



HEALTH AND FITNESS EXPO

Exhibitor Kit

Presented by



Run Ottawa

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HEALTH AND FITNESS EXPO OVERVIEW

WELCOME TO OTTAWA

The new Ottawa Convention Centre located in the heart of Canada's Capital will again be the site for the 2012 Pfizer Health and Fitness Expo. Overlooking Ottawa's Rideau Canal UNESCO World Heritage Site and surrounded by Ottawa's national sites, cultural treasures, natural beauty and relaxed urban vibe, the Expo is within easy walking distance of 6,000 downtown Ottawa hotel rooms making it easy for both runners and non runners to attend.

For those who attended as an exhibitor last year, we will have basically the same set up as for 2011. The exception will be, Race Kit pick up will be on the first level and runners will be directed upstairs to get their t-shirt and then exit by going through the entire Expo floor.

Last year our Expo sold out very early and we expect that will be the same for 2012. All interested Exhibitors should reserve their booth as soon as possible to avoid the disappointment of being shut out of the 2012 Pfizer Health and Fitness Expo.

Runner Demographics for 2011

- 40,100 registered runners for Ottawa Race Weekend running events
- 100,000 + spectators
- 55% (22,055) women participated in our weekend of running events
- Women aged 25–49 make up 64% total field for women
- Men aged 30–49 make up 48% total field for men
- Show attracts an estimated 60,000 visitors

Location

Ottawa Convention Centre
55 Colonel By Drive
Ottawa, Ontario
K1N 9J2

BOOTH OPPORTUNITIES

The Booth pricing

10 x 10 Booth (Commercial/Sale/Sampling) =
\$1,800.00 + HST

10 x 10 Booth (Non-Commercial/Exhibit only) =
\$1,000 + HST

Commercial/Sale/Sampling

Selling goods and services and sampling is permitted at the Pfizer Health and Fitness Expo for those who purchase Commercial/Sale/Sampling booth space. An exhibitor sampling authorization request and waiver must be completed and submitted prior to May 1, 2012.

All booths will be supplied with the following items:

- Carpet
- Pipe and Drape
- 2 folding chairs
- 1 six foot draped table
- Identification sign
- One wastebasket

Booth Space is available on a first-come first-serve basis.

Audio-Visual/Presentation Staging/Lighting/ Simultaneous Interpretation Services

AVW-TELAV is the official provider of these services. For quotes contact Rob Pallen at (613) 526-3121 Ext 249 or pallen@avwtelav.com

Telecommunication and Network

These services are provided exclusively by AVW-TELAV the exclusive contractor of the Ottawa Convention Centre. For quotes contact Rob Pallen (613) 526-3121 Ext 249 or pallen@avwtelav.com

Electrical Services

Rigging and Electrical service requirements must be arranged through the Ottawa Convention Centre's exclusive contractor. Rigging/Electrical services are provided exclusively by Freeman Electrical Services. For quotes contact Bryan Glube (613) 748-7180 ext. 241 or Bryan.Glube@freemanco.com

Show Move In and Move Out

Exhibitors may ship all booth equipment in advance to Freeman, who will ensure this equipment is delivered to your booth. Contact Bryan Glube at (613) 748-7180.

Loading Docks:

All equipment is to be dropped off at the loading docks. Freeman will move all equipment to the appropriate booth.

Loading bays/areas are for temporary pick-up and delivery only. Parking is prohibited in the loading bay/areas.

Parking

Indoor parking garages are operated by Citipark. 1,500 spaces are located beneath the Ottawa Convention Centre and Rideau Centre.

Booth Order

A non-refundable 100% booth payment is due upon signing the Pfizer Health and Fitness Expo Exhibitor information contract also with the completed Exhibitor Information Form.

Participation in the Pfizer Health and Fitness Expo is subject to booth availability. A wait list will be used in the event booth space is sold out. No Booth will be guaranteed without a signed contract as well as a 100% deposit. The organizers reserve the right to make changes to the Floor Plans and flow as deemed necessary.

