



JULY 16-17, 2011 | WAR MEMORIAL AUDITORIUM | FORT LAUDERDALE, FL

Dear Bicycling Enthusiast,

We would like to cordially invite you to the 2011 South Florida Bike Expo (SFBE), presented by Bike America, to setup at a table as an exhibitor, to promote your club, group, organization or charity.

In return for your spot, there is a fee of \$25.00 and we ask that you help us promote the SFBE through your website, Facebook, other social media, etc.

This is the largest cycling expo and sales event in South Florida's history. It is an incredible opportunity for you to gain tremendous exposure to the South Florida cycling community, as we expect over four thousand people to attend the event.

The goal of the SFBE is two-fold: (1) to promote cycling in South Florida to all attendees by introducing them to various exhibitors who are integral to the cycling community and industry; (2) to provide attendees with bicycles and bicycle accessories, available for purchase at the SFBE through Bike America, so that they can start or continue biking.

As an exhibitor, you are welcome to promote your club, group, organization or charity through various fashions, including handing out brochures, pamphlets and promotional giveaways. You may also recruit members and sponsors for clubs, charities, associations, networks and blogs. However, exhibitors cannot sell any products at the event. This would be a conflict of interest to Bike America, the sponsor of the SFBE, who is making your subsidized spot possible.

In order to reserve your spot, please complete and return by fax the attached 'Exhibitor Application'. Additional details about the SFBE, including setup and takedown information, will be provided after you are confirmed.

I will be your liaison to the SFBE, so please feel free to contact me at any time with questions.

Thanks,

Tod Fox  
South Florida Bike Expo 2011  
561-598-3691

Website: <http://www.SouthFloridaBikeExpo.com>



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## EXHIBITOR APPLICATION

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB SITE \_\_\_\_\_

**PLEASE INDICATE HOW YOU WILL BE HELPING TO PROMOTE THE SOUTH FLORIDA BIKE EXPO:  
(select all that apply)**

\_\_\_\_\_ ADDED SFBE LOGO TO OUR WEBSITE      \_\_\_\_\_ ADDED SFBE EVENT INFORMATION TO OUR WEBSITE

\_\_\_\_\_ 'LIKED' SFBE'S FACEBOOK PAGE      \_\_\_\_\_ MADE SFBE'S FACEBOOK PAGE A 'FAVORITE' OF OUR PAGE

\_\_\_\_\_ OTHER (please specify): \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

BY SIGNING THIS EXHIBITOR APPLICATION, WE AGREE TO THE TERMS & CONDITIONS BELOW.

### TERMS & CONDITIONS:

- 1. Defined Terms:** "Event" collectively means the South Florida Bike Expo, presented by BA Acquisition Corp ("BA"). "Facility" means, the venue where the Event is held. "Organizer" means, collectively, BA, and its representatives. "Exhibitor" means, the company or person that applied to exhibit, and each of its representatives.
- 2. Assumption of Risks; Releases:** Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event.
- 3. Indemnification:** Exhibitor shall indemnify, defend, and hold Organizer and Facility harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees and expenses which result from or in connection with the Event.

- 4. Sales/Solicitations:** Product sales from Exhibitors to consumers are prohibited during the Event.
- 5. Exhibit Area Restrictions:** For security reasons, while the exhibit area is closed, no Exhibitor has any authority in exhibit area.
- 6. Care of Facility:** Exhibitor shall promptly pay for any and all damages it causes to Facility or others.
- 7. Booth Abandonment:** Exhibitors that leave excessive materials after the Event has ended may be invoiced for labor to remove materials.
- 8. Incorporation of Rules and Regulations:** Any and all matters not specifically covered by these Terms & Conditions shall be subject to determination by BA in its sole discretion.

**PLEASE FAX THE SIGNED EXHIBITOR APPLICATION TO 954-977-2806 (ATTN: TOD FOX)**