

2009
2 EVENTS
CBS 3 Philadelphia
& South Jersey
Sports Extravaganza & Wellness Expos
“Helping the Delaware Valley for the past 8 Years”



2nd Annual CBS 3 Philadelphia Sports Extravaganza & Wellness Expo.
Feb 14th and 15th 2009

The Greater Philadelphia Expo Center At Oaks
PhillyExpo.info

&

8th Annual South Jersey Sports Extravaganza & Wellness Expo
Sat May 30th & Sun 31st 2009

Sheraton Atlantic City Convention Center Hotel
“Fighting Obesity Together”
SouthJerseyExpo.com

Contact:

James B. Jefferson Expo Director
Tel: 609-923-2663 Fax: 413-691-6057
35 Jackson Road Medford NJ 08055

FACT SHEET

2 Sports Extravanzas and Wellness Expos reaching thousands of people each year. With up to 10,000 people, 1,000 athletes and their families we have constant flow of traffic to your booth.

- 2 Day Events Sat & Sun
- Free Wellness Expo Admission 10am to 5pm up to 10,000 people
- Event allows the public to experience FREE health screenings, massage therapy, demonstrations, natural products, healthy & organic food options, along with aromatherapy, and MUCH more!
- National Qualifier Arm Wrestling Tournament will be both Days.
- North American Strong Man and Woman Championships
- FAME FITNESS MODEL SEARCH
- Expo booths are great way to advertise your products or services
- Advice on anything Wellness or Fitness Related will be available!
- Product knowledge will be thoroughly given!
- Natural Physique Championships will be held on Saturday
- Some Expos have Cheerleading and Dance Competitions as well

Below is a statistical look at the 10,000 plus expo attendees for the past 8 years:

- Average Attendee is 27-68 years old
- 56% are female and 44% are male
- 77% own their own homes
- 47% earn household incomes in excess of \$95,000
- 30% of attendees are in the medical field
- 27% of attendees are in the health and fitness field.
- 80% plan to make purchases within 3 months of the expo
- 84% plan to start a diet or exercise program right away
- 75% plan to join a health club or spa
- Over 10,000 qualified consumers attend our shows
- 78% purchase products or services at the show.
- 60% of consumers buy from exhibiting companies after the show

Founder James B. Jefferson, Licensed Wellcoach 2008 Top Personal Trainers in the USA, looks forward to seeing you and your company at our Expos and he is truly dedicated to help others achieve a well-balanced, healthy, and happy lifestyle! For more information on our Founder, please check out JamesYourPersonalTrainer.com to seek all the answers to your questions. We look forward to seeing you at the areas largest, most successful Expos!

For more information call 609 -923-2663 and asking for James Jefferson, or go to the website, www.PhillyExpo.info or www.SouthJerseyExpo.com.

Past and Present Media Partners:



Local TV, Radio, and Newspapers will cover the event as well as our 4 million Media Impression Marketing Campaign. The South Jersey Sports Extravaganza and Wellness Expo are bigger and better than ever. Join us at this family event that offers a spectacular variety of charity fitness events and health exhibits along with sports competitions. This year's focus is fighting Obesity.

Our 2009 expos are the largest in sports, fitness, and health celebration in Delaware Valley. The crowds of athletes, spectators, and exhibitors will make this a huge success. This long list of crowd-pleasing events and booths are both exciting and diverse. If you would like to have a booth for your company or sponsor the event you can get more info at our website. www.PhillyExpo.info and www.SouthJerseyExpo.com.

Highlights: Among the annual expo highlights are personal appearances by well-known physicians, celebrities and star athletes from around the area. The expo features booths for attendees that want the latest in health and fitness goods and services. The entertainment includes Healthy Cooking, Fitness and Nutrition Demonstrations along with Athletic Contests like weight lifting competition, arm wrestling, pushup contests and seminars. If you are looking for a Doctor or specialty you will receive, Free Screenings and seminars all day long while the kids have a great time. For a full list of our sponsors and vendors go to our websites www.PhillyExpo.info and www.SouthJerseyExpo.com.

