

**APPLICATION FOR EXHIBIT SPACE
ARNOLD FITNESS EXPO 2010**

**MARCH 5-7, 2010
GREATER COLUMBUS CONVENTION CENTER
Columbus, Ohio**

**Return to: Arnold Fitness EXPO 2010
1215 Worthington Woods Blvd.
Worthington, Ohio 43085-4712
(614) 431-2600 FAX (614) 431-3493**

ASSIGNED BOOTH SPACE
(FOR OFFICE USE ONLY)

Sponsor: Classic Productions, Inc.

The undersigned applicant hereby applies for space in the ARNOLD FITNESS EXPO 2010 subject to the rules and regulations and instructions of the Sponsor, and its agents, as stated herein or incorporated herein by reference. We have read and agree to abide by all instructions, exhibitor information and the rules and regulations which are part of this agreement.

EXHIBIT SPACE REQUESTED

BOOTH FORMATION

Number of booth(s) requested: _____

(Example: 2 booths=10'x20'; 4 booths=10'x40' or 20'x20';
6 booths=10'x60' or 20'x30')

*All booths will be assigned on a first-come, first-served basis. Each application will be time stamped as received. **SPONSORS RECEIVE PLACEMENT PREFERENCE.**

EXHIBIT SPACE RATES: Booth price is \$2000 per 10'x10' exhibit space. All booths and dimensions shown on plan. All funds are payable in U.S. dollars. Rental price includes standard 8' high backwall drape and 3' high siderails, one 8' draped table, 2 side chairs, one wastebasket, and one-line identification sign. Exhibitor service kits for additional items and information to be mailed by the decorator/drayage company.

FULL PAYMENT MUST ACCOMPANY THIS APPLICATION FOR SPACE. If paying by credit card, a 1.5% processing fee will be added. (Visa, MasterCard or Discover). Make checks payable (in U.S. dollars) to: ARNOLD FITNESS EXPO. Booths not fully paid for may be reoffered to others, in the sole discretion of Management, at any time.

Hours of Exhibits: 10:30 a.m. to 6:00 p.m., Friday, MARCH 5, 2010
9:00 a.m. to 6:00 p.m., Saturday, MARCH 6, 2010
10:00 a.m. to 4:00 p.m., Sunday, MARCH 7, 2010

BOOTH SIGN & DIRECTORY LISTING/Company Name: _____

Address _____ City/State/Zip _____

Ph: _____ Fax: _____ Website/Email: _____

We agree to exhibit the following products or services. **(This information will be listed in the EXPO 2010 Directory as you have written it – 30 words or less!)**

We agree to pay for said exhibit space based on the rates shown herein. We acknowledge that space not fully paid for by December 1 may be reoffered to others. We fully understand that this form shall become a binding contract upon acceptance by the ARNOLD FITNESS EXPO. Exhibit space shall be assigned by Management in the order received and in the best interests of the Exposition as a whole. Exhibitor agrees to accept relocation if it becomes necessary or advisable in the sole judgment of Management. **NO EXHIBITOR SHALL ASSIGN, SUBLET OR APPORTION THE WHOLE OR ANY PART OF HIS ASSIGNED SPACE.** No person, firm or organization not assigned exhibit space shall be permitted to exhibit or solicit any business within any area occupied by any part of the show or related events. This includes flyers, brochures and magazines not part of exhibitor's business.

We have read the rules and regulations on the reverse side hereof and we agree to abide by all instructions, exhibitor information and the rules and regulations which are part of this agreement.

The Rules and Regulations on the reverse side hereof are part of this agreement.
Violation of the Arnold Fitness EXPO Rules and Regulations could result with possible expulsion from the Event without refund.

