

2012 WORLD TRIATHLON CORPORATION U.S. EXPO CONTRACT

ON-SITE CONTACT _____ **COMPANY** _____

ADDRESS _____

MOBILE _____ **EMAIL** _____

2012 EXPOS – Please check all the events your company will be attending (*Note: All exhibitors are subject to approval*).

IRONMAN --\$1,250

- Ironman St. George – 5/5/12
- Ironman Texas – 5/19/12
- Ironman Coeur d’Alene – 6/24/12
- Ironman Lake Placid – 7/22/12
- Ironman Louisville – 8/26/12
- Ironman Wisconsin – 9/9/12
- Ironman Florida – 11/3/12
- Ironman Arizona – 11/18/12

5150 -- \$500

- Boulder Peak Triathlon – 7/8/12
- 5150 Galveston – 9/23/12

CHAMPIONSHIP RACES

- HY-VEE 5150 U.S. Championship – 9/2/12 -- \$1,500
- Ironman U.S. Championship – 8/11/12 -- \$2,500
- Ironman 70.3 World Championship – 9/9/12 -- \$2,500**
- Ironman World Championship – 10/13/12 -- \$3,000**

**Race cannot be purchased individually

ADDITIONAL EXHIBIT SPACE RENTALS:

- Tent (10’x10’) \$225 Qty: _____
- Additional tables \$25/ea. Qty: _____
- Additional chairs \$10/ea. Qty: _____
- Electric – 120V \$170
- Electric – 240V \$460

IRONMAN 70.3 Tier 1 Events -- \$1,000

- Ironman 70.3 California – 3/31/12
- Ironman 70.3 Boulder – 8/5/12
- Ironman 70.3 Timberman – 8/19/12
- Ironman 70.3 Augusta – 9/30/12
- Ironman 70.3 Austin – 10/28/12

IRONMAN 70.3 Tier 2 Events -- \$750

- Ironman 70.3 Texas – 4/1/12
- Ironman 70.3 New Orleans – 4/22/12
- Ironman 70.3 Florida – 5/20/12
- Ironman 70.3 Boise – 6/9/12
- Ironman 70.3 Rhode Island – 7/8/12
- Ironman 70.3 Racine – 7/15/12
- Ironman 70.3 Steelhead – 8/19/12

IRONMAN 70.3 Tier 3 Events -- \$500

- Ironman 70.3 Hawaii – 6/2/12
- Ironman 70.3 Mooseman – 6/3/12
- Ironman 70.3 Kansas – 6/10/12
- Ironman 70.3 Syracuse – 6/24/12
- Ironman 70.3 Muncie – 7/7/12
- Ironman 70.3 Lake Stevens – 7/15/12

*Tier pricing based on athlete registration

EXHIBIT SPACE RENTAL INCLUDES

- 10’x10’ booth space
- 6’ Table
- Two Chairs
- Wi-Fi Connection
- Company Name Inclusion on Event Website

TOTAL AMOUNT DUE: (# of Events * Price Per) + Additional Rentals = _____
(All expo space is prepaid)

2012 WORLD TRIATHLON CORPORATION U.S. EXPO CONTRACT

VENDOR PAYMENT INFORMATION FORM

PAYMENT BY CHECK: World Triathlon Corporation
Attn: Accounts Receivable
2701 N Rocky Point Drive
Suite 1250
Tampa, FL 33607

CREDIT CARD AUTHORIZATION:

Authorized Total \$ _____ (Total Amount Due) Check here if you'll be paying per event.
(30-days in advanced of each event)

Cardholder Information

Name on Credit Card _____ Company _____

Company Name _____

Billing Address _____

City, State, Zip Code _____

Phone _____ Email _____

Credit Card Information

Type of Credit Card Visa MasterCard AMEX Discover

Type of Account Personal Business

Account Number _____

Expiration Date _____ SEC Code _____

Authorization of Card Use

I certify that I am the authorized holder and signer of the credit card reference above.

I certify that all the information above is complete and accurate.

I hereby authorize collection of payment for all charges as indicated above. Charges may not exceed the amount listed above in the "AUTHORIZED AMOUNT" field. I understand this is only for up to the amount during the time period of "DATES OF CHARGES" referenced above. If additional charges are going to be authorized a new form will have to be completed.

Cardholder Name

Signature/Date

Cancellations must be made in writing. Expo space cancelled on or within 30 days of the expo will result in the loss of full rental cost for that event. Payment information provided will be processed two weeks prior to the date of the event. Exhibitor agrees to abide by the Rule and Regulations attached hereto.

