

The  
**Healthy & Fit Expo**  
magazine

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Sept. 27, 2008 • Lansing Center • Lansing • [www.healthyandfitmagazine.com](http://www.healthyandfitmagazine.com)

# The **Healthy & Fit Expo** magazine

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## **About the 2008 Healthy & Fit Magazine Expo** sponsored by Ingham Regional Medical Center and WLNS TV-6

The Healthy & Fit Magazine Expo was a success, even in its first year. Featured as part of a large advertising campaign on television and radio, in local newspapers and mid-Michigan's only health and fitness publication, The Healthy & Fit Magazine Expo:

- attracted more than 94 businesses and services as vendors,
- drew more than 3,000 attendees,
- packed workout areas near its popular demonstration stage, which offered everything from cardio hip-hop to fencing as venues for increased personal activity,
- staged autograph sessions featuring every Michigan State University major varsity sport (except football), i.e. men's and women's basketball, softball, baseball, hockey, crew and triathlon club,
- and offered a Tiki-head, inflated rock wall for children.

So how do you top that kind of success? You repeat the most successful elements, and offer additional attractions that will increase expo traffic!

The 2008 Healthy & Fit Magazine Expo will feature additional demonstration stages, indoor cycling stunts and sports demonstrations, and will offer a lecture/speaker area. Marketing efforts will be expanded to include Grand Rapids and the Detroit area, as well as national media outlets. And more.

Quick facts about the Expo:

DATE:	Saturday, September 27, 2008
EXPO HOURS:	10 a.m. to 6 p.m.
STAGE TIMES:	10:30 a.m. to 4:30 p.m.
	Demonstrations will take place every 30 minutes

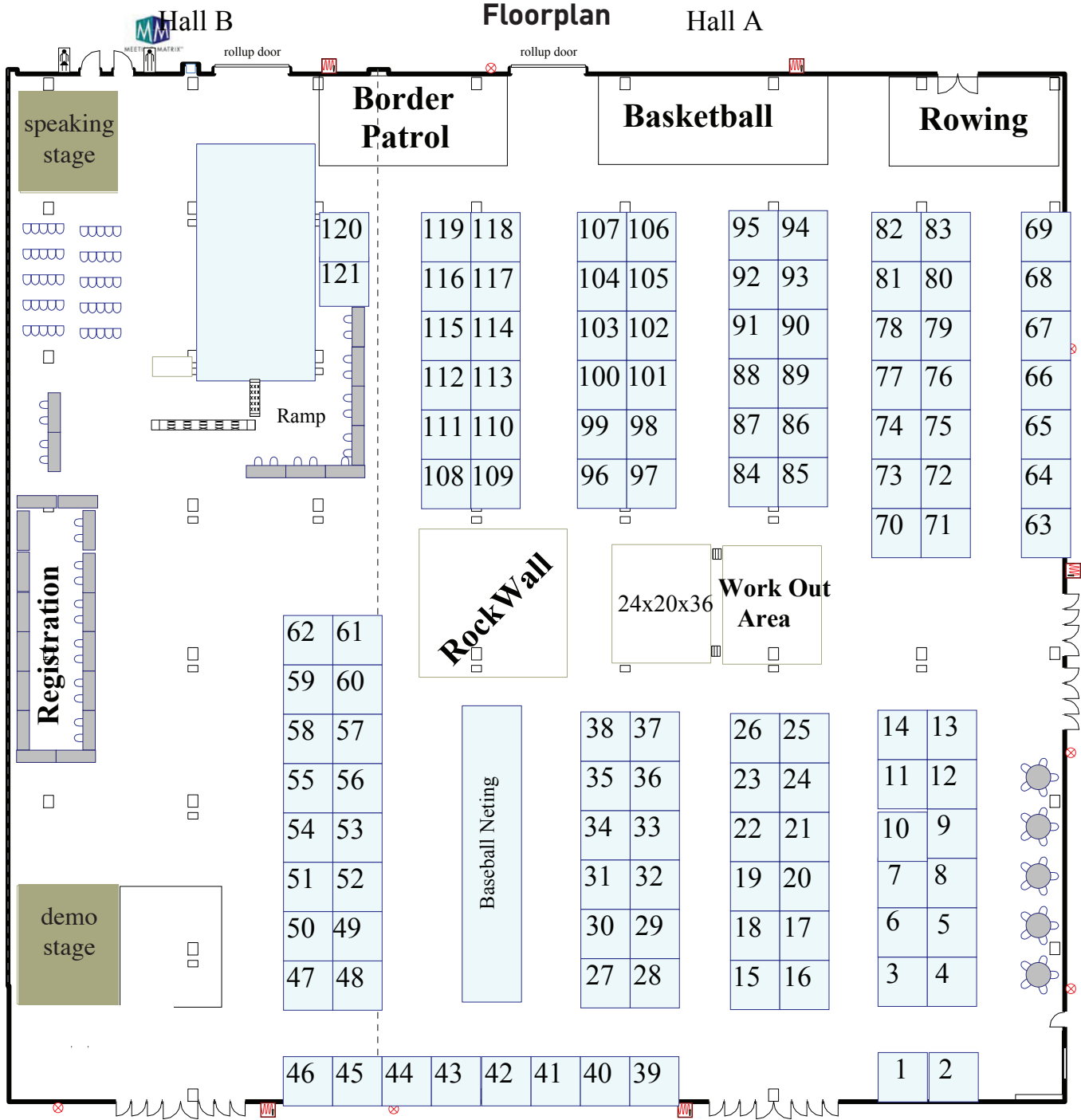
Be sure to visit [www.healthyandfitmagazine.com](http://www.healthyandfitmagazine.com) for the latest in expo news.

