

Health EXPO & 5k RUN Fitness

San Luis Obispo County
Health and Fitness Expo

March 24th & 25th
Sat. 9am - 4pm &
Sun 10am - 4pm
At the Alex Madonna
Expo Center

- Showcase your Business
- Connect with thousands of qualified clients in 2 days
- Develop brand and recognition
- Acquire leads and increase your Mailing List
- Gain the Competitive Edge

"The Health and Fitness Expo was a huge success for our business. The Health and Fitness Expo has been by far the best event we have ever participated in. Our return on investment had been enormous. The demographics were perfect for our business. This is the one opportunity that no business should ever miss."

Renata Watts
Director of Marketing
Limberg LASIK Institute

Reserve your
space today!



805.772.4600

www.slohealthandfitness.com

a production of Simply Clear Marketing, Inc.

Who will be attending?

- Local residents
- All age ranges & fitness levels
- Health enthusiasts & novices
- Proven attendance of 4,000+

Educate the Community

- Meet face-to-face with thousands of community residents
- Network with many people in the health and fitness industry

Be a part of an event that *Everyone* knows about

- \$40,000 worth of local marketing
- Extensive marketing campaigns with all local media
- Charter, KCOY, KKFX, Tribune, Coast 101.3, KVEC
- Community newspapers, direct mail, posters, and more

Build community strength

- Be a part of a large community event
- Increases credibility and viability
- Promotes your brand

The Goal of the Annual Health and Fitness Expo:

To bring together a diverse group of local health and fitness experts, giving them the opportunity to connect with residents that are interested in the exhibitor's product or service.

Expo:

- March 24 & 25
- 10am-4pm both days
- Networking opportunities
- Additional branding
- Talk face-to-face with community members

- Medical Testing

Blood Pressure, Lipid Panel, BMI,

Bone Density, Cholesterol and more!

- Fluoride Treatments for Kids
- Blood Van
- CPR Training
- Flu Shots

5k Run:

- March 24th
- Walk and/or Run
- Company participation for branding
- Attracts the fitness focused attendee

Health EXPO & 5k RUN Fitness

Photo Gallery



Over 4,000 Attendees!



Outside Space Available



The Alex Madonna Expo Center

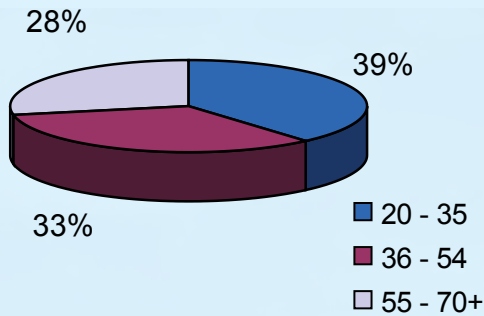


Personalize your booth space!

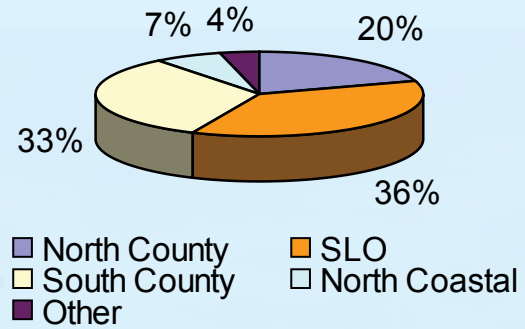


Community Members Getting Fit in the 5k Run!

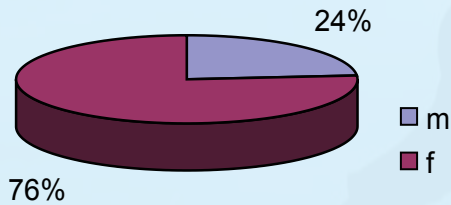
Attendee Age



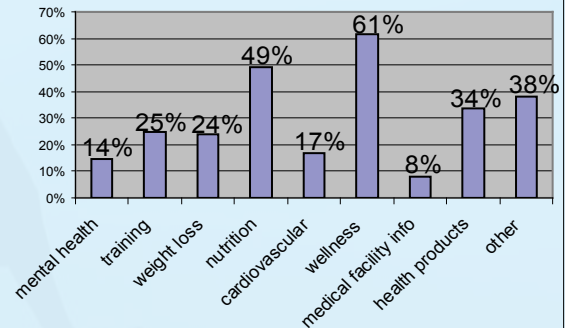
Attendee Location



Male/Female



Why Attendees Came



The Power of Partnership

“Smart marketers today are turning to a number of different marketing tools to grow and drive their brands and businesses forward. Partnership Brand Marketing Programs can grow your business and acquire new customers and users in all channels of distribution.

