



2008 SPORTS EXPOSITIONS

The Ironman Sports Expo will be the center attraction of the Downtown Ironman Village at each of the eight 2008 North America Sports (NA Sports) events. Almost 200,000 people are expected to go through the Villages, all looking for the latest product information. If you are looking for a great way to gain exposure and sales to the incredible demographic group of Ironman athletes and spectators (mid 30's, HHI of over \$100,000), we invite you to exhibit within the Village via your own 'pop-up' tent, or one you can rent one from us.

Prices are listed below – Booths include one table, two chairs and electric. Tents, additional tables and chairs are extra. To reserve your spot for each event, send in this form and check for the total amount (made out to NA Sports).

Costs for Expo Booth Per Event

Space: 10' x 10' - \$2,000
10' x 20' - \$3,000

Please check the event (s) you will attend in 2008

<u>Race</u>	<u>Race Date</u>	<u>Expo Dates</u>	
California 70.3	March 29	March 27-28	___
Arizona	April 13	April 10-12	___
Florida70.3	May 18	May 16-17	___
CDA	June 22	June 19-21	___
Lake Placid	July 20	July 17-19	___
Canada	August 24	August 21-23	___
Wisconsin	Sept. 7	Sept. 4-6	___
Florida	Nov. 1	Oct. 28-31	___

Order a tent: 10' x 10' - \$300 ___
10' x 20' - \$500 ___

Extra tables @ \$25 each ___
Extra chairs @ \$10 each ___

Questions?

For more information, please feel free to contact:

Tom Ziebart
Office: 352-241-7144 ext. 4209
Cell: 407-765-9608
E-mail: tomziebart@aol.com.

To Reserve Your Spot:

Send this completed form and check, (payable to NA Sports) to:

NA Sports Expo
Attn: Tom Ziebart
1006 Hamlin Ave
Howey in the Hills, FL 34737

Package Prices

- \$15,000 - All 8 events – 10 x 20 booth with tent
- \$12,000 - All 8 events – 10 x 10 booth with tent
- \$12,000 - 5 Events – 10 x 20 booth with tent
- \$ 9,000 - 5 Events – 10 x 10 booth with tent
- \$10,000 - 8 Events – 10 x 10 booth space.
- \$ 7,500 - 5 Events – 10 x 10 booth space.
- \$ 5,000 - 3 Events – 10 x 10 booth space

PROTECTED CATEGORIES

No products may be shown or sold at NA Sports events that conflict with these exclusive sponsors.

Category	Exclusive Company
Wrist instruments / watches	Timex
Wetsuits	Blue 70 (excluding Florida & California)
Vehicles	Ford (Subaru in Canada)
Bicycles	Cervelo
Performance Therapy Products	Trigger Point
Triathlon Retail Sales	Inside-Out Sports
Running Shoes	Newton Running Company

Rules and Regulations

1. NA Sports reserves the right to accept or reject any application for any exhibit area for any reason Ironman deems appropriate.
2. Exhibitor shall not assign or sublet any part of the said space. Only the contracted exhibitor and products/services listed above shall be displayed
3. Exhibitor agrees to release NA Sports and the host cities, including all employees, volunteers and associates from any and all claims of every kind without limitations, including claims for damages, loss of life or property.
4. NA Sports reserves the right to reallocate space in the interest of a better showing of exhibits or in the event of necessary floor plan changes.
5. Exhibitor agrees that they are responsible for breaking down their own boxes, and getting these to the dumpster / recycling facilities provided.
6. Exhibitors will not sell or display products that conflict with event sponsors. Conflicting with these sponsors will immediately cancel your booth space and forfeit a refund.

We have read and agreed to the rules and regulations stated above.

Authorized Signature

Company Name

Date

Printed Name

Address

City

State

Zip

Office Phone

Office Fax

Cell Phone

E-Mail