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**REGISTRATION DEADLINE IS AUGUST 1, 2008**  
**SPACE IS LIMITED, AND RESERVED ON A FIRST COME BASIS**

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### Exhibit Space Application

**NOTE: REGISTRATION DEADLINE IS AUGUST 1. AFTER THIS DATE, THERE IS A 25% SURCHARGE IN BOOTH PRICES.**

PLEASE PRINT OR TYPE *(In Text Boxes Provided)*

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

TELL US ABOUT THE PRODUCTS OR SERVICES YOU WILL BE EXHIBITING—PLEASE BE DETAILED ON ANY SERVICE YOU ARE PROVIDING (i.e. back massage, foot massage, etc.)

\_\_\_\_\_  
\_\_\_\_\_

PLEASE RESERVE THE FOLLOWING EXHIBIT SPACE (INDICATE APPROPRIATE PRICE BY REFERRING TO FLOOR PLAN). PLEASE NOTE: PRICES BELOW REFER TO BOOTH RENTAL ONLY. THERE MAY BE ADDITIONAL CHARGES TO YOUR BUSINESS FOR THE REQUIRED INSURANCE RIDER COVERING YOUR BOOTH AT THE EVENT, AND FOR ANY ADDITIONAL AMENITIES THAT YOU MAY CHOOSE, SUCH AS ELECTRICITY OR A PHONE LINE.

SINGLE BOOTH AISLE: \$300	SINGLE BOOTH END CAP: \$350
10 x 20 AISLE BOOTHS: \$470	10 x 20 END CAP: \$570
20 x 20 END CAP: \$870	*Larger booth space available. Pricing varies.

PLEASE INDICATE YOUR FIRST THREE BOOTH PREFERENCES FROM THE FLOORPLAN

1ST CHOICE \_\_\_\_\_ 2ND CHOICE \_\_\_\_\_ 3RD CHOICE \_\_\_\_\_

We hereby apply for exhibit space at the The Healthy & Fit Magazine Expo. We agree to the show terms and conditions on the attached sheet.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

See payment terms on "Terms and Conditions" sheet.

**The Healthy & Fit Magazine Expo**  
P.O. Box 26  
Mason, MI 48854  
fax: 517.913.6004

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**Exhibit Space Worksheet**

**THIS SHEET MUST ACCOMPANY YOUR APPLICATION**

Name: \_\_\_\_\_

Business: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Booth Rental Fee .....\$ \_\_\_\_\_

Total due to Healthy & Fit Magazine .....\$ \_\_\_\_\_ \*

PAYMENT OPTIONS:

**Plan A –** Submit full payment with your application, by check or credit card.

**Plan B –** 2-payment plan. If you wish to make a 50% deposit, you may do so by providing a credit card number, knowing that we will automatically run the credit card for the balance due on August 1, 2008.

Include

- your application
- this worksheet
- your signed terms and conditions page (included in this packet)
- liability insurance rider
- payment/credit card number and mail or fax to:

**The Healthy & Fit Magazine Expo**

P.O. Box 26  
Mason, MI 48854  
fax: 517.913.6004

\*Possible Additional Costs

Insurance: Your insurance provider may be able to issue a certificate of liability that includes the required language detailed in the "Insurance Requirement" section of our "Terms and Conditions" page. If that is not possible, you can purchase the rider for \$50 through the Mason Insurance Company by calling Pete at (517) 676.5534.

If you want additional amenities for your booth, you will place your order directly with the provider. Generally, if you place your order early or on time, you will pay a lower price than if you wait until just before the event. Possible additional expenses might include (note: estimated prices are given, as '08 prices are not available at this time):

Electricity (\$55 advance order, \$75 floor price)

Telephone line (\$35 for data (credit card) or voice service)

