

totalbodyexpo

HEALTHY FROM HEAD TO TOE

AND

pink door™

5K Legacy Walk - Restoring Women's Lives After Cancer

Dear Friends,

Welcome to Total Body Expo, a health expo that is dedicated to total wellness.

This year, we are teaming up with Pink Door, a Houston-based nonprofit that believes single, divorced, or widowed women cancer survivors can still follow their dreams to a successful career after cancer. Pink Door's 5K Legacy Walk will be held on March 20, 2010 in Stafford, Texas. Building up to the event is the Total Body Expo, held on March 19 & 20.

Total Body Expo brings together health and wellness industry leaders with a targeted audience of health savvy consumers. This two-day event draws Total Body magazine readers, runners, cancer survivors and their supporters — here is your chance to meet them, face-to-face, and educate them about *your* health products and services.

The expo also serves as the only location (and dates) for runners to pick up their registration packets before the race, as well as the spot for the exciting "After Party," where racers will receive their awards, then spend time with their families visiting with our health and beauty vendors.

Please join us for this family-friendly event that is helping to raise funds and awareness for Pink Door and its great cause. Think of it as a long weekend of exposure for your business, and we'd like you to be a part of it.

Total Body Expo delivers *quality* attendees who will be interested in what you have to say about their health and wellness. If your business depends on getting your wellness message in front of the right consumers, call us now. We look forward to making it a great show for you.

Yours in health,



Regina Throop
regina@totalbodymag.com

P.S. Make the most of your exposure! In addition to exhibit booths, exhibitors also will have a variety of sponsorship options to brand themselves at the show.

totalbodyexpo

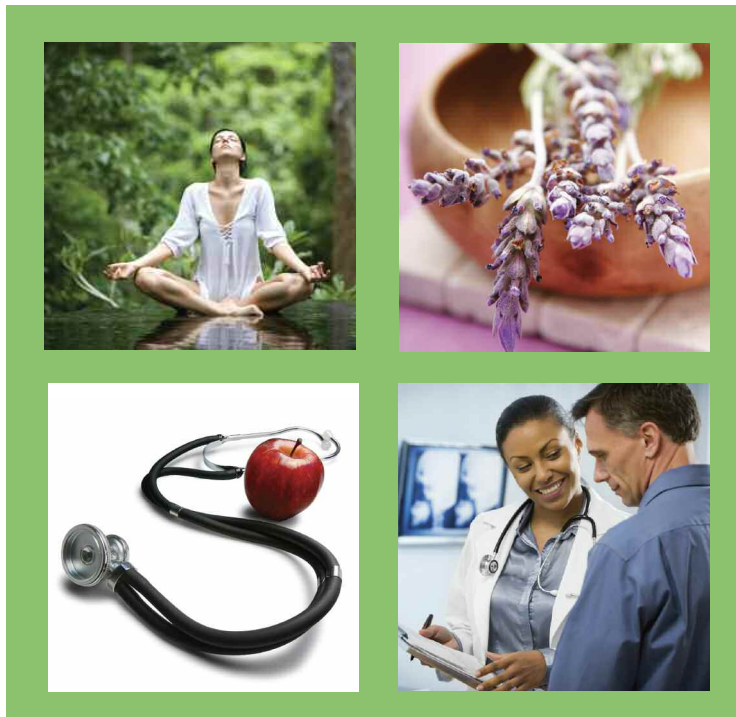
HEALTHY FROM HEAD TO TOE

March 19 & 20, Stafford Convention Center
Friday, 1 pm to 5 pm; Saturday, 8:30 am to 1 pm

(Race begins at 8 am on Saturday. After-Party is held on the show floor immediately following the race.)

Total Body Expo does what no other show can...
We deliver a targeted audience focused on health and wellness.

Bring your business to life and meet face-to-face with individuals who take their health, wellness and beauty seriously.



Questions? Contact your sales rep:

Regina Throop, (281) 955-6143, regina@totalbodymag.com
Edward Crisostomo, (713) 478-4839, edward@totalbodymag.com



MARKETING

Total Body will reach the maximum number of qualified consumers by marketing the expo through:

- High-visibility advertising in newspapers and magazines
 - Houston-area running groups
 - Every runner in this race will visit the expo!
 - Direct mail to a qualified audience
- E-mail promotions to *Total Body* magazine's subscriber lists and others
 - Extensive radio promotions
- Extensive Total Body Mobile promotions (to our readers' cell phones)
 - Radio and magazine interviews with select exhibitors
 - Cross promotion with Total Body magazine

WHO WILL BE THERE?

