

The 2011

**Healthy & Fit Expo**  
Magazine

September 17, 2011  
Lansing Center  
[www.healthyfitexpo.com](http://www.healthyfitexpo.com)

## About the expo ...

Now in its fifth year, the annual Healthy & Fit Magazine Expo returns to the Lansing Center on September 17, promising to be the biggest and best so far!

This year we've decreased the amount of paperwork for vendors, increased the amount of advertising we're dedicating to the event, and we are maximizing your investment by targeting Healthy & Fit Magazine's extensive readership base as we direct them to attend the event.

Look for the following in 2011:

- More than 100 vendors
- More than 4,000 attendees
- Interactive workout areas
- Kids' games
- Our popular demonstration stage
- The famous inflated Tiki-head rock wall
- Exclusive product sales
- Live aerobic, kettlebell and Zumba workouts, and more
- Healthy Living Speaker Stage
- Capital City River Run registration
- More giveaways
- Cutting edge health and fitness information
- Kayak demonstrations on the Grand River
- Olympic-sanctioned weight lifting
- Inflated obstacle course for all ages
- An easier-than-ever registration process

There is plenty more to list.

Best of all, everything is FREE for attendees. The public will seek out your services and products without having to pay an entrance fee.

## Quick facts:

Date: Saturday, September 17, 2011  
Expo hours: 10 a.m. to 4 p.m.  
Stage times: 10:30 a.m. throughout the expo  
Demos take place every 30 minutes

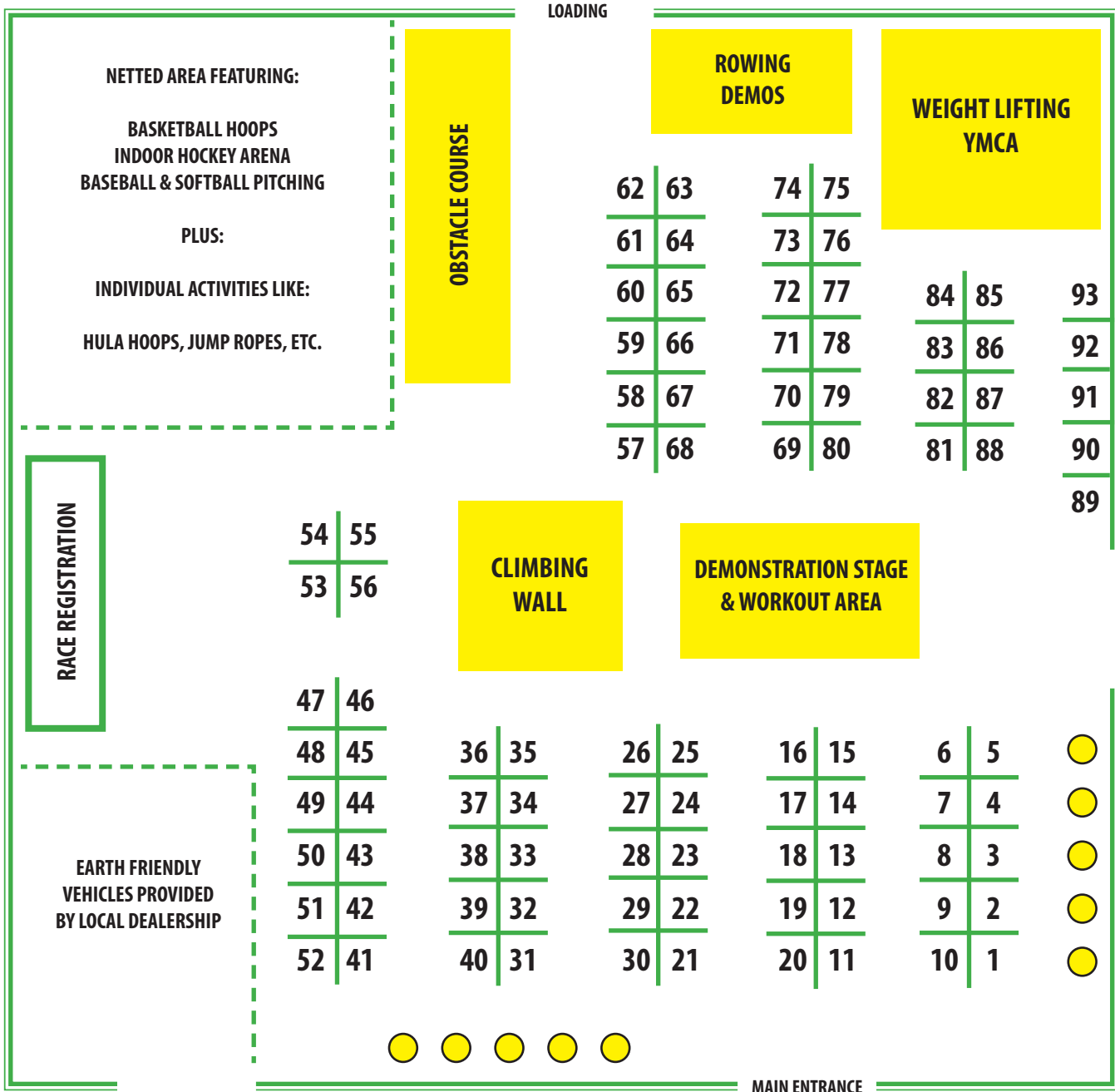
Be sure to visit [healthyfitexpo.com](http://healthyfitexpo.com) for the latest expo news.