Exhibitor Booth: Your Companies Booth includes a 6 to 8 ft table and 2 Chairs.

Pre Pay for Booths at both our SJ and Philadelphia Event and Receive \$200.00 off your booth price or thousands off sponsorship. Extra Chairs are \$10.00 per day, Electricity is \$50.00 per day and Pipe and Drape are \$50.00 per day. Both Events you can set up your own booths and bring in your own supplies.

10X10 EXPO booth ONLY 1 Event →	599.00	
Both Events	999.00	Save \$200.00
10X20 EXPO booth ONLY 1 Event →	899.00	
Both Events	1,699.00	Save \$200.00
EXPO Sponsor 1 Event →	2,500.00	
Both Events	4,500.00	Save \$500.00
Participating Sponsorship 1 Event →	10,000.00	
Both Events	18,000.00	Save \$2,000.00
Presenting Sponsorship 1 Event →	15,000.00	
Both Events	25,000.00	Save \$5,000.00

Sponsors Receive Radio and TV Commercials as well as print ads for the event.

EVENT EXHIBITOR PRE REGISTRATION

INSTRUCTIONS: Please complete all sections below, sign and return by either fax 413-691-6057 or mail to the address listed at the bottom of this page. A non-refundable payment of 50% of the total sponsorship investment is due upon execution of this contract and balance is due 1 month before event date. A non-refundable check or credit card authorization for the total sponsorship investment must accompany any application & contract entered less than 30 days before the event date. Your Company does not have to display at the event, we can add you to our program or any of our advertising campaigns. **You must keep your booth open all hours of the Expo or there is a \$250.00 fine. Any charge backs on credit cards used to purchase sponsorships or booths will receive a fine for \$250.00 plus must pay the original fee by certified check in 14 days.** Pre Pay for Booths at both our SJ and Philadelphia Event and Receive \$200.00 off your total price.

Please indicate which level participation your company is paying for. _____

<input type="checkbox"/>	10X10 EXPO booth ONLY 1 Event	→	599.00
	Both Events		999.00
<input type="checkbox"/>	10X20 EXPO booth ONLY 1 Event	→	899.00
	Both Events		1,699.00
<input type="checkbox"/>	EXPO Sponsor 1 Event	→	2,500.00
	Both Events		4,500.00
<input type="checkbox"/>	Participating Sponsorship 1 Event	→	10,000.00
	Both Events		18,000.00
<input type="checkbox"/>	Presenting Sponsorship 1 Event	→	15,000.00
	Both Events		28,000.00

Presenting Sponsors Receive (20) Fitness Tips 30/30 R.O.S. on ESPN RADIO 950, 933 WMMR, 95.7 BEN Fm and 102.9 WMGK. Name inclusion in a minimum of (30) promotional announcements to air on ESPN RADIO 950, 95.7 BEN FM / Logo Placement in TV commercial on CBS 3 in Philadelphia Market. Your company banner and link on SouthJerseyExpo.com for 1 Year. Exclusive Rights as the Only Company of your kind at the event. Your Company banners displayed around the Expo Hall during the event.. A 10x20 Front Entrance booth area on the Main Expo Floor, Your Company Logo in all ads. 4 Million Media Impressions Minimum. A full-page color ad in our programs. Your company logo on 10,000 posters. Your Company name and logo on up to 2,000 T-shirts. You also receive the announcement sponsorship where your company name will be repeated 20 times throughout the day during each event. Your Company included in four e-mail blasts to over 100,000 unique opt in users

