



August 2-3, 2015 | War Memorial Auditorium | Ft. Lauderdale, FL

Prospective Sponsor/Vendor,

We would like to cordially invite you to the fifth annual 2015 South Florida Bike Expo (SFBE), presented by Bike America, to setup at a table as an exhibitor, promote your company, product, or services.

As the largest cycling expo and sales event in South Florida, it is an incredible opportunity for your organization to gain tremendous exposure to the South Florida cycling/fitness demographic (Age range 29-55 with AHHI of \$80k+). We expect over eight thousand people to attend over a two day period.

The goal of the SFBE is two fold: promote cycling in South Florida to all attendees by introducing them to various **exhibitors** and **products** integral to the cycling community and industry; and provide attendees with bicycles and bicycle accessories available for purchase at the SFBE.

As an exhibitor, you are welcome to promote your organization by handing out samples, brochures, pamphlets, and promotional giveaways. However, exhibitors cannot sell any products at the event without express written consent from the SFBE.

This year we are offering three exhibitor levels for your consideration:

**Gold:** exhibitor name announced 10 times during the event, exhibitor name listed on our website and promotional email blasts, and video ad (provided by exhibitor) displayed on projection screen. 10X10 space for exhibitor display.

**Silver:** exhibitor name listed on our website and e-mail blasts, 10X10 space for exhibitor display.

**Bronze:** name listed on promotional e-mail blasts and website, eight foot table space available.

The pricing structure for gold, silver, bronze, are \$1500.00, \$500.00 and \$250.00, respectively.



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

**EXHIBITOR APPLICATION**

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

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

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

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

PLEASE INDICATE SPONSOR LEVEL (GOLD, SILVER, BRONZE, NONPROFIT):

\_\_\_\_\_

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.

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

PLEASE FAX THE SIGNED EXHIBITOR APPLICATION TO 954-977-2806

**(ATTN: STEVEN BARNES)**

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

[sbarnes@bikeam.com](mailto:sbarnes@bikeam.com)