



3rd Annual

26.2
with
DONNA™

The National Marathon
to Finish Breast Cancer

Benefiting MAYO CLINIC and Women Living with Breast Cancer

www.breastcancermarathon.com



health and fitness expo

PRESENTED BY **Winn-Dixie**

February 19-20, 2010

Prime Osborn Convention Center

1000 Water Street

Jacksonville, Florida 32202



Caring for Women Living with Breast Cancer

Thank you for attending the 26.2 with Donna
Health and Fitness Expo presented by Winn Dixie



26.2 with Donna Health and Fitness Expo Presented by Winn-Dixie

We would like to invite you to be a part of the 3rd Annual 26.2 with Donna The National Marathon to Fight Breast Cancer Health and Fitness Expo presented by Winn-Dixie. In our first two years, we have welcomed over 14,000 runners from all 50 states and over 15 countries. As race participants from across the world prepare for the only marathon solely dedicated to finishing breast cancer, you will have the opportunity to promote, sell or sample your product. Join other exhibitors, such as Mayo Clinic, Jeff Galloway's Training Program and Winn-Dixie, for a weekend of fun in the sun!

Expo Dates and Times:

Friday, February 19, 2010	11 a.m.- 8 p.m.
Saturday, February 20, 2010	9 a.m.- 6 p.m.

Exhibitor Set Up:

Thursday, February 18, 2010	12 p.m.- 6 p.m.
Friday, February 19, 2010	7 a.m.- 10 a.m.

Exhibitor Breakdown:

Saturday, February 20, 2010	6 p.m.- midnight
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Location:

Prime Osborn Convention Center
1000 Water Street
Jacksonville, FL 32202
www.jaxevents.com

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Exhibit Opportunities:

10'x10' Booth- \$900

10x10 Premium Booth- \$1,000

Booths Include:

- Back and side draping
- One 6' banquet table
- Two chairs
- One waste basket
- One identification sign

Premium booths are located on a corner or in a high traffic area. Premium booths are denoted by lavender shading on the above map.

Registration will remain open until all booths are occupied. Complete payment must be received with application.

Send in your application before December 1, 2009 and take \$100 off your booth rental!

"Race Packet" Opportunities:

All Expo Exhibitors are encouraged to include a coupon, product sample or giveaway item in the 26.2 with Donna runners' bags at no additional charge. For non exhibitors, to have promotional materials or product samples inserted into the 26.2 with Donna runners' bags will cost \$400 per item. A minimum quantity of 5,000 is required and must be received by January 15, 2010.

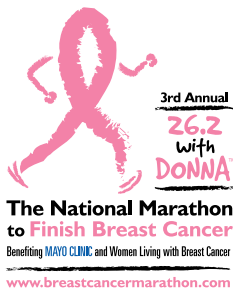


26.2 With Donna Health and Fitness Expo

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EXHIBITOR RULES AND RESPONSIBILITIES