## Terms and Conditions

### Page 1

- 100% of booth rental fee is expected to be paid with the submission of your expo space application and worksheet. We do accept credit cards for a 50% deposit with your understanding that we will automatically run the same credit card for balance due on August 1, 2008.
- THERE ARE NO REFUNDS.
- Vendors will be assigned a time to arrive and set-up their booth on the morning of the event – no set-up the night before. Vendors are expected to have someone in their booth at all times during expo hours. Tear-down will occur after the published expo hours.
- Do not sublet your booth space (include additional vendors).
- No lighter-than-air (helium, etc.) balloons are permitted in the building unless prior authorization has been received in writing from the Lansing Center and the required fee determined by the Lansing Center has been paid. (If balloons escape, and rise to the rafters, you will incur the cost for removing the balloons.)
- No sample food and/or beverage products may be brought into the Lansing Center or distributed by exposition sponsoring organizations and/or their exhibitors. Do not serve alcoholic beverages of any kind.
- All electrical outlets must be supplied and installed only by building personnel.
- Use Hall A East Dock to move your merchandise in and out during your designated times.
- Conform to all City of Lansing Fire Department and Lansing Center rules and regulations. Do not place or operate any equipment on the premises. Do not use any flammable chemicals. Do not paint anything while in the building.
- Do not visually or physically block exits, disturb the aisles or disturb your neighbors.
- Do not erect an exhibit or rack higher than the 3 foot side rails of your booth that will prevent your neighbor's view of the aisle.
- Do not solicit in the aisles or in other exhibitor's booth(s).
- Accept responsibility for any damages which you may cause to the building or other property associated with the exhibit. Carry the insurance necessary to protect yourself in case of an accident.
- Do not tape, nail, tack or staple anything from columns, walls, doors, ceilings or other painted surfaces.
- Remove all of your belongings from the exhibit hall by 8 p.m. on September 27, 2008 or we will store them for you, at your expense.
- We reserve the right to modify the Expo layout, and to restrict or reject any exhibit.

**Questions? Concerns?**  
**Contact Kathy at 517.282.8452 for answers and information.**

## Terms and Conditions Page 2

### **WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT KISSCO PUBLISHING, LLC DBA HEALTHY & FIT MAGAZINE AND THE LANSING CENTER AND THE LANSING ENTERTAINMENT & PUBLIC FACILITIES AUTHORITY (LEPFA).**

I have been given the opportunity to participate in events known as The Healthy & Fit Magazine Expo ("Activity"). I understand that my participation in the Activity may involve the risk of physical injury and I am willing to assume any and all such risks. I wish to participate in this activity and recognize that it involves certain dangers through accident or otherwise, including but not limited to physical injury, including death. In consideration for being allowed to participate as I request, I HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE any officers, agents or employees of either Kissco Publishing, LLC, Healthy & Fit Magazine and The Lansing Center and the Lansing Entertainment & Public Facilities Authority, from any and all liability, claims, demands, actions and causes of actions arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or my property, whether caused by my negligence or theirs, while participating in this activity or being in or upon the premises in which the activity is being conducted. I recognize that I am not required to participate in this activity and do so of my own free will. I VOLUNTARILY ASSUME RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE, OR PERSONAL INJURY, INCLUDING DEATH, that I may sustain or cause as a result of being engaged in this activity, whether caused by my negligence or that of Kissco Publishing, LLC, Healthy & Fit Magazine or The Lansing Center or the Lansing Entertainment & Public Facilities Authority or its agents or employees. I FURTHER AGREE TO IDEMNIFY AND HOLD HARMLESS Kissco Publishing, LLC, Healthy & Fit Magazine, The Lansing Center and the Lansing Entertainment & Public Facilities Authority, their agents and employees from any loss, liability, damage or costs, including court costs and attorneys fees, that either of them may incur due to my participation in such activity, whether due to my negligence or theirs or otherwise. I intent to bind other members of my organization, my family, my heirs and assign to this Waiver of Liability and Hold Harmless Agreement.

### **INSURANCE REQUIREMENTS Deadline – August 1, 2008**

All exhibitors are required to forward Kissco Publishing, LLC, Healthy & Fit Magazine and The Lansing Center and the Lansing Entertainment & Public Facilities Authority a certificate of Liability Insurance. Exhibitors shall, at their own expense, procure and maintain through the term of the agreement the following insurance(s).

Comprehensive General Liability – Insurance for claims arising out of bodily injury, death, and/or property damage resulting from your exhibiting at the show. Such insurance shall afford a personal injury or death limit of not less than \$1,000,000 and property damage liability limit of not less than \$1,000,000. Such insurance shall include but not limited to, Blanket Contractual Liability, Independent Contractor's Liability, and Products or Completed Operations Liability coverage. It is agreed that all insurance contracts as described above shall not be amended or cancelled or non-renewed without giving Kissco Publishing, LCC or the Lansing Entertainment and Public Facilities Authority at least 30-day advance written notification.

Certificates must contain the following information to be considered valid: Identify Kissco Publishing, LLC, Healthy & Fit Magazine and The Lansing Center and the Lansing Entertainment & Public Facilities Authority as additionally insured. Exhibiting Company's Name and ANY dba's that apply must be listed on the certificate.

The certificate will need to include the following language under "Description of Operations/Locations...": Kissco Publishing, LLC, Healthy & Fit Magazine and The Lansing Center and the Lansing Entertainment & Public Facilities Authority their owners, board of governors, officers, officials, agents and employees are named as additional insureds, held harmless and indemnified including all defense costs as their interests may appear under this agreement.

**I have read this document before signing it; I have had an opportunity to consider its meaning, and I understand the document and sign it voluntarily as my own free act and deed. I am at least 18 years of age and fully competent.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_ **WITNESS:** \_\_\_\_\_

**BUSINESS NAME:** \_\_\_\_\_