**Register now and receive a 25% discount!\***  
**SPACE IS LIMITED AND RESERVED ON A FIRST COME BASIS**

*\*Early registration discount expires July 31, 2011.*

# The 2011 Floorplan

Please note: Visit [www.healthyfitexpo.com](http://www.healthyfitexpo.com) for an up-to-date floor plan and to check booth **availability**.



# Exhibit Space Application

NOTE: RECEIVE A 25% EARLY REGISTRATION DISCOUNT IF YOU REGISTER BEFORE AUG. 1.

PLEASE PRINT OR TYPE

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

TELL US ABOUT THE PRODUCTS OR SERVICES YOU WILL BE EXHIBITING—PLEASE BE DETAILED ON ANY SERVICE YOU ARE PROVIDING (i.e. back massage, foot massage, etc.)

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PLEASE RESERVE THE FOLLOWING EXHIBIT SPACE (INDICATE APPROPRIATE PRICE BY REFERRING TO FLOOR PLAN). PLEASE NOTE: PRICES BELOW REFER TO BOOTH RENTAL AND INCLUDE LIABILITY INSURANCE AND ELECTRICITY. IF REQUESTED. THERE WILL BE ADDITIONAL CHARGES TO YOUR BUSINESS FOR ANY ADDITIONAL AMENITIES THAT YOU MAY CHOOSE, SUCH AS A PHONE LINE.

	DISCOUNTED PRICE	AFTER AUG. 1
SINGLE BOOTH AISLE (10 x 10):	\$430	\$538
SINGLE BOOTH END CAP (10 x 10):	\$480	\$600
10 x 20 AISLE BOOTH:	\$580	\$725
10 x 20 END CAP:	\$670	\$838
20 x 20 END CAP:	\$900	\$1194

PLEASE INDICATE YOUR FIRST THREE BOOTH PREFERENCES FROM THE FLOORPLAN

1ST CHOICE \_\_\_\_\_ 2ND CHOICE \_\_\_\_\_ 3RD CHOICE \_\_\_\_\_

We hereby apply for exhibit space at the The Healthy & Fit Magazine Expo. We agree to the show terms and conditions on the attached sheet.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

See payment terms on "Terms and Conditions" sheet.

# Exhibit Space Worksheet

THIS SHEET MUST ACCOMPANY YOUR APPLICATION

Name: \_\_\_\_\_

Business: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Booth Rental Fee .....\$ \_\_\_\_\_

Total due to Healthy & Fit Magazine .....\$ \_\_\_\_\_

Price includes insurance, and if requested, electricity.

## Payment Options:

Plan A – Submit full payment with your application, by check or credit card.

Plan B – 2-payment plan. If you wish to make a 50% deposit, you may do so by providing a credit card number, knowing that we will automatically run the credit card for the balance due on August 1, 2011.

## Include

- your application
- this worksheet
- your signed terms and conditions page (included in this packet)
- payment/credit card number and mail or fax to:

## THE HEALTHY & FIT MAGAZINE EXPO

312 NORTH STREET, SUITE B

MASON, MI 48854

FAX: 517.244.1847

## Credit Card Payment Authorization Form

Use this form to pay in full or make a 50% deposit on your total booth registration cost, reflected on your registration form. If you choose to make a 50% deposit, the final payment for your expo registration will be applied to this card on August 1, 2011.

Payment amount: \_\_\_\_\_ Is this a partial or full payment? Please circle one.