Contact information

For more information or to participate in Ottawa Marathon's Pfizer Health and Fitness Expo please contact:

Booth Booking

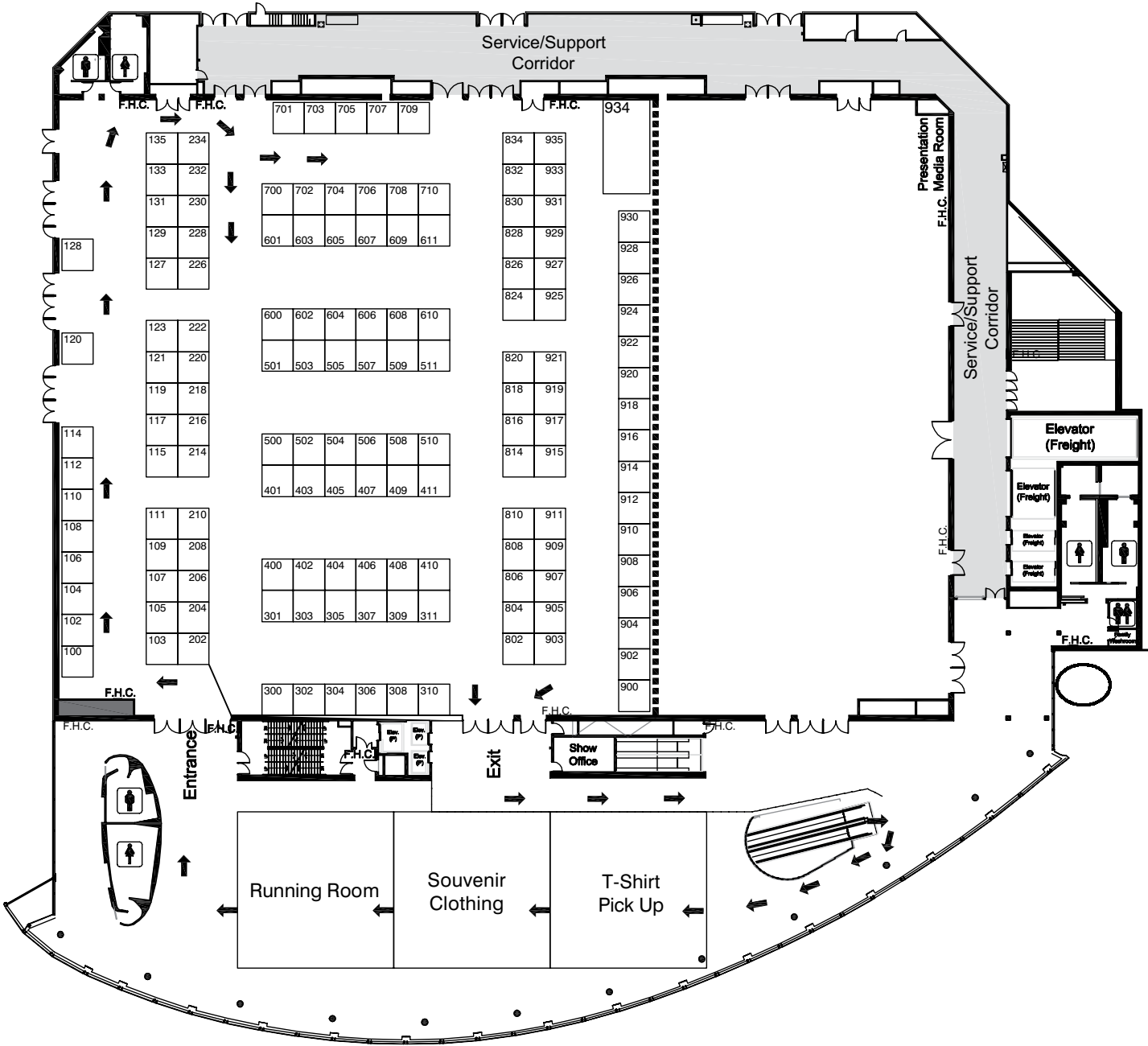
Jim Robinson
Ottawa Race Weekend
P.O Box 426, Station A Ottawa, ON K1N 8V5
info@runottawa.ca
613 234-2221

Ottawa Marathon Weekend 2012

Ottawa Convension Center

Level 3 (Exhibit Halls 1&2)

May 24-26, 2012



PFIZER HEALTH AND FITNESS EXPO
Thursday May 24, 2012 – Saturday May 26, 2012
Exhibitor Information Form

Please complete fax or mail to:

Pfizer Health and Fitness Expo
Attn: Jim Robinson
Ottawa Race Weekend
P.O. Box 426, Station A
Ottawa, ON K1N 8V5
Fax #: 613-234-5880

Booth Location Request
Please list your top 3 choices

1. _____
2. _____
3. _____

Vendor Name: _____

Address: _____

City: _____ Province/State: _____ Postal /Zip Code: _____

Cell Phone during Expo: _____ Email: _____

Website Address: _____

Are you booking booths as: Commercial (\$1,800 + HST) or Non Commercial (\$1,000 + HST)

Description of product/service: _____

Please enclose cheque payment payable to National Capital Marathon Inc.

Note: Booth will not be confirmed until payment is received.

