



Dear Exhibitor:

Welcome to *The Los Angeles Fitness Expo*[™], California's Premier Health and Fitness Event. The enclosed information is to help you plan your participation in the show, January 23-24, 2010 at the Los Angeles Convention Center. Please read this material carefully as it contains important information about policies and registration that will help streamline your participation in *The Los Angeles Fitness Expo*[™].

This year the booth price includes one table, two chairs, and one wastebasket. All additional furnishings and/or services you require should be ordered in **ADVANCE**. These forms may be found in the GES Exhibitor Service Kit. This year the GES kit will not be mailed out as a booklet, but rather may be viewed and downloaded on-line at www.thefitexpo.com and www.ges.com. Orders placed on-site are subject to a surcharge fee and will not be processed until advance orders have been fulfilled. To save time and money, place your order early.

- Return all relevant Exhibitor Services forms directly to GES, or the designated provider located at the top of each form, by the deadline dates indicated. Forms may be downloaded at: www.thefitexpo.com/exhibitors.asp or www.ges.com.
- Insurance: All Exhibitors at the 2010 *Los Angeles Fitness Expo*[™] must hold comprehensive general liability or commercial general liability insurance that names "National Fitness Productions, The Los Angeles Fitness Expo, Iron Man Magazine, The City of Los Angeles, and The Los Angeles Convention Center" as additional insured. Exhibitors must also provide all-risk property insurance to protect any property brought into *The Los Angeles Fitness Expo*[™]. Both forms of insurance should cover the entire show including the move-in and move-out periods.
- Review the "Los Angeles Convention Center Guidelines" and adhere to the regulations set forth.

Discounted hotel rooms for the Holiday Inn Los Angeles City Center are available by visiting www.thefitexpo.com/hotel. The deadline for reserving these special discounted rates is December 25, 2009.

We are particularly mindful of the look and feel of *The Los Angeles Fitness Expo*[™]. Therefore, if you are selling goods, please be certain they are displayed professionally and properly within your exhibit. Please be certain that you obtain a seller's license for this event. If you have storage boxes or containers, these should be kept out of sight. The Los Angeles City Fire Marshall will be strictly enforcing city regulations. Please inform GES Exposition Services if you require accessible storage for your goods. They will gladly make the proper arrangements.

If for any reason you require assistance with the presentation of your product or services, please don't hesitate to contact us. We want you and the overall show to look great. Our service contractor, GES, has a vast inventory of display and presentation materials and equipment to assist your marketing efforts.

We look forward to meeting you at the show.

Best regards,

Erin Ferries
Executive Director

The Los Angeles Fitness Expo 2010

General Information

Location:	The Los Angeles Convention Center 1201 South Figueroa Street Los Angeles, CA 90015 South Halls G and H
Available Utilities:	Conveniently spaced outlets for electrical, telephone, water, and compressed air.
Show Colors:	Backwall Drape: White/Blue Sidewall Drape: Blue Exhibit Halls: Not carpeted
Show Management:	National Fitness Productions 217 South Kenwood Street Glendale, CA 91205 Contact: Marc Missioreck (310) 766-6761
Move-In:	Friday, January 22 nd : 8:00 am – 4:30 pm
Expo Dates & Hours:	Saturday, January 23 rd : 9:30 am – 6:30 pm Sunday, January 24 th : 10:00 am – 5:00 pm
Move-Out:	Sunday, January 24 th : 5:00 pm – 9:00 pm* <i>* If you require more time to move-out, please contact GES prior to move-in.</i>
Storage:	Empty cases will be moved to storage and returned to your booth at the end of the show by the floor crew. Every case, part of an exhibit, or piece of equipment should be clearly marked with you booth number. Labels will be provided for you to place on empty storage items. Please advise GES if you will require accessible storage for your goods.



Participation in *The Los Angeles Fitness Expo*TM constitutes consent to being photographed, filmed, and/or recorded and constitutes consent for the use of such photography, filming, and/or recording for any use, manner, and in any and all media throughout the world in perpetuity. All photography, filming, and/or recording will be done in reliance on this consent.