RUNNERS, SURVIVORS & THEIR SUPPORTERS

All Pink Door 5K Legacy Walk attendees will visit the Total Body Expo floor, either before the show to pick up their registration packets, or after the race to participate in the "After Party," held on the show floor.

PEOPLE WHO READ TOTAL BODY MAGAZINE

68 percent of our readers are female
 63 percent are between the ages of 25 to 45 years old
 72 percent have a bachelor's or post-graduate degree
 56 percent have a household income of between \$50,000 and \$99,999; 19 percent over \$100,000

They care about their health

82 percent say it is "very important" to them to maintain or improve their physical health and wellness
 69 percent exercise three or more times per week
 77 percent are members of a gym or other fitness facility; 81 percent own fitness equipment
 72 percent take vitamins and nutritional supplements

** These results are based on a reader review conducted in Fall of 2006.*

RESERVE YOUR BOOTH NOW!

10X10 booth: \$1,200 10X20 booth: \$2,000

Exhibit space and sponsorships are limited, so reserve your spot now.

Call (281) 955-6143

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MARKETING PARTNERSHIP PACKAGES

SPOTLIGHT PARTNERSHIP: \$8,500

- 10x20 booth in premium location (\$2,000 value)
- Copy of the Total Body Expo attendee mailing list (\$500 value)
- Full-page advertorial on your company in the special Total Body Expo promotional section of the show issue of the magazine (\$4,000 value)
- One-hour radio show on 700 AM radio's "Homework Houston," featuring YOU as the expert (\$2,400 value)
- Information or product from your company in all gift bags to attendees (\$1,500 value)
- One announcement each hour directing attendees to your booth
- Logo on select signage at the show
- Your logo or company name featured in all pre-show, show and post-show advertising (radio, newspaper, magazine, e-mail and web)
- Logo/name will appear on the cover of the Show Guide + Mention of sponsorship in the Show Guide

HEADLINE PARTNERSHIP: \$4,500

- 10x10 booth in premium location (25 percent discount on larger booth space) (\$1,200 value)
- Copy of the Total Body Expo attendee mailing list (\$500 value)
- One-half page advertorial on your company in the special Total Body promotional section of the show issue of Total Body magazine (\$2,000 value)
- Information or product from your company in all gift bags to attendees (\$1,500 value)
- One announcement each day directing attendees to your booth
- Logo on select signage at the show
- Your logo or company name featured in all pre-show, show and post-show advertising (radio, newspaper, magazine, e-mail and web)
- Logo/name will appear on the cover of the Show Guide + Mention of sponsorship in the Show Guide

FEATURED PARTNERSHIP: \$3,000

- 10x10 booth in premium location (25 percent discount on larger booth space) (\$1,200 value)
- Copy of the Total Body Expo attendee mailing list (\$500 value)
- Information or product from your company in all gift bags to attendees (\$1,500 value)
- One-quarter page advertorial on your company in the special Total Body promotional section of the show issue of Total Body magazine (\$1,000 value)
- Logo on select signage at the show
- Your logo or company name featured in all pre-show, show and post-show advertising (radio, newspaper, magazine, e-mail and web)
- Logo/name will appear on the cover of the Show Guide + Mention of sponsorship in the Show Guide

If you are interested in also sponsoring the Pink Door 5K Legacy Walk, talk to your sales representative. We will assess your particular needs and come up with a sponsorship that's right for you! Some sponsorships that are available include: T-shirt sponsor (for all runners), Gift Bag Sponsor (bags are given to all runners) and After-Party Sponsor (held for runners and their supporters; this party is held on the Total Body Expo show floor).





ADDITIONAL INDIVIDUAL BRANDING OPPORTUNITIES

Show Bag Sponsor: \$1,100 for 500 attendee bags (one-color logo on one side and the Total Body logo on other side). Limit 1.

Race Registration Foot Decal Sponsor: \$1,000. We'll place your logo on several foot decals that will lead runners from the front door of the expo all the way to their registration table at the back of the expo. 125 separate feet decals (or less if needed) will be used.

Attendee Bag Insert Sponsor *

Your materials (brochures, products) placed in 500 attendee bags

\$750 to non-exhibitors

\$400 to exhibitors

This is the **only sponsorship/branding opportunity available to non-exhibitors. You must be an exhibitor to participate in any other opportunity.*

Expo Registration Area Sponsor: \$2,000. Includes signage, exclusive right to distribute materials at registration and your logo on registration cards. Limit 1.

Stage Area/Lounge Area Sponsor: **SOLD** \$700. Includes signage for tables around the stage and announcements at the stage. Limit 1.

Pen Sponsor: \$750 for 1,000 click pens with both logos (yours and the Total Body Expo logo), handed out at registration. Limit 1.

