISED AT THE SHOW IN LITERATURE OR CATALOGS TO BE DISPURSED. NO EPHEDRA, EPHEDRA DERIVATIVES, HORMONE OR HORMONE RELATED PRODUCTS ARE PERMITTED AT THE ARNOLD FITNESS EXPO.

NAME OF INDIVIDUAL RESPONSIBLE FOR ENFORCEMENT ISSUES AT THE SHOW SITE AND THE COMPANY OWNER/CEO. PLEASE PRINT AND SIGN BELOW. YOU ARE RESPONSIBLE TO MAKE SURE ALL PERSONNEL WORKING YOUR BOOTH UNDERSTANDS ALL OF THESE REQUIREMENTS. SIGN YOUR ACKNOWLEDGEMENT BELOW AND **RETURN THIS SIGNED FORM TO THE ARNOLD EXPO OFFICE (Fax 614-431-3493) OR EMAIL TO lpinnev@arnoldexpo.com AND dreeder@arnoldexpo.com WITH YOUR 2010 APPLICATION FORM. (You will not be allowed to exhibit without this executed form on file in the EXPO office.)**

Print Company Name Listed in EXPO Directory: _____

Booth Number (if assigned) : _____

OWNER/CEO (PRINT NAME) (SIGNATURE) (DATE) (CELL PHONE)

SHOW SITE MGR (PRINT NAME) (SIGNATURE) (DATE) (CELL PHONE)

THANK YOU FOR YOUR CONTINUED COOPERATION IN MAKING THIS WEEKEND THE BEST IT CAN BE FOR ALL WHO ATTEND!
2010 Arnold Fitness EXPO Nutritional and Exhibitor Support Committee