PFIZER HEALTH AND FITNESS EXPO
Expo Booth Agreement

This Expo Booth Agreement (this “Agreement”) is made and entered into as of the Effective Date, as that term is hereinafter defined, by and between National Capital Marathon Inc.(NCM), a Canadian non-profit corporation, doing business as Run Ottawa (NCM) and

(“Licensee”).

Definitions: As used throughout this agreement, the following terms shall have the meaning set out below:

1. “Agreement”: refers to this Pfizer Health & Fitness Expo Agreement and includes any modification thereto;
2. “Commercial Booth”: booth space for sale of merchandise and services or sampling
3. “Non-commercial Booth” booth space providing information only
4. “Pfizer Health & Fitness Expo” or “Sports Expo” refers to the designated expo site identified and allocated by Agreement(s) to Exposition Vendor(s) selling or demonstrating goods and services dedicated to running programs, running merchandise, nutrition, fitness, and other goods and services consistent with the image of National Capital Marathon Inc.
5. “Ottawa Race Weekend”: encompasses all events held during the May 24-27, 2012 weekend
6. “Organizer”: refers to National Capital Marathon Inc.
7. Sports Expo, including designated areas for Race Kit Pick-up, Exhibitors, Pledge Drop-off, the Workshops and Registration
8. “Sports Expo Exhibit Space”: Area designated within the Expo site for Vendor’s booth(s) for commercial and non-commercial uses
9. “Vendor”: means the individual, partnership, corporation, sole proprietorship or any other entity which is party to this agreement, in this case.
10. Licensee’s Elections: Licensee may elect to various components (“**Licensee’s Election**”) from the following sections (the “**Component List**”) at the corresponding prices set forth thereon; provided, however, all of Licensee’s Election shall be governed by the terms of the Agreement:

PFIZER HEALTH AND FITNESS EXPO cont'd

May 24 – 26, 2012
Expo Booth Agreement

Component List (Please circle desired components)	Price (HST = 13%)	
10 x 10 Booth	<u>Non-Commercial/Exhibit only</u>	<u>Commercial/Sale/Sampling</u>
	\$1,000 + HST	\$1,800 + HST

Organizer has the right to organize and conduct the Ottawa Race Weekend, which is to be held May 24-27, 2012 at Ottawa, Ontario, Canada and associated events, including the Pfizer Health & Fitness Expo or “Sports Expo”...

Organizer’s Responsibilities - National Capital Marathon Inc. will:

1. Provide booth space in the Pfizer Health & Fitness Expo within the designated expo site. The Organizer will assign Booth Space to the Vendor on a first come, first serve basis and will in its discretion take into account the needs of the Vendor.
2. Provide the Sport Expo Exhibit Space assigned to the Vendor with the following materials and services: booth fixture (namely, backdrop and side panels); security; wastebasket; trash removal; table; and two chairs.
3. Provide 24-hour security for the Pfizer Health & Fitness Expo Exhibit Space after show hours on Wednesday-Friday inclusive commencing each evening at 8:00pm. The Organizer is not responsible for damage to, loss, or theft of Vendor’s merchandise or property.
4. Provide promotion of the Pfizer Health & Fitness Expo and Sports Expo Vendors on the Organizer’s website. All exhibitors will be listed in alphabetical order
5. Provide Pfizer Health & Fitness Expo operations at the Ottawa Congress Centre during the following hours:

Thursday,	May 24, 2012: 4:00 p.m. - 8:00 p.m.
Friday,	May 25, 2012: 10:00 a.m. - 8:00pm
Saturday,	May 26, 2012: 9:00 a.m. - 4:00 pm.

PFIZER HEALTH AND FITNESS EXPO cont'd
Expo Booth Agreement

Vendor's (Licensee) Responsibilities:

1. Provide Licensee elected one of the "Booth" options in the Component List above and submits full and complete payment therefore in accordance with the terms of the Agreement, NCM agrees to allow Licensee to occupy an area of such dimensions as elected by Licensee in the Component List above (the Expo Booth) during the Event in a location at the Expo as determined by NCM, in its sole and absolute discretion. Each Expo Booth shall come with Carpet, Pipe and Drape, two folding chairs, one six foot draped table, identification sign, and one wastebasket.

The Expo booth shall be used by Licensee for promotional purposes and for no other use or purpose whatsoever, unless specifically set forth herein to the contrary. NCM agrees that the Licensee may affix promotional signage to the Expo Booth (the Signage), in dimension as determined by NCM Inc.; provide, however, the Signage, any displays or services or merchandise offered (whether for sale or as a giveaway item) and any other promotional material to be utilized by Licensee, together with the appearance of the Expo Booth itself, shall be subject to the approval of NCM inc., which approval NCM inc., may withhold in its sole and absolute discretion. Licensee agrees to operate the Expo Booth during all hours that the Event is open to the public.