For Partnership Marketing to deliver its full potential, it should be elevated to a more strategic level. The key reason is that partnerships can involve all elements of the marketing mix and thus impact a company’s overall marketing message and platform, its advertising program as well as product packaging and merchandising. Partnership Marketing Programs can also establish a base in which to create joint sales and distribution opportunities, broader in-store merchandising, more compelling POS displays, and overall stronger value for the consumer.

To yield Partnership marketing’s full potential and reap all of its results and successes, it should be positioned at the top of a company’s marketing mix, providing incremental value at all levels. Thus, Partnership Brand Marketing can actually affect and contribute to all elements of the marketing mix including Product, Price, Place/Distribution, and Promotions.

Key benefits of creating Partnership Brand Marketing Programs are far reaching within a company. Not only does Partnership Marketing broaden the reach of a company’s core target audience and extend its marketing budget, it also saves money and broadens the spectrum for the brand marketing group. This provides much-needed additional marketing exposure and ultimately helps in gaining new customers. Additionally, Partnership Brand Marketing Programs can also bring relevance and purpose to co-branding initiatives.”

The Power of Partnership Brand Marketing by Gregory J. Pollack

Benefits of Partnership Brand Marketing Programs

- * **Impact Your Company’s Overall Marketing Message**
- * **Impact Your Company’s Advertising Campaign**
- * **Impact Your Company’s Product Merchandising**
- * **Stronger Value to Consumer**
- * **Broaden Reach of Core Target Audience**
- * **Extend Marketing Budget**
- * **Save Money**

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Premium Sponsorship

Pre Event Promotions & Marketing:

- 25 TV commercials with a dedicated 15 second spot about your company(production provided by SCMI)
- 25 radio commercials with a dedicated 15 second spot about your company(production provided by SCMI)
- Online: A custom created email message for your company emailed out to our Health & Fitness database (email message must have an offer)
- Online: Your company logo and link to your site from slohealthandfitness.com
- Online: Facebook Ad created for your company to run for 2 weeks
- Your company's logo will appear in the following media:
 - Television: Charter Cable, KCOY, KKFX
 - Print: The Tribune, The New Times
 - Community Newspapers: The Bay News, Coast News, SLO City News
 - Poster & Direct Mail
 - Event Program

Health & Fitness Expo Event Promotions & Marketing:

- One 8 x 10 booth location at the event (valued at \$500) including one back panel and two 3' side panels, company ID sign, 1 table and 2 chairs
- Your banner (provided by you) displayed at the entrance to the event
- Your black & white company name or logo on t-shirt
- Your company logo on the goodie bag passed out to all attendees

Plus Add One Sponsorship Area of your Choice:

- Front Door
- Information Booth
- Trolley
- Seminar Stage
- Performance Stage

Your Investment:
\$2,995

805.772.4600

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Premium Sponsorship

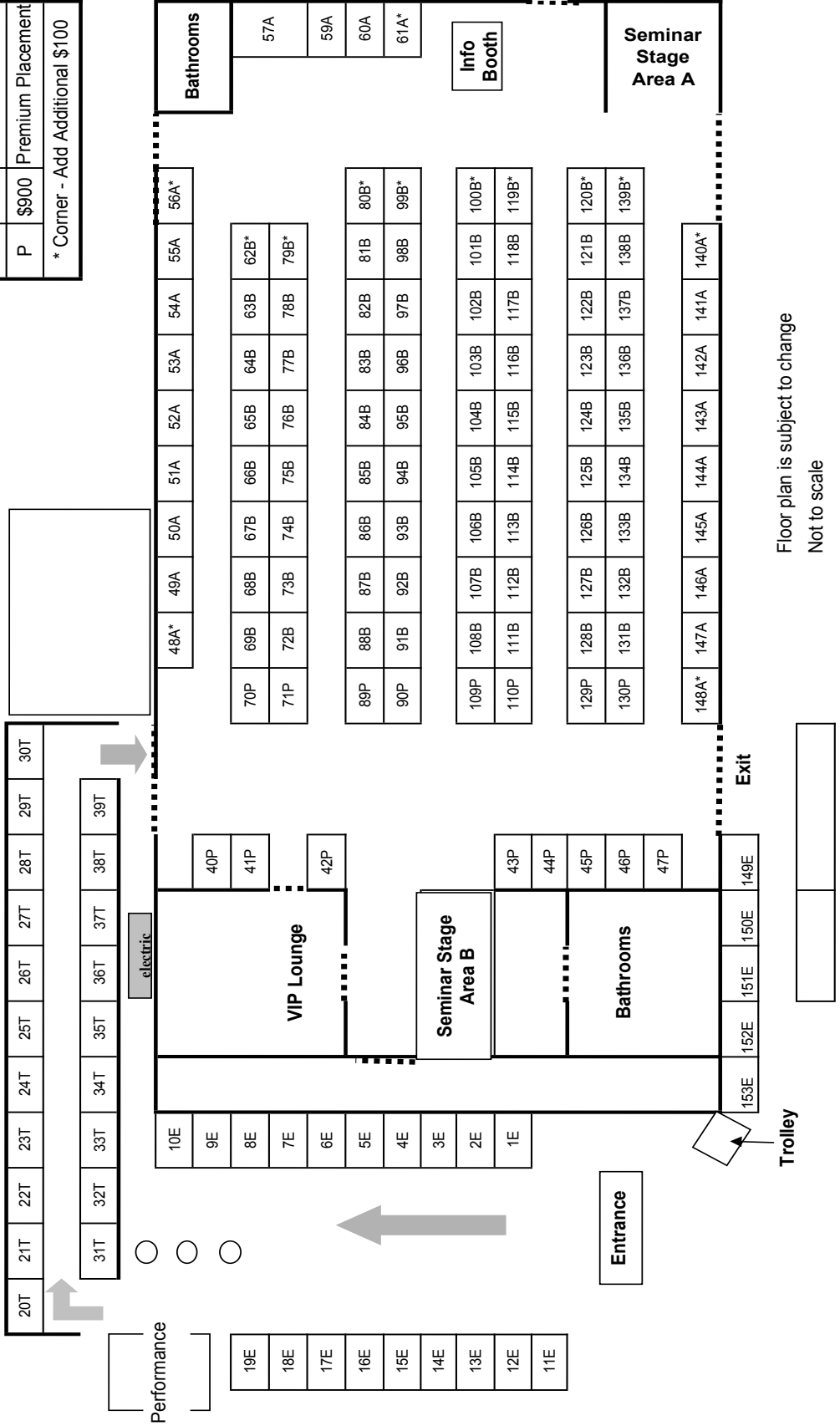
Add One Sponsorship Area of your Choice:

- Front Door Sponsorship
 - Your company stand alone logo on one side of the bag distributed to attendees
 - Your company banner (provided by you) at the front door
 - Your company literature passed out at the front door
- Information Booth Sponsorship
 - Your company name or logo on a sign (provided by SCMI) displayed at the Information Booth
 - Availability to display literature or promotional materials at the Information Booth
- Trolley Sponsorship
 - Your company name or logo on a banner (provided by SCMI) displayed on the Trolley
 - Additional signage with your company name or logo at each trolley stop
 - Permission to place your brochures or postcards (provided by you) inside trolley
- Seminar Stage Sponsorship
 - Your company name or logo on signage (provided by SCMI) displayed at the Seminar Stage
 - Your company literature at the seminar stage
- Performance Stage Sponsorship
 - Your company name or logo on a banner (provided by SCMI) displayed at the Performance Stage
 - Your company literature at the performance stage



at the Alex Madonna Expo Center

E	\$500	10x10 - Exterior
T	\$600	10x10 - Tent
B	\$600	8x10 - Indoor
A	\$800	10x10 - Indoor
P	\$900	Premium Placement
* Corner - Add Additional \$100		