Name of Person to Receive Service Kit & Show Mgmt. Information: _____
E-MAIL _____ PH _____ CELL _____ FAX _____

FIRM _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PH. () _____ FAX () _____
AUTH. SIGNATURE _____
TYPE NAME & TITLE _____

DO NOT WRITE BELOW

Total Price \$ _____
Received \$ _____ Date _____
\$ _____ Date _____
Accepted for:
ARNOLD FITNESS EXPO 2010

Date _____

Signator agrees to convey all rules and regulations herein and subsequently received to all parties involved in setting up and manning firm's booth space at the Arnold Fitness EXPO.
Initial _____

MARCH 5-7, 2010
ARNOLD FITNESS EXPO 2010
RULES AND REGULATIONS GOVERNING EXHIBITS

1. The Arnold Fitness EXPO is owned and operated by Classic Productions, Inc., referred to hereinafter as "Sponsor." Applicant agrees to abide by all instructions, exhibitor information and Rules and Regulations of Sponsor and Management. Except as contained herein, there are no representations or warranties, express or implied. Any changes in this agreement must be in writing and signed by both parties. Sponsor and Management shall have sole discretion in the interpretation and enforcement of all Rules and Regulations contained herein and the power to make such amendments thereto, and such further Rules and Regulations as shall consider necessary for the proper conduct and success of the Exposition. The failure of Sponsor and/or Management to insist upon a strict performance of any of the Rules and Regulations shall not be deemed a waiver of any rights Sponsor and Management may have.

2. Sponsor reserves the right to decline, prohibit or expel any exhibit which in its sole judgment is out of keeping with the character of the Exposition, including but not limited to persons, display materials, printed matter, product and conduct. Sponsor reserves the right to determine, in their sole discretion, the eligibility of all exhibit space applicants and individual products to be exhibited.

3. Sponsor reserves the right, in their sole discretion, to alter the exhibit hours or floor plan arrangements in any manner which is in the best interest of the Exposition. Assignment of space shall be made by Sponsor in its sole discretion. Location preferences will be accommodated as far as possible. Acceptance of an applicant does not imply endorsement of exhibitor's products or services, nor does rejection imply lack of merit of same.

4. **Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the exhibitor's booth.** Exhibitor's exhibit or product may not extend beyond the limits of the exhibitor's booth and no part of any exhibit or product may extend into any aisle. No exhibitors shall so arrange his exhibit as to obscure or prejudice adjacent booth exhibitors in the sole opinion of Sponsor. **No Exhibitor may assign, sublet, or apportion the whole or any part of the space allotted him nor exhibit therein any other goods than those manufactured or sold in the regular course of business by the exhibitor. This includes flyers, brochures and magazines not part of exhibitor's business.** Identification badges are not transferable. Admission will be by badge only.

The standard booth equipment furnished will consist of an 8-foot high backwall of draperies with aluminum uprights and stanchions with the division rails 36 inches high covered with draperies. Exhibit booth structure that will extend out from the booth backline to the aisle and that will be higher than 3 feet must be approved by Sponsor and Management. Exhibitors building to these specifications must finish the back or side portions of their exhibit so that these exposed areas will not be objectionable to adjacent exhibitors. Management reserves the right to have such finishing done or masking drapery installed, billing the exhibitor for charges incurred. **No build-up exhibits or other construction shall exceed 8 feet in background height including company name or other advertising unless approved by Management.**

5. Exhibitors shall be bound by and comply with, at exhibitor's sole cost and expense, all applicable national, state, city, municipal and other laws, codes and governmental regulations of governmental or other authorities having jurisdiction over the exhibit facility or the conduct of said Exposition, together with the Rules and Regulations of the owners and/or operators of the facility in which the Exposition is held. Exhibitors shall be bound by and comply with, at exhibitor's sole cost and expense, all applicable copyright and trademark laws and regulations which may affect Exhibitor's use and occupancy of the exhibit space or participation in the Exposition.