2. Deposit: In order to reserve and an Expo Booth, Licensee shall pay NCM inc., contemporaneously with the execution and delivery of this Agreement by Licensee to NCM inc., a non-refundable (the Deposit) in an amount which equal to one hundred-percent (100%) of the total amount due by Licensee pursuant to this Agreement. The Deposit shall be applied to the total amount due by Licensee pursuant to this Agreement. If NCM inc. does not receive the Deposit as set forth herein, NCM inc., shall not be obligated to reserve an Expo Booth for Licensee's use during the Event and this Agreement shall immediately terminate, upon which NCM inc., shall have no further obligation to Licensee whatsoever. In such event, NCM inc., shall not be obligated to refund the Deposit to Licensee and NCM inc., may freely license the Expo Booth for use by a third party(ies), as NCM inc., may deem appropriate in its sole and absolute discretion.
3. Payment: Licensee shall pay all amounts due by Licensee pursuant to this Agreement, after taking into consideration the Deposit hereinabove set forth, on or before March 30, 2012; provided, however, in the event the Effective Date is after March 30, 2012, all amounts due pursuant to the Licensee Elections shall be paid by Licensee contemporaneously with the election of the Agreement by Licensee and the delivery of same to NCM inc. of Article 3 above.
4. Cancellation: If NCM inc. does not receive full and complete payment for the total amount due by Licensee pursuant to Licensee Elections on or before March 30, 2012, this Agreement shall be immediately terminate and Licensee shall have no further obligation to Licensee whatsoever. The forgoing notwithstanding, if Licensee cancels this Agreement following payment in full for the total amount due by Licensee pursuant to Licensee's Elections, and notice thereof is received by NCM inc., on or before March 30, 2012, NCM inc., agrees to refund to Licensee all amounts paid by Licensee pursuant to the Agreement, with the exception of the Deposit; provided, however, Licensee acknowledges and agrees that if notice of the cancellation of this Agreement is not received by NCM inc., on or before March 30, 2012, NCM inc., shall be obligated to provide Licensee with any refund, shall be relieved of any other obligations hereunder and may freely resell the Expo Booth as it so chooses.
5. Complete all Order forms for services required beyond what is provided by NCM Inc.

PFIZER HEALTH AND FITNESS EXPO cont'd
Expo Booth Agreement

Vendor's (Licensee) Responsibilities cont'd:

6. Complete the Freeman Electric Services Order form return to the electric service provider to request that booth(s) be equipped for electrical power when booth reservation is made or request to sample food/drink products
7. Contact AVW-TELAV 526-3121 Ext 249 or pallen@avwtelav.com for any audio-visual requirements that you may need at your booth.
8. Provide personnel to ship merchandise, product and any other property Vendor may be supplying to Vendor's booth and provide personnel to remove such merchandise, product or property from Vendor's booth upon completion of the Pfizer Health & Fitness Expo. Arrangements for storage may be made at the vendor's expense if shipped prior to set-up date and doing the Expo by contacting Freeman at 613-913-1905
9. Provide personnel to set-up Vendor's booth(s) on Wednesday May 23, 2012 between 1:00 p.m. – 8:00 p.m. and Thursday May 24, 2012 from 8:00 a.m. to 2:00 p.m. Provide personnel to open their booth area no later than 3:45 p.m. on Thursday, May 24, 2012 and provide personnel to move out booth no later than Saturday May 26, 2012 from 4:00 p.m. - Midnight
10. The time periods for set-up and dismantling set out in the paragraph apply unless an agreement is reached between Organizer and Vendor to set-up and dismantle booth(s) outside the time periods designated in this paragraph.
11. Provide personnel and materials to present a high quality display during the Ottawa Race Weekend.
12. Restrict marketing and distribution of products to within the reserved booth(s) space, and will not infringe on the space of other exhibitors, block traffic in aisles or fire exits. Distribution of any product outside the reserved booth space will not be allowed.
13. Restrict use of the Vendor's booth(s) solely to the Vendor, and will not rent, sublet, share or sell any portion of the reserved space to another company, group or organization.
14. Provide any information to Organizer required for compliance with Federal and Provincial Income Tax Law and any other laws with which Organizer must comply.
15. Determine and secure an adequate amount of insurance coverage to compensate Vendor for any damage, loss or theft of merchandise or property.
16. Usage of Organizer's trademark only in association with printed materials provided by the Organizer. Any unauthorized use of the Organizer's trademark for any purpose is strictly prohibited.

