

# Wellness Expo

Produced by Holistic Networker® - Your guide to wellness

Dear Exhibitor,

Thank you for your interest in the **Fort Worth Wellness Expo**. We are holding this event at the Will Rogers Memorial Center on Saturday & Sunday, August 14 & 15, 2010.

The **Wellness Expo in Fort Worth** features a wellness/personal growth speaker series, over 75 exhibitors, and a resource center. We have been producing the Wellness Expo in Addison for 15 years. Our previous Expos have had over 1600 health-conscious people attend. Our attendees are extremely interested in holistic products and services. Many return the second day of the expo to visit and shop the entire day.

Enclosed is an application form. Please note that all full exhibit spaces come with an 8 foot by 2 1/2 foot uncovered table and two chairs (half spaces share a table).

If you have any questions, please feel free to call us at 972-378-3770, or visit our web site at **WellnessExpo.net**.

Sincerely,



Tony Cecala, Ph.D., Felicia Weiss, Ph.D.

*Wellness Expo in Fort Worth*

P.S. Please note that we only accept one representative from each MLM (multi-level marketing) company.

P.P.S. If you are unable to attend, but still wish to have a presence at the **Fort Worth Wellness Expo**, consider our literature table for flyers and brochures. You can reserve a page-sized space (8 1/2" x 11") on the literature table for only \$35. (\$25 for Expo exhibitors).

## Exhibitor Feedback

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"It's been great—fantastic! Lots of people".

—*Tochia Anikwe with Green Mountain Energy*

"It is always a positive show.

Fabulous in every way. Wonderfully organized".

—*Tara Martinez with The Gypsy Wagon*

"It's a great Expo for health conscious individuals that value wellness info."

—*Molly Laughlin & Becky Milner with Arbonne International*

It's always wonderful. We stay busy and get great contacts".

—*Frankie Burget, OTR, RMT, CNDT,  
with Windsong Therapy and Wellness*

# EXHIBITOR REGISTRATION

# Wellness Expo

Sat & Sun • August 14 & 15 • 11am-6pm • Will Rogers Memorial Center

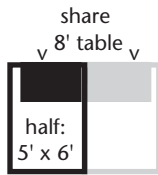
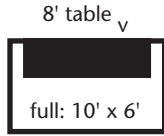
REGISTER BEFORE **MAY 11**  
AND **SAVE \$20!**  
(exhibit space only)

**QUESTIONS?**

TEL: **972-378-3770**  
FAX: **972-403-1536**

**NOTES:**

- A full space includes four free admission tickets for your guests (friends, family, customers, etc).
- A half space includes two free admission tickets for guests.
- **You and your exhibitor staff do not require admission tickets.**



Each full space is supplied with one uncovered table (8' wide x 2 1/2' deep), and two chairs.

**IMPORTANT DATES:**

**May 11**  
Last day for early registration (\$20 discount)

**July 26**  
Last day for inclusion in the Expo Program Guide

**August 14, Saturday**  
• set up: 8:00am  
• Expo hours: 11am-6pm

**August 15, Sunday**  
• Expo hours: 11am-6pm  
• breakdown time: 6:00pm-7:30pm

Please return form with payment (check, M.O., or major credit card) payable to **Wellness Expo**.

Wellness Expo  
PO Box 702956  
Dallas, TX 75370

TEL: **972-378-3770**  
FAX: **972-403-1536**

Independent distributors of direct marketing or multi-level companies, write company name and products below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

[OPTIONAL] DOOR PRIZE Donation  
(Featured in Program Guide.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**MAIN HALL**

<b>Standard Wall</b>	
full (10' wide x 6' deep)	..... \$399.
<b>Stage Wall</b> (backs onto stage)	
full (10' wide x 6' deep)	..... \$379.
<b>Center Corner</b> (no wall or backdrop)	
full (10' wide x 6' deep)	..... \$369.
<b>Center</b> (no wall or backdrop)	
full (10' wide x 6' deep)	..... \$329.
half (5' wide x 6' deep, share 8' table)	..... \$189.
<b>Electricity</b>	
please bring extension cord	..... \$20.

**LITERATURE TABLE**

flyer (8.5" x 11" (letter size) includes 2 free admissions)	..... \$35.
flyer (with paid booth)	..... \$25.

Register exhibit space before 5/11/10 & subtract \$20.... Total \_\_\_\_\_

Registration received by 5/11/10 will be published in the preview Expo Program Guide in the Summer issue of the Holistic Networker (28,000 printed copies).

**SEND CONFIRMATION LETTER TO:**

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

TEL# \_\_\_\_\_ FAX# \_\_\_\_\_

EMAIL \_\_\_\_\_

**PROGRAM GUIDE LISTING:**

Register by July 26 and get **one** free listing in our Program Guide. (Add'l listings are \$15 each).