6. **In the event an exhibitor desires to cancel his reservation of booth space, a written notice of request for cancellation must be transmitted to Arnold Fitness EXPO, 1215 Worthington Woods Blvd., Worthington, Ohio 43085 by mail postmarked not later than December 1, 2009.** If the request is approved and accepted by Management, the amount paid shall be refunded. **The exhibit fee is not refundable for cancellations after the above date. An administrative fee of 20% of the contracted booth(s) fee(s) will be assessed upon all cancellations.**

7. Attention is called to the necessity for insurance covering all risks (including but not limited to liability, fire, theft, damage) on your exhibit from the place of shipment to the exhibition facility and return, including the period during which the materials remain in the Exposition. Exhibitor acknowledges that Management, the Sponsor, Greater Columbus

Convention Center and Veterans Memorial, their officers, agents or employees do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption, property damage and other insurance covering such losses as Exhibitor may incur, and assume no responsibility for the safety of the properties of the Exhibitor, Exhibitor's officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever. Exhibitor expressly agrees to save and hold harmless Management, Sponsor, Greater Columbus Convention Center, Veterans Memorial, their officers, agents, and members and employees from any and all liability resulting from injuries to any person or for damages to or loss of property owned or controlled by Exhibitor, its agents, employees and attendees, persons and or properties in connection with the Exhibitor's use and occupancy of the exhibit space or participation in the Exposition, and from any claim or liability which may arise as a result of copyright and trademark laws and regulations which may apply to Exhibitor's use and occupancy of the exhibit space or participation in the Exposition.

8. The exhibit facility is a public building. Exhibitors are cautioned to take valuable items to their rooms or otherwise assure their safety when they are not in attendance at their exhibit booths and to exercise caution during the exhibit hours. Watchmen service is provided at all times when the exhibit hall is not open on show days, but the furnishing of such watchmen shall not be deemed to increase the liability of Sponsor, Management, the owner of the building in which the exhibit facility is located, their officers, agents or employees, nor to modify in any way the assumption of risk and release provided for above. Sponsor and Management shall not be responsible for the conduct of contractors or their employees and assume no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractors or the exhibit facility. **During closed hours, an exhibitor must present proper identification and credentials to gain entry when entry is permitted.**

9. If the Exhibitor fails to comply in any respect with the terms of this agreement, then Sponsor and/or Management shall have the right, without notice to the Exhibitor, to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency, which loss or damage the Exhibitor agrees to pay Sponsor and/or Management upon demand together with expenses and costs incurred by reason thereof.

10. Exhibitor acknowledges that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should Sponsor and Management be unable to effect the sale of the space as herein provided, Sponsor and Management is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the Exposition, without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay Sponsor and Management the full sum as herein set forth.

11. Exhibitor agrees that whenever an attorney is used to obtain payment due hereunder an attorney's fee of 30% of the sums due shall be payable by the Exhibitor as and for reasonable attorney fees. This agreement shall be governed by the laws of the State of Ohio.

12. In the event the Exposition is cancelled or postponed, or Sponsor and/or Management is unable to perform for any reason whatsoever, including performance under this agreement, the sole and exclusive remedy of Exhibitor as against Sponsor and Management with respect to any damages sustained by Exhibitor as a result of the non-occurrence or postponement of the Exposition, including incremental and consequential damages, shall be a refund of monies paid on account of the exhibition space, less Exhibitor's pro rata share of expenses relating to the Exposition, as determined by Sponsor. Sponsor reserves the right to cancel or postpone the Exposition for any of the following reasons: damage or destruction of the facility; acts of God, national or unforeseen emergency, public enemy, war or insurrections; strikes or the possibility of strikes; the authority of the law; for any cause beyond their control or where Sponsor, in its sole discretion, determines that the Exposition cannot be held as planned; or in a manner which will serve the best interests of Sponsor, the attendees and/or exhibitors; or where the success of the event will be adversely affected.

This agreement shall be construed solely as a license for the use of the exhibit space to be occupied by the Exhibitor, and Exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement. Sponsor and Management disclaims any implied warranties of merchantability and/or fitness with respect to the services or material furnished to the Exhibitor in connection herewith.