

2010 Colorado Outdoor Expo – Sponsorship Levels

- Ø **Bag Sponsor (10 Available)**
 - Provide bags for event and/or include promotional materials in event bags.
 - One 10'x10' booth spaces at show.
 - 1 table with linen, 2 chairs.
 - **Investment \$500.**

- Ø **Outdoor Activity Sponsorship (AVAILABLE: Fly Casting, Off Road, ATV, Dog Training, Rock Climbing, ??)**
 - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
 - Sponsor recognition in all promotional announcements at show.
 - Banner placement at activity area.
 - 500 square feet of outside bulk space + large demonstration area.
 - 2 tables with linen, 4 chairs.
 - First rights of refusal for future shows.
 - **Investment \$1,000.**

- Ø **Indoor Activity Sponsorship AVAILABLE: (??)**
 - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
 - Sponsor recognition in promotional announcements at show.
 - Banner placement at activity area.
 - Two 10'x10' booth spaces at show plus exhibit area TBD
 - Two tables with linen, 4 chairs.
 - First rights of refusal for future shows.
 - **Investment \$1,000.**

- Ø **Auto, Boat & RV Sponsorships AVAILABLE: Auto, RV, Boat**
 - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
 - Sponsor recognition in all promotional announcements at show.
 - Banner placement at show.
 - 500 square feet Interior and/or Exterior Bulk Space.
 - 2 tables with linen, 4 chairs.
 - First rights of refusal for future shows.
 - **Investment \$2,000.**

- Ø **Presenting Sponsorship**
 - Exclusive Presenting sponsor listed in all marketing.
 - Logo and/or company name included on all print, website, radio and other media (TBD-Television).
 - Sponsor recognition in all promotional announcements at show.
 - Banner placement at show.
 - 1000 square foot prime exhibitor space located inside the expo hall (40'x50').
 - Up to 5 tables with linen, 10 chairs.
 - Option to participate in Ticket Promotion
 - First rights of refusal for future shows.
 - Electricity included.
 - **Investment \$3,000.**

-Sponsorships are based on a net cost basis. Discounts are not valid on sponsorships.

-PARTIAL TRADE AVAILABLE FOR PRIZE GIVEAWAYS

-Sponsor participation in the Colorado Outdoor Expo requires a 25% deposit when the contract is signed.

-Payment must be made in full by May 15, 2010.

-Colorado Outdoor Expo will be assuming cost of all print marketing, advertising and promotional costs.

-Sponsors will be asked to submit print quality logos for use in all appropriate marketing materials, as well as corporate information and background material for use in our public relations campaign.



Colorado Outdoor Expo

NEW VENDOR

2010 APPLICATION/CONTRACT FOR EXHIBITOR SPACE
June 19th and 20th, 10-6 Sat, 10-4 Sun
Outlets of Loveland
Loveland, CO NW Corner of I-25 and Highway 34

This EXHIBITION AGREEMENT is entered into on this _____ day of _____, 2010, by and between Colorado Outdoor Expo and Company Name (Exhibitor) _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Business Category: _____

STEP 1: BOOTH RENTAL

Booth spaces will be placed within 2 weeks of show. Each 10'x10' booth includes pipe and drape, one 8' table with linen and two chairs. (Inside booths only)

A. BOOTH PRICES

- 1 Booth: \$300.00 (Inside, \$200 Outside)
- 2 Booths: \$570.00 (5% discount)
- 3 Booths: \$810.00 (10% discount)
- 4 Booths: \$1020.00 (15% discount)

Qty.	Booth/Item	Cost	Total
_____	10'x10' Booths	see above	\$ _____
_____	Inside Bulk Space (\$4.00/SF 500sf min)		\$ _____
_____	Outside Bulk Space(\$1.00/SF 500sf min)		\$ _____
Subtotal:			\$ _____

B. ADDITIONAL ITEMS

_____	Extra 8' Table	\$10	\$ _____
_____	Electricity 110A	\$25	\$ _____
_____	Electricity 220A	\$50	\$ _____
_____	Phone Line	\$100	\$ _____
_____	Wireless Internet (will send you details via mail)		

C. SPONSORSHIP

(Refer to marketing sheet)

STEP 2: PAYMENT TERMS

Booths: \$100 deposit (per 10x10 space) due at signing of contract.
Sponsorships: 25% deposit due at signing of contract. **Full payment due by 5-15-10!**

Please indicate payment method:

Check #: _____ Amount: _____

Payable to Outlets at Loveland

Credit Card Amount: _____
 Disc MC Visa

Credit Card Account Number: _____

MC/Visa:

Three Digit Security # on BACK of card: _____

DIS:

Four Digit Security # on FRONT of card: _____

Expiration Date _____

Card Holder's Name _____

Signature: _____

By signing above you verify that you agree that you are the authorized credit card holder and that you are allowing us to charge your credit card for the above event, per the terms outlined in the Terms and Conditions.