**Exhibit space and sponsorships are limited, so reserve your spot now.
Call (281) 955-6143**

PURCHASE OUR ATTENDEE LIST! Reserve your copy of the Total Body Expo attendee list.

Each attendee will register their names and addresses in order to receive their expo gift bag or to be entered to win prizes.

Pre-show price: \$250; After-show price: \$400. (This is the mailing list only, and it's yours to keep!)

PURCHASE AN EMAIL BLAST TO OUR ATTENDEE LIST! After the show, we will blast your advertisement to our attendee email list.

This is a one-time blast for just \$200.

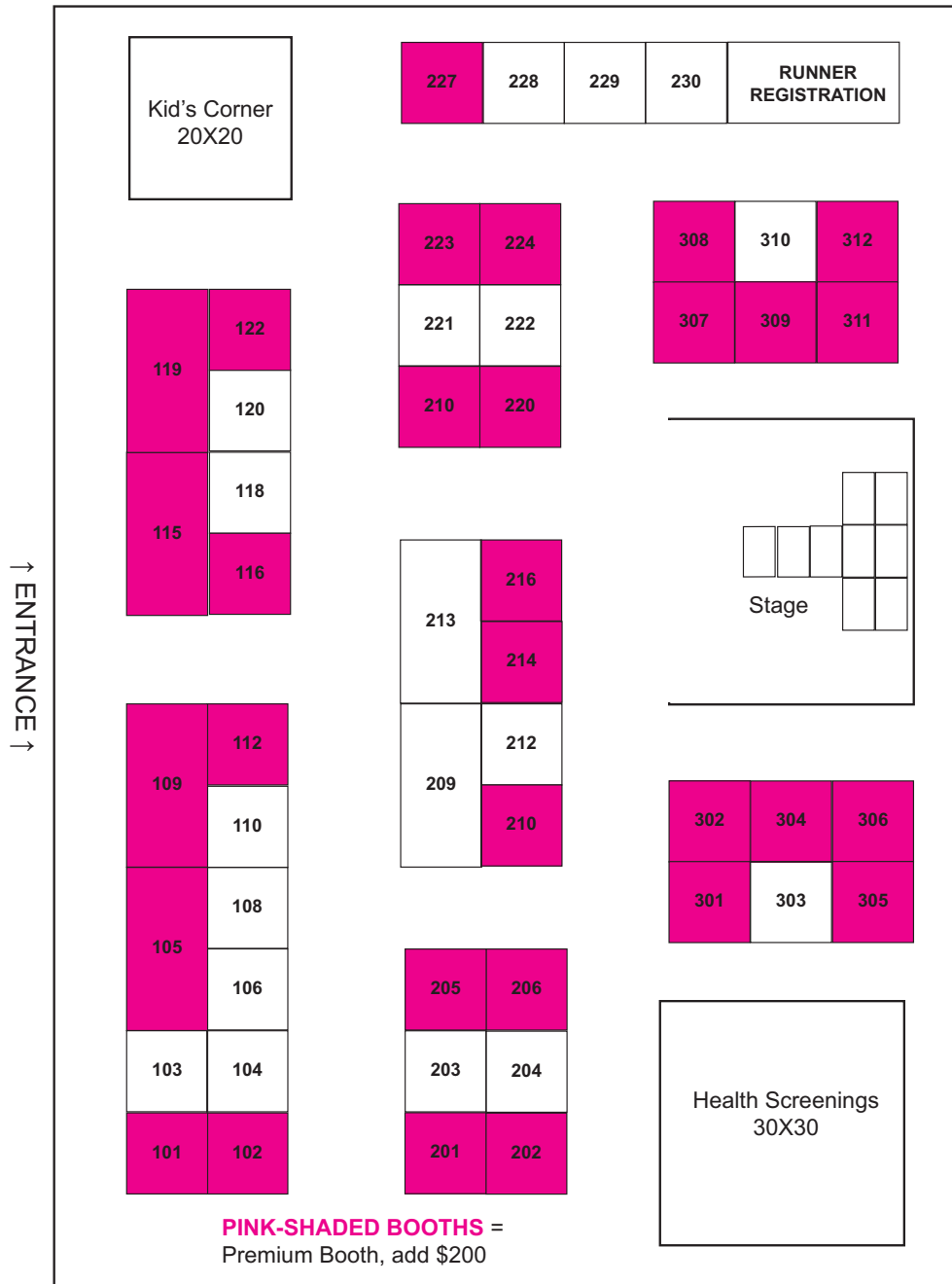
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March 19 & 20, Stafford Convention Center
Friday, 1 pm to 5 pm; Saturday, 9 am to 1 pm

(Race begins at 8 am on Saturday. After-Party is held on the show floor immediately following the race.)