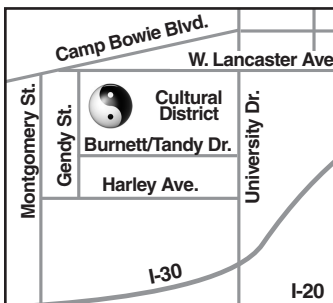
BUSINESS NAME \_\_\_\_\_

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

PHONE # \_\_\_\_\_

DESCRIPTION, SIX WORDS OR LESS \_\_\_\_\_

\_\_\_\_\_



**Stagecoach Room**  
**Amon Carter Bldg.**  
**Will Rogers Memorial Center**  
3400 Burnet Tandy Dr.  
Fort Worth, Tx 76107

PRODUCED BY:

**Holistic Networker**  
Your guide to wellness

Holistic Networker, LLC reserves the right to refuse a space at the Wellness Expo to anyone for any reason at any time.  
<http://WellnessExpo.net/register-fw.pdf>



By submitting payment for the Wellness Expo, I declare that I have read and agree to the terms of the contract on the reverse of this form

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_ SIGNATURE \_\_\_\_\_ TOTAL PAYMENT \_\_\_\_\_



## Wellness Expo Exhibitor Space Contract

To facilitate production of the Wellness Expo and to make our relationship mutually rewarding, we have written the following contract. This contract outlines our responsibilities as Coordinator, your responsibilities as Exhibitor, and general regulations that will help keep the Expo safe, secure and well-orchestrated for all involved.

1. **LEASE OF EXHIBIT SPACE.** Coordinator agrees to lease to Exhibitor a space designated as (circle selection) ["Standard Wall", "Stage Wall", "Center Corner", "Center"] : [full / half] for use during Show hours.
2. **RENT.** Exhibitor shall pay Coordinator a total rental price of \_\_\_\_\_ dollars. (\$\_\_\_\_\_).
3. **CANCELLATION BY EXHIBITOR.** If Exhibitor cancels its commitment under the Lease in writing, which is received by the Coordinator 30 days before the event the Coordinator shall return rental payment minus a \$50 processing fee. If Exhibitor cancels its commitment under this lease within 30 days of the event, no rental payment shall be refunded.
4. **SPACE RESERVATION.** Coordinator will reserve available space for Exhibitor upon receipt of completed, signed form, and payment of the full rental price. No space can be reserved without full payment.
5. **EXHIBIT HOURS.** The Wellness Expo will open to the general public on Sat., Aug. 14, 2010 from 11am to 6pm and Sun., Aug. 15, 2010 from 11am to 6pm. Exhibitors will be admitted into the Hall at 8:00am on Sat., Aug. 14, and 10:00am on Sun., Aug. 15, 2010. Exhibitor agrees not to vacate the exhibit space during official show hours.
6. **FOOD VENDOR.** Anyone selling or giving away food must complete and have approved a food sampling form at least 30 days prior to the event.
7. **INSTALLATION & CARE OF EXHIBITS.** All exhibits must be ready for the opening of the show. Exhibits may be installed Sat., Aug. 14, from 8:00am to 11am. Any exhibit space not occupied by 11am on Sat., Aug. 14, will cause the Exhibitor to be in default of this lease with no refund due to the Exhibitor. Exhibitors shall not assign or sublet any part of the space without consent of Coordinator. Coordinator will sweep and clean the aisles at the close of each day; but exhibitors must, at their own expense, keep their spaces clean and their exhibits in good order. Indoor exhibits must remain intact until closing on the last day of the show.
8. **SAFETY/FIRE REGULATIONS.** Exhibitor agrees to abide by the City Fire Prevention Code and the Exhibit Hall fire regulations. The use, display or storage of flammable liquids or gas must be approved by the Fire Marshal in writing. Open flames or smoke-emitting materials are prohibited. All aisles and entrance doors will be under the control of the Coordinator. Merchandise, displays, signs, or other property of Exhibitors may not extend into aisles to obstruct the view of other spaces or aisles.
9. **CHARACTER OF EXHIBITS.** The Coordinator shall have the right to deny lease of exhibit space to any prospective Exhibitor who intends to exhibit merchandise or services which, in the opinion of the Coordinator, do not constitute a wellness-oriented product or service or, are not in keeping with the character and quality of the show sponsored by the Coordinator. Also, the Coordinator shall have the right to relocate, remove, or prohibit all or any part of any exhibit, display, sign, catalog, souvenir, or other thing which, in the opinion of the Coordinator is not in keeping with reasonable standards for the show as to appearance, cleanliness, noise, or odors. Exhibitors and their agents, employees, or other representatives are not allowed to sell merchandise or give souvenirs or handbills of any kind outside of their own exhibit space. Please note that it is illegal in Addison to place flyers on the parked vehicles.
10. **SECURITY.** The Coordinator shall make reasonable efforts to provide security at the site of the Expo. However, the Coordinator shall not be responsible for the safety of Exhibitor or its property, employees, visitors, or customers from theft, disappearance, pilferage, injury, or damage by fire, accident, or any other cause and Exhibitor assumes sole liability for any losses resulting from such causes. The Coordinator shall not provide insurance for the benefit of Exhibitor or its property. Exhibitor shall indemnify and hold the Coordinator harmless from any damages, losses, or liabilities resulting from any claims, demands, suits, or other actions based on or arising out of the Exhibitor's presence at the show, including, but not limited to, all claims and demands of exhibitors, their agents, employees, representatives, customers, and guests for injury to person or property (including theft or mysterious disappearance) arising by virtue of any occurrence in the exhibit space or the Hall or in the parking areas in proximity to the Hall during the Lease term, as well as any period during which Exhibitor is moving into or out of the Hall<sup>1</sup>.
11. **REPRODUCTION RIGHTS/MUSIC LICENSING.** Exhibitor grants full permission to Coordinator to photograph exhibit displays for future use by Coordinator. These photographs and videos become the property of the Coordinator and may be used in any manner deemed appropriate by Coordinator. Exhibitor agrees not to play or perform any music which is licensed for use by any national or international music licensing authority, group, or party.
12. **MISCELLANEOUS.** The Coordinator has the right to remove from or prohibit the admittance to the Hall of any person who engages or has engaged in conduct in the Hall during a show sponsored by the Coordinator which, in the judgment of the Coordinator, is offensive to the character of the show or to any other Exhibitor or its agents, employees, representatives, or customers.