Participating Sponsors Receive (10) Fitness Tips 30/30 R.O.S. on ESPN RADIO 950, 933 WMMR, 95.7 BEN Fm and 102.9 WMGK. Name inclusion in a minimum of (30) promotional announcements to air on 95.7 BEN FM. Your company banner and link on SouthJerseyExpo.com for 1 Year. Your Company banners displayed around the Expo Hall during the event. A 10x10 booth area on the Main Expo Floor. A half page color ad in 10,000 programs. Your company logo on 10,000 posters. Your Company name and logo on 2,000 T-shirts to be distributed to competitors and fans. You also receive announcement sponsorship where your company name will be repeated 20 times throughout the day during each event. Your company announced in 4 e-mail blasts to over 100,000 unique opt in users

CBS 3 Sports Extravaganza & Wellness Expo Registration page 2

Company Name _____ Contact _____

Title _____ Address: _____ City: _____

State: _____ Zip: _____ Phone: () _____ Fax: () _____

E-mail: _____

What Expo do you want to be an exhibitor at Philadelphia _____ SJ _____ Bo th _____

PAYMENT METHOD: Corporate Check (made payable to: Your Personal Trainer LLC)
Your Credit Card Statement will say "Wellness "

(Please Circle one) **Visa** **MasterCard** **American Express**

Any Charge backs to credit cards your company will be fined \$250.00 that will be charged to this card on top of contract charges.

Card No. _____ Exp. Date: _____ / _____

3-digit code on back of card _____ 4 digit code on front of AMEX _____

Name on card: _____ Address _____

Phone Number _____ Cell Phone _____

The undersigned hereby Authorizes the Expo to charge their credit card and 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 Expo Management and the Convention Center Staff, the South Jersey and Philadelphia Sports Extravaganza & Wellness Expo & James Your Personal Trainer LLC as described in the attached Rules Governing Exhibit. All Vendors and Sponsors must keep booth open and running until at least 5pm on Both Days. Any booth that is broken down before those times will receive a \$250.00 penalty. A List of all rules and regulations will be available on the web site for all companies to review.

Signature _____

Date _____

Contact info: James B. Jefferson, Expo Founder and Director

609-923-2663 James @JamesYourPersonalTrainer.com

www.SouthJerseyExpo.com

www.PhillyExpo.info

PLEASE FAX THIS COMPLETE FORM TO US to 413-691-6057 or send complete form with a check to
Wellness Expos 35 Jackson Rd. Medford N.J. 08055

Exhibitor Information Sheet
CBS 3 Philly Sports Extravaganza and Wellness Expo

- Date:** Set up Friday Feb 13th after 5pm Expo Opens Sat 10am must have booth set up before 9am Saturday
- Time:** Expo Open Times Saturday and Sunday: 10:00am – 5:00pm
- Location:** Greater Philadelphia Expo Center at Oaks 100 Station Avenue Oaks, PA 19456(610) 834-7993* approximate times phillyexpocenter.com
- Hotel Info:** Hampton Inn & Suites Valley Forge/Oaks 100 Cresson Boulevard, Phoenixville, Pennsylvania, USA 19460 Tel: +1-610-676-0900 Fax: +1-610-676-0678 Special Show Rate \$124.00
- On-Site Contact:** James Jefferson – Cell: 609-923-2663
- Set-Up Time Main Expo:** Friday Feb 13th after 5pm & Saturday Feb 14th 6am to 9am
- Break Down Time Main Expo:** 5pm–8pm if booth is broken Down before 5pm Sunday there will be a fine.
- Electricity:** Electricity available at each row of booths for \$50.00. Each exhibitor MUST bring power strip and a 20 ft. commercial grade extension cord.
- Parking:** Plenty of FREE Parking all around the Expo Center.
- Prizes and Giveaways:** Prizes and Giveaways for the Raffle must be given to the Show Table upon arrival.
- Chair and Tables:** 2 Chair, 1 table and tablecloth and skirt will be provided. If you need more tables the cost is \$50.00 per table covered and \$10.00 per chair
- Pipe and Drape is available** Pipe and Drape are \$50.00 per day must be paid 2 weeks in advance.
- Booking your Room:** * Hampton Inn & Suites Valley Forge-Oaks
* Homewood Suites by Hilton Philadelphia-Valley Forge
- Advertising Opportunities We have ads on ESPN Radio, CBS 3 and The CW 57 TV and the Philadelphia Inquirer. If you want have an add in the paper let us know.
- Schedule of events** **Expo 10am to 5pm Each Day.**