World Triathlon Corporation | www.ironman.com



2012 WORLD TRIATHLON CORPORATION U.S. EXPO CONTRACT

RULES AND REGULATIONS

1. The Company named above ("Exhibitor") shall be bound by these Rules and Regulations of World Triathlon Corporation ("Ironman") and by such amendments or additional rules and regulations that may be established by Ironman.
2. Ironman reserves the right to accept or reject any application for any exhibit area for any reason Ironman deems appropriate. Applications are accepted on a first come, first served basis and are based on availability.
3. Rights of Exhibitor shall not be assignable to any other entity or person. Exhibitors shall not assign or sublet any part of the Expo space. Only the contracted exhibitor and products/services listed above and approved by Ironman shall be displayed/promoted.
4. Booth preference is not guaranteed. Ironman reserves the right to relocate space in the interest of a better showing of exhibitors or any other reason it deems necessary.
5. The Ironman Village Expos are promotional shows. Ironman must review and approve all activities, samples/products, and give-a-away items prior to the Expo. Direct sales and direct sales with product delivery in the Expo space are prohibited unless authorized in advance by Ironman.
6. Ironman will not be responsible for the safety of exhibits, exhibit material and/or Exhibitor's merchandise against theft, fires, accident or any other cause before, during or after the Exposition. Although security personnel will be on duty during non-exhibit hours, it is expressly agreed and understood that all property of the Exhibitor remains the Exhibitor's responsibility. The Exhibitor agrees to make provision for the safekeeping of its exhibit material, merchandise, etc., before, during and after the Exposition.
7. The Exhibitor must provide Ironman with a Certificate of Insurance confirming that the Exhibitor has Worker's Compensation insurance and comprehensive General Liability insurance in full force and effect that meet the following minimum standards: (i) Worker's Compensation insurance, providing at least \$1,000,000 in coverage per incident; and (ii) Comprehensive General Liability insurance, providing at least \$2,000,000 in coverage per occurrence and shall include coverage of the indemnification obligations of the Exhibitor under these Rules and Regulations. In the Description of Operations section, the certificate should describe the event name and date range (taking into consideration set up and tear down time) and name: World Triathlon Corporation and its shareholders, officers, directors, employees, agents, successors, assigns, and affiliates as additional insured. The Certificate Holder is: World Triathlon Corporation, 2701 N Rocky Point Dr., Suite 1250, Tampa, Florida 33607. Nothing in this paragraph shall limit the amount of liability for which an exhibitor may be responsible.
8. Ironman reserves the right to remove Exhibitors and their accompanying exhibit material from the show in the event that an activity or presentation is deemed, in Ironman's sole discretion, inappropriate or detrimental to the professional nature of the exhibition. Exhibitor must remove all exhibits and materials after the Exposition by the time provided by Ironman's representative, and the Exhibitor must leave his space clean and free from all rubbish. No packing or dismantling of Exhibits will be permitted prior to the published tear-down time.
9. It is expressly understood and agreed by the Exhibitor that it will make no claim of any kind against Ironman, the host cities, including all their employees, directors, subcontractors, volunteers and associates for any loss, damage, theft, or destruction of goods, nor for any injury that may occur to itself or its employees while at the Exposition, nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to their business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of Ironman in relation to the exhibit or Exhibitor, and the Exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of said leased

World Triathlon Corporation | www.ironman.com

East Region | Cameron O'Connell: Cameron@ironman.com | 2701 N Rocky Point Drive Suite 1250 Tampa, FL 33607 | P:813.868.5992 | F:813.868.5930 |
West Region | Lisa Bilotti: LisaBilotti@ironman.com | 514 Via De La Valle Suite 300 Solana Beach, CA 92075 | P:858.367.5671 | F:858.504.7062 |
Demo Days | Sean Watkins: SeanWatkins@Ironman.com P: 760.580.7665 | Kirk Bausch: kirkbausch@ironman.com P: 949-233-637

IRONMAN IRONMAN 70.3 **5i50**
TRIATHLON SERIES™
2012 WORLD TRIATHLON CORPORATION U.S. EXPO CONTRACT

space or exhibit, for negligence or otherwise relating thereto, and said exhibitor does hereby indemnify and hold harmless Ironman against any and all such claims as may be asserted against it.

10. Should any contingency interrupt or prevent the holding of the Exposition, Ironman will return such portion of the amount paid for space as may be determined to be equitable to Ironman after deductions of such amounts as may be necessary to cover expenses incurred by Ironman in connection with the Exposition. If for any reason Ironman determines that the location of the Exposition should be changed or the dates of the Exposition postponed, no refund will be made but Ironman shall assign to the Exhibitor, in lieu of the original space, such other space as Ironman deems appropriate and the Exhibitor agrees to use such space under the same Rules and Regulations. Ironman shall not be financially liable or otherwise obligated in the event the Exposition is cancelled, postponed or relocated except as provided herein.
11. Either party may cancel this contract on condition that written notice of such cancellation is received by the remaining party at least 31 days prior to the scheduled opening date of the Exposition as provided herein. If cancellation is made on or within 30 days of the opening date of the Exposition, Ironman will be entitled to retain 100% of the Exhibitor's total contract obligation.
12. This contract shall be governed in accordance with the laws of the State of Florida. Any dispute or disagreement which may arise between the Parties in connection with either any interpretation of this contract or the performance or nonperformance thereof shall be settled first by mediation, before the American Arbitration Association, and if such mediation is unsuccessful, then by arbitration before the American Arbitration Association. Unless otherwise agreed to by both parties, any mediation or arbitration shall be conducted in the city of Tampa, Florida. The judgment upon any award rendered by the arbitration tribunal may be entered in any court having jurisdiction thereof, for the purpose of judicial enforcement.
13. Exhibitor understands that the events could be outside venues and that the Exhibitor is responsible for the safety of his/her exhibit during inclement weather.

The undersigned warrants that he/she has the authority to enter this contract. The application becomes a contract for space upon the approval and countersignatures of an authorized representative of Ironman. The acceptance of the payment, which accompanies the application for space, does not constitute acceptance of a contract. Application serves as invoice.

Exhibitor's Authorized Representative

Date

Name:

Title:

Ironman Authorized Representative

Date

Name:

Title:

World Triathlon Corporation | www.ironman.com

East Region | **Cameron O'Connell: Cameron@ironman.com** | 2701 N Rocky Point Drive Suite 1250 Tampa, FL 33607 | P:813.868.5992 | F:813.868.5930 |
West Region | **Lisa Bilotti: LisaBilotti@ironman.com** | 514 Via De La Valle Suite 300 Solana Beach, CA 92075 | P:858.367.5671 | F:858.504.7062 |
Demo Days | **Sean Watkins: SeanWatkins@Ironman.com** P: 760.580.7665 | **Kirk Bausch: kirkbausch@ironman.com** P: 949-233-637