← Write dollar amount (e.g., "two hundred and ninety-nine")

### NOTES:

You may not share your space with another person or organization without consent of coordinator.

**We will accept only one independent multi-level marketing distributor from an MLM company.**

**Your form and payment are required to reserve a space.**

Register early; spaces are assigned in the order received.

**Refund policy:** Cancellations requested by July 15, 2010 will receive a full refund minus a \$50 processing fee.  
No refunds after this date.

The Fire Marshall prohibits **open flames or burning incense** in the Will Rogers Memorial Center.

indemnity: exemption from incurred penalties or liabilities

<sup>1</sup> In other words, you are responsible for your stuff in your exhibit space, not us. We will do our best to secure the building overnight, but if you are especially concerned about any particular valuables we recommend that you take them with you or insure them from loss.



**PUBLIC EVENTS DEPARTMENT  
WILL ROGERS MEMORIAL CENTER**

**FOOD MANUFACTURERS SAMPLING/SALES FORM**

Items dispensed are limited to products manufactured or processed by the exhibiting firm and must be related to the theme of the show. Aramark Corporation currently has food and beverage distribution rights within the Will Rogers Memorial Center. Expositions sponsoring organizations (or organizations sponsoring an event) and/or their exhibitors may distribute sample food and/or beverage products ONLY upon written authorization. All sample items MUST receive prior approval and confirmation from the Show Manager, Aramark Corporation and the Will Rogers Memorial Center management by no less than 30 days prior to first event date. Exhibitors who do not comply will be required to immediately remove the item(s) from the facility. Sales of food items must be related to the theme of the show and must be in pre-packaged multiple serving containers, with a cost of not less than \$5.00 each. Items offered for sale may not be typical "concession" items, including, but not limited to, soft drinks, bottled water, coffee, popcorn, hot dogs, candy bars, nachos, cotton candy, ice cream, peanuts, etc. All alcoholic beverages MUST be arranged through Aramark Corporation, or the current the in-house food and beverage concessionaire.

For questions concerning purchase of food and/or beverage items used as traffic promoters (i.e., coffee, popcorn, sodas, bar service, etc.) contact the Aramark Corporation sales office at (817) 392-1753. **ALL REQUESTS MUST BE RECEIVED AT LEAST 30 DAYS PRIOR TO THE START OF SHOW TO ALLOW TIME FOR PROCESSING. DO NOT MAKE ARRANGEMENTS PRIOR TO RECEIPT OF APPROVAL.**

**GENERAL CONDITIONS FOR SAMPLING:**

- 1) All items limited to **SAMPLE SIZE**.
  - i) Non-alcoholic beverages may be dispensed in containers holding not more than 2 ounces.
  - ii) Food items are limited to "bite size" (1 ounce or less).
- 2) The applicant named below acknowledges they have sole responsibility for use, sale, servicing or other disposition of such items in compliance with all applicable laws and City of Fort Worth ordinances including, but not limited to, those of the Public Health Department. Accordingly, the applicant agrees to indemnify and forever hold harmless Aramark Corporation, the Will Rogers Memorial Center, and the City of Fort Worth from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use, sale, serving or other disposition of such items.
- 3) Show Manager and/or applicant is responsible for securing a City of Fort Worth health permit for sample items. When approved and authorized, contact the City of Fort Worth Health Department at (817) 871-7255, or [www.fortworthgov.org/health](http://www.fortworthgov.org/health). **Permit must be displayed at the booth throughout the show.**

Name of Event \_\_\_\_\_ Event Dates \_\_\_\_\_  
 Firm Name \_\_\_\_\_ Booth \_\_\_\_\_  
 Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 On-Site Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Products(s) you wish to dispense \_\_\_\_\_  
 Size of portion to be dispensed \_\_\_\_\_  
 Proposed method of dispensing and reason for offering samples: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**WILL ROGERS MEMORIAL CENTER AUTHORIZATION**

**APPROVED** \_\_\_\_\_  
**Aramark Corporation**

**APPROVED** \_\_\_\_\_  
**Will Rogers Memorial Center**