General Directions

From Rt. 76 (Schuylkill Expressway) Follow Rt. 76 west to King of Prussia Exit to Rt. 202 South (West Chester) Stay in right lane for Rt. 422 West (Pottstown) Exit Rt. 422 at Oaks, left onto Egypt Road Left at Station Ave. (3rd light) Follow signs for the Expo Center

From PA Turnpike Exit at Valley Forge and stay to the right Exit Rt. 202 South (West Chester) Stay in right lane for Rt. 422 West (Pottstown) Exit Rt. 422 at Oaks, left onto Egypt Road Left at Station Ave. (3rd light) Follow signs for the Expo center

2009 Sports Extravaganza & Wellness Expo Rules and Regulations

- 1. LICENSE AGREEMENT:** Upon acceptance by The Philadelphia or South Jersey Sports Extravaganza & Wellness 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 or sponsorship at the ("Expo"). Applications for exhibit space or sponsorship must be on an official Exhibit Booth Application/Contract, Feature Area or Presenting Sponsorship Contract 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, walkways or fire exits. 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 not 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. A \$250.00 fine will be assessed if booth is not kept operating. 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.
- 3. EXHIBIT HOURS:** All exhibits must be set up and operational 1 hour before the opening of the event. All exhibits must be set up operational and fully staffed during show hours. Set up time is Friday Night from 5pm to 10pm.
- 4. EXHIBITOR LOGISTICS:** Detailed data will be e-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. Show 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.
- 5. 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. All products being sold at Expo must be approved by Expo management.
- 6. 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. Show 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 Show 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 Expo Management. Exhibitor shall neither have nor acquire any rights in any Expo Management Marks by or through the exercise of this license.
- 8. Exhibitors Marks.** Exhibitor hereby grants Expo 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.
- 9. Show Management Content.** Expo 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 sublicensed to Expo Management, a sublicense 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 sublicense.
- 10. APPROVAL. 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.

11. **Right to Reject Materials.** Exhibitor's use of the Marks, Expo Management and the Expo Hall or Facility Content, advertising, promotional and other materials are subject Expo Management and the Expo Hall or Facility'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.
12. **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.
13. **INSURANCE:** Expo Management and the Expo Hall or Facility are 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.
14. **LIMITATION OF LIABILITY:** Exhibitor hereby agrees to save and hold harmless, defend and fully indemnify Expo Management, the Expo Hall and its staff, James Your Personal Trainer LLC James Jefferson and its 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, James Your Personal Trainer LLC James Jefferson and its officers, directors, employees and affiliates 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.
15. **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.
16. **LATE PAYMENT AND REFUND POLICY:** 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. Payments not made in accordance with this Agreement, shall bear interest at the rate of one and one half percent (1.5%) per month or the highest rate permitted by law, if less. 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 Exhibitor, Sponsor or Vendor causes a charge back to any credit cards used for space or fees at the show a \$250.00 Penalty fee will be charged. to the same Credit Card on File. By signing this agreement you give us that authorization.
17. **NONASSIGNABILITY:** exhibitor may not assign This Agreement without the prior written consent of Expo Management.
18. **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.
19. **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 Expo venue, all without liability whatsoever for any damages, claims, losses, actions suits arising from such removal.
20. **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.
21. **GOVERNING LAW:** This Agreement shall be construed and interpreted according to the laws of the State of Pennsylvania and New Jersey.

By Signing any contract with the Philadelphia or South Jersey Sports Extravaganza and Wellness Expo you hereby represent having read and agreed to the terms of this document, set forth by the Wellness Expo's, James Your Personal Trainer LLC and the Sports Extravaganza & Wellness Expo