Floor plan is subject to change
Not to scale

Terms and Agreement

1. Exhibit Hours: Management shall determine and publicize the exhibit hours the show floor shall be open to the public during each day of the show. Simply Clear Marketing, Inc. reserves the right to change exhibit hours and/or the number of days and dates of the Exhibition as it may deem desirable.
2. Merchandise Removal: No exhibits or part of an exhibit may be removed until after the closing hour of the last day of the show. At this time, all Exhibitors should remove all small and valuable items from their display.
3. Rules for Exhibits:
 - a. Displays: No signs, partitions, apparatus, shelving, etc. may extend more than ten feet high in the back more than five feet from the back to the front of an exhibit. The cloth booths will be installed by the Show Decorator and all additional orders should be directed to the Show Decorator.
 - b. Liability: The Exhibitor is entirely responsible for the space leased and shall not including but not limited to, injure, mar, or deface the premises. The Exhibitor shall not drive, nor permit to be driven any pins, nails, hooks, tacks and screws in any part of the show facility. Furthermore, Exhibitor shall not affix to the walls or windows of show facility and advertisements, signs, etc. or use scotch tape, masking tape or any other type of adhesive material on painted surfaces. Automobiles, truck and other similar conveyances are not permitted in the facility. The Exhibitor agrees to reimburse Simply Clear Marketing, Inc. for any loss or damage occurring to the premises or equipment.
 - c. Aisles: The aisles, passageways and overhead spaces remain under the control of Simply Clear Marketing, Inc. and no signs, decorations, banners, advertising materials may be in these spaces without written permission from Simply Clear Marketing, Inc.
 - d. Space: The space contracted for is to be used by the Exhibitor whose name appears on the contract and no portion can be sublet or assigned without proper written permission from Simply Clear Marketing, Inc. No company may exhibit or display literature other than that company named on a signed contract. Additional booth fees may be collected by Simply Clear Marketing, Inc. based on number of booths occupied and number of companies occupying said booths at discretion of Simply Clear Marketing, Inc. The Exhibitor shall forfeit his or her right to the space, all prepaid rentals and upon demand pay any rent balance owing to Simply Clear Marketing, Inc. if he or she fails to occupy or use his or her space or to have his or her exhibit complete and in place by the opening of the show.
 - e. Alcoholic Beverages: Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages except in designated areas. Violation shall be grounds for removing Exhibitor and exhibit from the show without refund and all costs associated with the removal of the exhibit.
 - f. Lotteries: Exhibitors shall not engage in any raffle, chance drawing lottery or other game of chance without written consent of Simply Clear Marketing, Inc.
 - g. Restrictions: Simply Clear Marketing, Inc. reserves the right to restrict or remove exhibits, without refund, that have falsely entered or are deemed by Simply Clear Marketing, Inc. unsuitable or objectionable. This restriction applies to but is not limited to, noise, P.A. Systems persons, animals, birds, things, conduct, printed matter, or anything of character that might be objectionable to the show or Simply Clear Marketing, Inc.
 - h. Location of Exhibits: All measurements and exhibit space layouts shown on the floor plan are as accurate as possible but Simply Clear Marketing, Inc. reserves the right to make modifications and change space assignments as may be necessary to adjust the floor plan to meet show requirements. Sides of exhibits may not extend more than five feet from the back of the booth to the front as shown in the Exhibit Display. No changes to the floor plan can be made without permission of Simply Clear Marketing, Inc.
4. ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, TAX REGULATIONS, AND FIRE MARSHALL RULES AND REGULATIONS. FOR INFORMATION PLEASE CONTACT THE FIRE MARSHALL'S OFFICE OR TAX REVENUE OFFICE.
5. Storage: Fire Marshall Regulations prohibit the storage of boxes, crates, packing materials, etc. and not over one days supply of literature for your display. Exhibitor must arrange for storage of empty crates etc. at own expense.
6. Running of Engines: Oil, gas, or gasoline engines may be operated only with the consent of Simply Clear Marketing, Inc. and must conform to City Ordinances, Regulations and Fire Marshall instructions.
7. Installations: Any special carpentry, wiring, electrical or other work, gas, steam, water and drainage connection shall be installed at the Exhibitor's expense and in accordance with Simply Clear Marketing, Inc.'s direction.
8. Electricity: All electricity connections shall be equipped with an Electrical Ground Conductor. It is your responsibility as an exhibitor to bring sufficient electrical cords and surge protectors.
9. Miscellaneous Terms and Conditions:
 - a. Cancellation of Contract: This contract is non-refundable. A portion of deposits received may be transferred to another event at Simply Clear Marketing, Inc's discretion. If in the event the show is cancelled or postponed the Exhibitor shall be offered another show date of his or her choosing. Exhibitor must notify Simply Clear Marketing, Inc. in writing if he or she is unable to attend at least 30 days prior to the event. If Simply Clear Marketing, Inc. receives notice in writing 29 days or less, the space will be resold, the exhibitor shall not receive a refund or alternate show date.