STEP 3: SIGN & MAIL OR FAX



Date: _____

Colorado Outdoor Expo
Attn: Kara Cavanaugh
Outlets of Loveland
Loveland, CO 80538
Fax: 970-663-2421



COLORADO OUTDOOR EXPO (COE) OFFICIAL TERMS AND CONDITIONS

WHEREAS, Craig Realty Group - Loveland LLC, DBA Colorado Outdoor Expo (COE), is producing, organizing and coordinating an exhibition at Outlets of Loveland, to take place as stated on page 1 of this contract. WHEREAS, exhibitor desires to participate in said Exhibition for the purpose of displaying, promoting, and selling its merchandise and/or services, NOW, therefore, in consideration of the terms, covenants and conditions hereinafter set forth, the parties hereto agrees as follows:

GENERAL RULES: COE may, in its sole discretion, assign, designate or change Exhibitor's booth or bulk area location. Exhibitor will not assign its rights hereunder nor sublet its space to any other individual, corporation or other entity without the prior written consent of Colorado Outdoor Expo. Exhibitor shall occupy the booth or bulk space assigned to it in a safe and careful manner and shall neither block aisles to dismantle its display until the publicized closing hour of the show's final day. COE reserves the right to reject any prospective Exhibitor. COE may control and prohibit: a) any disturbing noise or action produced in an exhibit or by Exhibitor; or b) any exhibit presentations which create safety hazards, infringe on the rights of other exhibitors, or are judged to be in poor taste. Any such judgments made by COE will be final. Exhibitor may distribute advertising and promotional material from its space, but must not distribute any such material in any other location on the show property, nor shall such material be distributed in a manner to create annoyance or disturbance to any other Exhibitor.

BOOTH SPACE "Standard Booth Space" includes the booth space, draping, table, 2 chairs and sign. Electricity may be purchased for an extra fee, but must be purchased 15 days prior to the opening day of the event. Any tables, chairs and electricity needed must be agreed upon 15 days prior to the event and in writing by COE and the Exhibitor. Cleaning of the booths is the sole responsibility of the vendor. Exhibitor will be deemed not to participate in the show if Exhibitor does not occupy the space assigned to it one hour prior to the opening of the show on the first day. COE may, in its sole discretion, use unoccupied space for other purposes. No refunds of exhibit space payments will be made if the Exhibitor fails to participate in the show.

PAYMENT TERMS The agreed fee for the rented space is stated above in the Booth Pricing section of the contract and is based on Exhibitor's booth choice. The fees are payable as follows: Booths: \$100 minimum deposit per booth due at signing of contract. Sponsorships: 25% of fees due at signing of contract. Full payment due by May 15th, 2010. If final payment is not paid by May 15th, 2010, COE reserves the right to lease the requested space to another exhibitor.

CANCELLATION Cancellation of this Agreement (sponsorship or booth space rental) by Exhibitor will incur a 25% cancellation fee if cancelled before May 15, 2010. Cancellation of this Agreement by Exhibitor after May 15, 2010 will not receive any refund. COE reserves the right to cancel this Agreement at any time. If Colorado Outdoor Expos is prevented from presenting Exhibition as herein provided by any act of God, strike, labor dispute, fire, flood, public disaster, or any other cause or reason beyond the control of COE, as the case may be such conditions, shall be deemed a valid excuse for the delay or cancellation in the performance of such obligations at the specified time and place. COE may have the right, but not the obligation to reschedule the Exhibit, for another date chosen by COE in its sole and absolute discretion. If cancelled (and not rescheduled) a partial refund, determined solely by COE, will be issued within 60 days of the original event date.

LEADS Participant registration information is to be used solely for the purpose of marketing by the Exhibitor only. Exhibitor may not sell, rent, or distribute participant registration information to any other party. COE will make gathered participant information available to Exhibitor within 45 days following the date of the event.

LIABILITY Exhibitor hereby agrees to defend, indemnify, save and hold harmless COE, its officers, members, employees or directors, against any claims, losses, damages, expenses (including reasonable attorney fees) and judgments or actions arising out of any breach of any obligation arising from this agreement or from any use of the space rented by Exhibitor, its agents, employees, customers, guests or invited guests. COE will not be responsible for, and the Exhibitor hereby releases COE and its officers, members, employees or directors, from any liability for, the safety of and exhibit or property of any Exhibitor, including but not limited to loss, damage or destruction of such property by reason of theft, weather or any other cause.

LAWS AND TAXES Exhibitors shall comply with all federal, state and municipal laws, administrative rules and regulations, including but not limited to those relating to license and permits, work hours, work conditions, safety standards, payment and wages, sales taxes, income taxes, unemployment, FICA withholding and worker's compensation. Exhibitor shall comply with all music copyright laws and reticulation. Exhibitor covenants that no crime shall be made by its employees or anybody directly associated with the Exhibitor.

FOOD AND BEVERAGE Food and beverages may be sold or distributed on the premises by Exhibitor with prior written approval from COE and Craig Realty Group - Loveland LLC. Exhibitors must be in full compliance with all health and sanitation regulations and laws.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year first above written.

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8										20
7		37	38	39		29	30	31		21
6		36		40		28		32		22
5		35	34	33		27	26	25		23

?	4	3	2	1		?	24			
	A	B	C	D	INFO	E	F	G	H	I

A - I - OUTSIDE BOOTHS

1 - 40 INSIDE BOOTHS