1. 26.2 with Donna The National Marathon to Fight Breast Cancer Inc (the 26.2 with Donna Foundation) owner and operator of the 26.2 with Donna The National Marathon to Fight Breast Cancer (the 26.2 with Donna), reserves the right to the use of 26.2 with Donna Marathon name, trademarks, logos and copyrighted materials. No use of the name 26.2 with Donna, The Donna Foundation and/or any of their logos, trademarks or copyrights for any commercial purpose or any merchandise for sale or giveaway is authorized without the express written permission from the 26.2 with Donna Foundation.
2. All Exhibitors, whose businesses are based outside of Florida, conducting sales must report and remit sales tax at the close of the Expo.
3. Exhibitor will not sublet the exhibit space contracted for and shall not exhibit or permit to be exhibited any merchandise other than specified in the application without the express written permission from the 26.2 with Donna Foundation.
4. Should any Exhibitor fail to exhibit, the 26.2 with Donna Foundation reserves the right to deal with this space as it deems fit. Re-occupation will in no way absolve Exhibitors from their financial obligation to the 26.2 with Donna Foundation.
5. If any Exhibitor notifies 26.2 with Donna Foundation in writing by January 1, 2010 that owing to unforeseen circumstances Exhibitor is unable to occupy the space allotted to it, 26.2 with Donna Foundation may at its discretion cancel the allotment without prejudice to any claim by 26.2 with Donna Foundation against the Exhibitor. Should 26.2 with Donna Foundation succeed in re-letting any such canceled space at the fixed charge 26.2 with Donna Foundation may, at its discretion, relieve the Exhibitor of part of its responsibility for the vacated space.
6. 26.2 with Donna Foundation reserves the right to reject or restrict any exhibit which may be objectionable or in keeping with the quality of character of the Expo.
7. All materials and displays must be arranged in such a manner so as not to disturb the aisles or exhibits in adjacent exhibits, either physically or visually. Literature and/or other promotional material cannot be handed out or left for display, or otherwise distributed in any area other than the booth space at any time without the express written permission from the 26.2 with Donna Foundation. Plans for specifically built displays must be submitted to the 26.2 with Donna Foundation for approval before the Expo opens.
8. The arrival, installation, erection, and removal of booth fittings must conform to the timetable or to specific directions issued by the 26.2 with Donna Foundation. Each Exhibitor must arrange and pay for the conveyance of goods from Exhibitors stand in the Expo, and for their installation and subsequent removal and disposal.
9. All tents/canopies must have one operational smoke detector per 10' x 10' space. No flammable decorations or other materials such as helium or flammable nature may be used. Use of materials must conform to the City of Jacksonville Fire Department regulations.
10. Exhibitor agrees no electrical wiring or installation shall be done except by the electrical contractor authorized by the 26.2 with Donna Foundation or the facility.
11. Exhibitors and their agents must not deface property. Should such damage occur, the Exhibitor is liable to the damaged property's owner.
12. Exhibitors will staff their booths continuously during show hours and will not commence to dismantle the same or remove goods and/or materials prior to 6:00 P.M. on Saturday February 20 2010.
13. Merchandise can be sold at the Expo. Orders for future deliveries are permitted from all Exhibitors. Promotional items may be distributed in your booth.
14. Exhibitor agrees not to make undue noise, odor, or obstruct sales, use bright or hazardous lights, cause damage to the building or booth equipment, or act in any manner deemed inappropriate by the 26.2 with Donna Foundation.
15. Exhibitor agrees to hold the 26.2 with Donna Foundation, City of Jacksonville, SMG and Prime Osborn Convention Center harmless from any claims (including reasonable attorneys' fees) from, or due to acts or omissions of Exhibitors, their agents and employees, howsoever designated, and/or for loss and/or injury to people and/or property of any nature.
16. 26.2 with Donna Foundation will hire a security guard service to secure materials kept in the Exhibit Hall during the times the show is not open to the public, however the 26.2 with Donna Foundation shall not be liable for the acts or omissions of the security guards. Exhibitor assumes all responsibility for loss, theft or destruction of goods, or for personal injuries to itself and/or any of its employees, agents, representatives, or visitors and will indemnify and hold harmless the 26.2 with Donna Foundation, its officers, agents, employees and affiliates from any and all of the above including reasonable attorneys' fees. Exhibitor will allow the 26.2 with Donna Foundation to use any photographs of the exhibit for its own purpose.
17. In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, or other cause, the show or any part thereof is prevented from being held, or canceled, the 26.2 with Donna Foundation shall determine any refund to the applicant based on the proportionate share of unused funds.
