

Wellness Expo

Produced by Holistic Networker® - Your guide to wellness and personal growth

Dear Exhibitor,

Thank you for your interest in the **Wellness Expo**. We are holding this event at the Addison Conference Centre on Saturday & Sunday, October 18 & 19, 2008.

The Wellness Expo features a wellness/personal growth speaker series, over 100 exhibitors, and a resource center. We have been producing the Wellness Expo for 14 years. We're happy to announce that the Town of Addison now lists the Wellness Expo as an "Addison Special Event" on their calendar, web site, and promotional materials.

The Wellness Expo has 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 a 6 foot by 1 1/2 foot covered table and two chairs (half spaces share a table).

This show will sell out, so we recommend that you send in your payment today! When you send in your application and payment by **August 15**, you will: (1) save \$20 on the price of an exhibitor space, (2) be included in the Expo **Program Guide** that we publish in the Holistic Networker, (3) have a better chance of getting your preferred location in the exhibit hall, and (4) have more time to have your presence at the Wellness Expo promoted.

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

Sincerely,

Tony Cepala, Ph.D. & Felicia Weiss, Ph.D.
Producers, Wellness Expo

P.S. Please note that we only accept one representative from each MLM (multi-level marketing) company. For a short grace period (until June 20, 2008) current reinvited MLM exhibitors have "the right of first refusal" to exhibit at the October 2008 Wellness Expo.

P.P.S. If you are unable to attend, but still wish to have a presence at the **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

"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 Brezic with The Gypsy Wagon*

"I've known Tony & Felicia for a long time. It's a great venue and they work hard building it every year".
—*Beth Carpenter, ND*

"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

REGISTER BEFORE **AUGUST 15** AND **SAVE \$20!**

QUESTIONS?

TEL: **972-378-3770**

FAX: **972-403-1536**

- 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.**

IMPORTANT DATES:

August 15

Last day for early registration (\$20 discount)

October 2

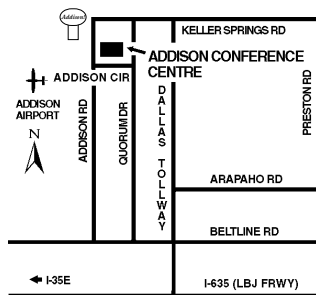
Last day for inclusion in the Expo Program Guide

October 18, Saturday

- set up: **8:00am**
- Expo hours: 11am-6pm

October 19, Sunday

- Expo hours: 11am-6pm
- breakdown time: **6:00pm-7:30pm**



The Addison Conference Centre at 15650 Addison Rd is just two blocks west of the Dallas North Tollway and about three blocks north of Beltline Road.

Take Addison Road to Addison Circle. Go east on Addison Circle. The Addison Conference Centre is immediately on the left (north) side of the street.

Look for the Addison water tower; it's the one-story building just beside it!

Wellness Expo

Sat & Sun ▪ **October 18 & 19** ▪ 11 am-6pm ▪ Addison Conference Centre



MAIN HALL

Large Wall full (10' wide x 7' deep)	\$439. SOLD OUT
Standard Wall full (8' wide x 7' deep)	\$419.
Center Corner (no wall or backdrop) full (8' wide x 7' deep)	\$399.
half corner (on corner with 6' table)	\$239.
Center (no wall or backdrop) full (8' wide x 7' deep)	\$369.
half (4' wide x 7' deep, share 6' table)	\$209.

FRONT HALLWAY

Front Hall full (10' wide x 7' deep)	\$499.
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OUTER HALLWAY

Outer Wall full (10' wide x 6' deep)	\$359.
half (5' wide x 6' deep, share 6' table)	\$199.
Outer Window full (10' wide x 5' deep)	\$349.
half (5' wide x 5' deep, share 6' table)	\$189.

MAIN LAWN AREA

Tent Space full (10' wide x 10' deep)	\$595.
Covered Walkway Space full (10' wide x 6' deep)	\$395.

Extra Tables

Reserved by October 6	\$10.
After October 6	\$20.

LITERATURE TABLE

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

Register before 8/15/2008 and subtract \$20 Total _____

Each full space is supplied with one covered table (6' wide x 1 1/2' deep), and two chairs. All spaces have access to electricity.

Please return this portion of 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.)

SEND CONFIRMATION LETTER TO:

NAME _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

TEL# _____ FAX# _____

EMAIL _____

Register by October 2 and get one free listing in our Program Guide. (Add'l listings are \$15 each).

TO BE PUBLISHED IN PROGRAM GUIDE:

BUSINESS NAME _____

CONTACT NAME _____

PHONE # _____

DESCRIPTION, SIX (6) WORDS OR LESS _____

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 _____

CARDHOLDER NAME _____ SIGNATURE _____ TOTAL PAYMENT _____

PRODUCED BY:
Holistic Networker
Your guide to wellness and personal growth

KEEP THIS PANEL FOR YOUR REFERENCE

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) ["Front Hall", "Large Wall", "Standard Wall", "Center Corner", "Center", "Outer Wall", "Outer Window", "Tent Space", "Covered Walkway Space"] : [full / half] for use during Show hours.

2. RENT. Exhibitor shall pay Coordinator a total rental price of _____ dollars. (\$_____).

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

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., Oct. 18, 2008 from 11am to 6pm and Sun., Oct. 19, 2008 from 11am to 6pm. Exhibitors will be admitted into the Hall at 8:00am on Sat., Oct. 18, and 10:00am on Sun., Oct. 19, 2008. Exhibitor agrees not to vacate the exhibit space during official show hours.

6. INSTALLATION & CARE OF EXHIBITS. All exhibits must be ready for the opening of the show. Exhibits may be installed Sat., Oct. 18, from 8:00am to 11am. Any exhibit space not occupied by 11am on Sat., Oct. 18, 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.

7. 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.

8. 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.

9. 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 Hall¹.

10. 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.

11. FOOD VENDOR. Anyone selling or giving away food must call Neil Gayden at 972-450-2821 to make arrangements.

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.

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 Sept. 19, 2008 will receive a full refund minus a \$50 processing fee.
No refunds after this date.

The Fire Marshal prohibits **open flames or burning incense** in the Addison Conference Centre.

indemnity: exemption from incurred penalties or liabilities

¹ 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.

Outside tent spaces will not be secured on Saturday evening. Please make arrangements to take any valuables overnight on Saturday.