Card #: \_\_\_\_\_

Expiration date: \_\_\_\_\_

CVV2 Code (three or four digit code located on back of card): \_\_\_\_\_

Name on card: \_\_\_\_\_

Address: \_\_\_\_\_

ZIP: \_\_\_\_\_

Amount: \_\_\_\_\_

Signature: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

**Please fax all forms back to 517.244.1847**

# Terms & Conditions

## THIS SHEET MUST BE SIGNED AND ACCOMPANY YOUR APPLICATION

- 100% of booth rental fee is expected to be paid with the submission of your expo space application and worksheet. We do accept credit cards for a 50% deposit with your understanding that we will automatically run the same credit card for balance due on August 1, 2011.
- THERE ARE NO REFUNDS.
- Vendors will be assigned a time to arrive and set up their booth on the morning of the event – no set up the night before. Vendors are expected to have someone in their booth at all times during expo hours. **Tear-down will occur after the published expo hours.**
- Do not sublet your booth space (include additional vendors).
- No lighter-than-air (helium, etc.) balloons are permitted in the building unless prior authorization has been received in writing from the Lansing Center, and the required fee determined by the Lansing Center has been paid. (If balloons escape, and rise to the rafters, you will incur the cost for removing the balloons.)
- No sample food and/or beverage products may be brought into the Lansing Center or distributed by exposition sponsoring organizations and/or their exhibitors. Do not serve alcoholic beverages of any kind.
- All electrical outlets must be supplied and installed only by building personnel.
- Use Hall A East Dock to move your merchandise in and out during your designated times.
- Conform to all City of Lansing Fire Department and Lansing Center rules and regulations. Do not place or operate any equipment on the premises. Do not use any flammable chemicals. Do not paint anything while in the building.
- Do not visually or physically block exits, disturb the aisles or disturb your neighbors.
- Do not erect an exhibit or rack higher than the 3 foot side rails of your booth that will prevent your neighbor's view of the aisle.
- Do not solicit in the aisles or in other exhibitor's booth(s).
- Accept responsibility for any damages which you may cause to the building or other property associated with the exhibit. Carry the insurance necessary to protect yourself in case of an accident.
- Do not tape, nail, tack or staple anything from columns, walls, doors, ceilings or other painted surfaces.
- Remove all of your belongings from the exhibit hall by 8 p.m. on September 17, 2011 or we will store them for you, at your expense.
- We reserve the right to modify the Expo layout, and to restrict or reject any exhibit.

WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT KISSCO PUBLISHING, LLC DBA HEALTHY & FIT MAGAZINE AND THE LANSING CENTER AND THE Lansing Entertainment & Public Facilities Authority (LEPFA).

I have been given the opportunity to participate in the event known as The Healthy & Fit Magazine Expo ("Activity"). I understand that my participation in the Activity may involve the risk of physical injury and I am willing to assume any and all such risks. I wish to participate in this activity and recognize that it involves certain dangers through accident or otherwise, including but not limited to physical injury, including death. In consideration for being allowed to participate as I request, I HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE any officers, agents or employees of either Kissco Publishing, LLC, Healthy & Fit Magazine and The Lansing Center and the Lansing Entertainment & Public Facilities Authority, from any and all liability, claims, demands, actions and causes of actions arising out of or related to any loss, damage, or injury, including death, that may be sustained by me, or my property, whether caused by my negligence or theirs, while participating in this activity or being in or upon the premises in which the activity is being conducted. I recognize that I am not required to participate in this activity and do so of my own free will. I VOLUNTARILY ASSUME RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE, OR PERSONAL INJURY, INCLUDING DEATH, that I may sustain or cause as a result of being engaged in this activity, whether caused by my negligence or that of Kissco Publishing, LLC, Healthy & Fit Magazine or The Lansing Center or the Lansing Entertainment & Public Facilities Authority or its agents or employees. I FURTHER AGREE TO IDEMNIFY AND HOLD HARMLESS Kissco Publishing, LLC, Healthy & Fit Magazine, The Lansing Center and the Lansing Entertainment & Public Facilities Authority, their agents and employees from any loss, liability, damage or costs, including court costs and attorneys fees, that either of them may incur due to my participation in such activity, whether due to my negligence or theirs or otherwise. I intend to bind other members of my organization, my family, my heirs and assign to this Waiver of Liability and Hold Harmless Agreement.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

**BUSINESS NAME:** \_\_\_\_\_