18. Neither the 26.2 with Donna Foundation and/or its sponsors or agents, the Prime Osborn Convention Center, SMG and/or their representatives or any member or employee of the show, or the City of Jacksonville is responsible for any injury, loss or damage from any Exhibitors, their employees or property. The Exhibitor, upon execution of this instrument, expressly releases the foregoing named parties, individuals, and employees from any and all claims for such loss, damage or injury.
19. No responsibility is assumed by the 26.2 with Donna Foundation for goods delivered to the Prime Osborn Convention Center, or for materials left in the building after closing hours. Exhibitors wishing to insure their display materials including merchandise, must do so at their own expense.
20. All Exhibitors must comply with the requirements of the City of Jacksonville and Duval County or other relevant authority, and all Exhibitors are deemed as having notice of such requirements and regulations bound thereby.
21. While every care is taken that the stand spaces are of the dimensions stated at the time of accepting the Exhibitors' applications for space, 26.2 with Donna Foundation shall not be liable for any variation that may occur. Exhibitors and/or their contractors are responsible for checking the accuracy of the marking out of their allotted space.
22. Exhibitors must accept responsibility for any damage that they or their staff or contractors cause to the fabric of the Prime Osborn Convention Center and property belonging to the owners. Any damage shall be made good at the Exhibitor's expense to the entire satisfaction of the owners.
23. Each Exhibitor shall indemnify the 26.2 with Donna Foundation, City of Jacksonville, SMG and the Prime Osborn Convention Center against all liabilities, actions, costs, claims and compensation for injury or loss to any person or damage to or loss of any property arising as a result of Exhibitors occupancy of allotted space or booth. Omission to act or negligence done by Exhibitors or their agents or any other person under their direction shall not relieve any Exhibitor from liability.
24. Each Exhibitor shall indemnify the 26.2 with Donna Foundation against any claim that may be made upon them in respect to any alleged infringement of any copyright or patent by another Exhibitor during the period of its occupancy of any allotted space.
25. Upon request, exhibitors must adequately insure and keep themselves insured to cover the liabilities under these Rules and Regulations. Exhibitors shall provide the 26.2 with Donna Foundation proof of general liability insurance of at least 1,000,000 per occurrence and 2,000,000 in the aggregate, auto insurance of at least 1,000,000 per occurrence and in the aggregate and workers' compensation insurance of at least 500,000. The 26.2 with Donna Foundation reserves the right to require additional amounts of insurance depending on Exhibitor's booth size and type of activity taking place at the Exhibitor's booth. Prior to occupancy, Exhibitor shall provide such proof of insurance and a certificate of insurance listing the 26.2 with Donna Foundation, City of Jacksonville, SMG and Prime Osborn Convention Center as additional insured on the general liability and auto policy.
26. Each Exhibitor is bound in all respects by these Rules and Regulations. Exhibitors must bring to the notice of all agents or contractors employed by them each of the provisions of the Rules and Regulations as may affect such agents and contractors, and any claim arising from the failure of the Exhibitors to give such notice shall be the sole responsibility of the Exhibitor concerned.
27. Should any question arise whether provided for in these Rules and Regulations or not, the decisions of the 26.2 with Donna Foundation shall be final and binding on each and every Exhibitor.
28. Violations of these Rules and Regulations may result in the forfeiture of exhibiting space, without refund at the 26.2 with Donna Foundation sole and absolute discretion.



26.2 with DONNA health and fitness expo

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Expo Registration Form

Company Name: _____

Contact Name: _____

On-Site Contact Name: _____

Address: _____

City _____ State _____ Zip _____

Office Number: _____ Fax: _____

Onsite Telephone Number: _____

E-mail Address: _____

Please indicate your booth preference. Use the booth numbers listed on the floor plan.

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Number of booths: _____ @ \$ _____ = \$ _____

Phone Lines: _____ @ \$ 75 _____ = \$ _____

Electricity (per outlet): _____ @ \$ 50 _____ = \$ _____

Additional Tables: _____ @ \$ 15 _____ = \$ _____

Additional Chairs: _____ @ \$ 5 _____ = \$ _____

Additional Skirting: _____ @ \$ 25 _____ = \$ _____

Total Enclosed = \$ _____

Credit Card Number: _____

Name as it Appears on Card: _____

Expiration Date: _____ CCV Code: _____

Authorized Signature: _____

Please fax or mail completed registration form with deposit to:

26.2 with Donna Health and Fitness Expo

c/o First Place Sports

3931 Baymeadows Road, Jacksonville, Florida 32217

PHONE (904) 731-3676 FAX (904) 731-3187

For questions or additional information, email Jane Alred at Jane @1stplacesports.com