Sports Expo Vendor will indemnify, defend and hold harmless the Organizer, its officers, directors, employees, volunteers, successors and assigns, from any claims damages, liabilities, losses, and costs and expenses, including reasonable legal fees and costs of any litigation arising out of any and all aspects of this Agreement and Vendor's activities hereunder. Third parties will look solely to the Vendor

PFIZER HEALTH AND FITNESS EXPO cont'd
Expo Booth Agreement

for payment and satisfaction of any obligation or claim arising from this event or breach of any warranty or representations made by it or any act or omission by it in the performance of the Vendor's activities as outlined in this Agreement.

Each party will have the right to cancel this Agreement in the event that the other party commits a breach of the terms of this Agreement or engages in conduct inconsistent with the terms of the Agreement, and upon written notification provided no later than 14 days prior to the Ottawa Race Weekend. However, Pfizer Health & Fitness Expo Booth Space fees are non-refundable after April 1, 2012 regardless of the circumstances surrounding the cancellation of this Agreement.

The undersigned will proceed in good faith to execute this Agreement as outlined above.

The terms outlined above regarding Vendor's participation in the Pfizer Health & Fitness Expo participation during the May 24-26, 2012 Ottawa Race Weekend meet with the approval of the undersigned. Sports Expo Vendor warrants that it has appropriate liability insurance. If requested, Vendor shall provide Organizer with a Certificate of Insurance or other acceptable evidence of insurance coverage within 30 days following the execution of the Agreement.

IN WITNESS WHERE OF the parties have hereto caused this Agreement to be executed.

VENDOR

ORGANIZER

By

_____ By

Title

Title

FREEMAN

940 Belfast Road
Ottawa, Ontario, K1G 4A2
(613) 748-7180 • Fax: (613) 748-5977
freemanottawaES@freemanco.com



OTTAWA RACE WEEKEND MAY 24-26, 2012

OTTAWA CONVENTION CENTRE
OTTAWA, ONTARIO

SERVICE INFORMATION

BOOTH EQUIPMENT

Each 10' x 10' draped booth will include an 8' high back wall, 3' high side walls, (1) 6' skirted table and (2) side chairs. Forklifts and dollies for all material handling will be provided by Show management.

EXHIBIT HALL CARPET

The exhibit area is carpeted. Should you require individual booth carpet, please contact your freeman representative.

DISCOUNT PRICE DEADLINE DATE

To receive the advance discount rates listed on the order forms, we must receive your order with payment by **May 11, 2012**.

SPECIALTY FURNISHING / LABOUR DEADLINE DATE

The Specialty Furnishing items noted with the symbol (+) on the Furnishing Order Form must be submitted before **May 11, 2012**. Freeman cannot guarantee pricing and availability of these items after this deadline.

Save money and order labour 48 hours in advance. All labour orders placed after **May 22, 2012** will be charged an additional 30% above the advance rate.

SHOW SCHEDULE

EXHIBITOR MOVE-IN

Wednesday	May 23, 2012	1:00 pm - 8:00 pm
Thursday	May 24, 2012	8:00 am - 2:00 pm

EXHIBIT HOURS

Thursday	May 24, 2012	4:00 pm - 8:00 pm
Friday	May 25, 2012	9:00 am - 8:00 pm
Saturday	May 26, 2012	9:00 am - 4:00 pm

EXHIBITOR MOVE-OUT

Saturday	May 26, 2012	4:00 pm - Midnight
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DISMANTLE AND MOVE-OUT INFORMATION

- Freeman will begin returning empty containers as soon as the show is closed.
- All exhibitor materials must be removed from the exhibit facility by **May 26, 2012 @ 11:59 pm**
- To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline please have all carriers check-in by **May 26, 2012 @ 10:00 pm**.

SERVICE CONTRACTOR CONTACTS/INFORMATION

FREEMAN

940 Belfast Road
Ottawa, Ontario, Canada K1G 4A2
Phone: 613-748-7180 ext 234 Fax: 613-748-5977

FREEMAN TRANSPORTATION

Phone: 877-478-1113
Fax: 905-951-3145

FREEMAN ELECTRICAL SERVICES

940 Belfast Road
Ottawa, Ontario, Canada K1G 4A2
Phone: 613-227-9526 ext 234 Fax: 613-227-9529

AUDIO/VISUAL / TELEPHONE / INTERNET

AVW-TELAV Audio Visual Services
Phone: 613-526-3121 Fax: 613-526-0850
E-mail:freemanottawaes@freemanco.com