 - b. Rights of Event not held: Simply Clear Marketing, Inc. shall not be held liable for any damages or expense incurred by exhibitors in the event the Event is delayed, interrupted or not held as scheduled; and if, for any reason beyond the control of Simply Clear Marketing, Inc., the Event is not held, Simply Clear Marketing, Inc. may retain so much of the amount paid by the exhibitors as is necessary to defray expenses already incurred by Simply Clear Marketing, Inc. Simply Clear Marketing, Inc. will not be held liable for lost profits or lost business.
 - c. Security for Rental: Failure of Exhibitor to pay rental as specified herein shall entitle Management to take possession of merchandise; materials and the exhibit displayed by Exhibitor and to retain the same as security for such unpaid rental. Management shall have the right to dispose of it without further notice to exhibitor in such manner as it deems appropriate, whether by sale or otherwise. Any sale and in payment of unpaid rental; any excess shall be distributed to exhibitor.
 - d. Indemnification: Exhibitor shall indemnify and hold harmless Simply Clear Marketing, Inc. and the Event Location from and against any and all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the activities of the exhibitor, or the officers, contractors, licensees, agents, servants, employees, guests, invitees, or visitors of the Exhibitors.
 - e. Insurance: Exhibitor shall purchase and maintain such insurance, naming Simply Clear Marketing, Inc., directors, officers, shareholders, agents, representatives, employees and the Event Location as additional insured, as will protect them from claims which may arise out of or a result from the activities of the Exhibitor. Neither Simply Clear Marketing, Inc. nor the Event Location shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause. The Exhibitor, if desired, must obtain such additional insurance.
 - f. Attorney's Fees: If any action arises between parties out of this agreement or to enforce any of its provisions, the losing party shall pay the prevailing party as a trial court may adjudge reasonable and if an appeal is taken from any judgement of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fees on appeal.
 - g. Licenses: Exhibitor shall be responsible to obtain any and all licenses required for the exhibit.
 - h. Rules and Regulations: Simply Clear Marketing, Inc. reserves the right to impose rules and regulations governing the operation or conduct of the Exhibitory and or Event.
 - i. Food and Beverages: No exhibitor shall sell or distribute food or beverages of any type without the express written consent of Simply Clear Marketing, Inc.
 - j. Early Breakdown: Show hours must be observed. No early breakdowns are permitted or exhibitor will not be allowed in any further Simply Clear Marketing, Inc. shows.
10. Complete Agreement: This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract shall be deemed to exist or bind any of the parties hereto. This agreement shall be constructed in accordance with laws of the State of California, venue in San Luis Obispo County.
11. Severability Clause - If any provision of this Agreement will be held invalid or unenforceable for any reason the remaining provisions will continue to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provisions it would become valid and enforceable, then such provision will be deemed to be written, construed, and enforced as so limited.
12. Modification Clause -- This Agreement may be modified or amended in writing, if the writing is signed by both parties.
13. Fair Interpretation Clause -- Each of the Parties hereto expressly acknowledges and agrees that this Agreement shall be deemed to have been mutually prepared so that the rule of construction to the effect that ambiguities are to be resolved against the drafting Party shall not be employed in the interpretation of this Agreement.
14. Counterparts and Facsimile Signatures. The Parties agree that this Agreement, agreements ancillary to this Agreement, and related documents to be entered into in connection with this Agreement will be considered signed when the signature of a party is delivered by facsimile transmission. Such facsimile signature shall be treated in all respects as having the same effect as the original signature. Additionally, this Agreement may be executed in counter-parts, each of which so executed will be deemed to be an original and such counter-parts together will constitute one and the same agreement.
15. Any waiver of the provisions of this Agreement or of a party's rights or remedies under this Agreement must be in writing and signed by the waiving party to be effective. Failure, neglect, or delay by a party to enforce the provisions of this Agreement or its rights or remedies at any time, will not be construed and will not be deemed to be a waiver of such party's rights under this Agreement and will not in any way affect the validity of the whole or any part of this Agreement or prejudice such party's right to take subsequent action. No exercise or enforcement by either party of any right or remedy under this Agreement will preclude the enforcement by such party of any other right or remedy under this Agreement or that such party is entitled by law to enforce.