RESERVE YOUR BOOTH NOW!

10X10 booth: \$1,200 10X20 booth: \$2,000

Exhibit Space Application/Contract

The Exhibitor agrees that upon acceptance by Total Body of this application for exhibit space, it shall be deemed a binding contract between the Exhibitor and Total Body Expo and Total Body Magazine, LLC, (Organizer). The Exhibitor acknowledges that he/she has received, and agrees to abide by, the terms set forth in the Terms and Conditions, which form an integral part of the contract between the Organizer and the Exhibitor. The contract is deemed binding when the Organizer receives payment and accepts/signs an executed and signed application for exhibit space. Cancellations will be accepted as specified in the Terms and Conditions, but payments made and/or due according to the terms of this contract are non-refundable.

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____ e-mail _____

Telephone _____ Fax _____

Authorized Signature _____ Title _____ Date _____

FEES: (Please check those that apply)

Exhibit Space Desired:

- 10x10 Booth (\$1,200)
- 10x20 Booth (\$2,000)
- Spotlight Mktg. Package (\$3,000)
- Headline Mktg. Package (\$4,500)
- Featured Mktg. Package (\$8,500)
- Other Branding Oppty. (describe)

- Electricity* (\$40)
- Wireless Internet* (\$40)
- Food Permit* (\$50)

*Late fees apply if not ordered by Feb. 26th

Please request electricity, internet and food permit applications from Total Body Expo if you need them. We will email them to you. Once you have filled them out, please fax them to 281-955-6148 no later than Feb. 26th.

Your payment must also be received at this time. We will file your forms for you and send you a confirmation that your order has been completed.

TO BE COMPLETED BY TOTAL BODY

Contract Accepted by: _____
Date: _____

REMIT PAYMENTS TO:
Total Body Expo • P.O. Box 41737 •
Houston, TX 77241
(281) 955-6143 • fax (281) 955-6148

Company Description _____

1st Choice Booth _____

2nd Choice Booth _____

3rd Choice Booth _____

Close proximity to the following should be avoided* _____

**While every effort will be made to honor position preferences, position is not guaranteed.*

Total Body Expo Exhibit Space Contract

TERMS & CONDITIONS

1. THE ORGANIZER: Total Body Expo is organized by Total Body Magazine, LLC., P.O. Box 41737, Houston, TX 77241, 281-955-6143.

2. VENUE: Total Body Expo (herein called "Organizer" and "Show") will take place at Stafford Convention Center, Stafford, Texas (herein called the "Show Site") on March 19 & 20, 2010

3. EXHIBITION TIME TABLE: Friday, 1 a.m. to 5 p.m., Saturday, 8:30 a.m. to 1 p.m. Move-in may begin at 8 a.m. on Friday, March 19, and move-out must be completed by 6 p.m. on Saturday, March 20. All exhibits must be fully set-up by 1 p.m. on Friday, March 19, and all exhibits must be open for business during exhibit hours. No dismantling or packing may be started before the show closes on Saturday, March 20. Cooperation on this point from all Exhibitors is earnestly requested. The Exhibitor has an obligation to attendees to see that these terms are not violated. The Organizer will not allow any moving of exhibits after the opening of the show until 1:00 pm Saturday, March 20. **The Exhibitor will not be permitted to dismantle their exhibit(s) or do any packing prior to the official closing hour of the show (Saturday, March 20, 1:00 pm). Violators are subject to being barred from participation in future shows and will receive a \$500 fine.**

4. ERRORS/OMMISSIONS: Organizer is not responsible for any errors, omissions, typos, misspellings, etc., in any Show publication, advertising, or in any Show electronic media.

5. ALLOCATION OF SPACE: No Exhibitor shall change or add to the products and services to be displayed without the written consent of the Organizer. Any booth that is inappropriate, as decided solely by the Organizer, is subject to being altered to comply with the Organizer requirements at the expense of the Exhibitor.

No Exhibitor may sub-let or share his allocated area with any other company or organization without the permission of the Organizer. Any Exhibitor wishing to share their booth with any groups, including divisions within their own company, must apply in writing to the Organizer with full details of the proposed sharing. The Organizer reserves the right in the event of unavoidable circumstances to change the layout of the exhibition, or any part thereof, without liability to the Organizer, this includes, but is not limited to, change of exhibit space, change of layout of floor plan, change of venue or change in dates of event. Any Exhibitor affected by any possible change, of course, will be notified.

Floor Covering: The exhibit show floor is carpeted.

Tables: Tables must be skirted. Skirts are provided by the Organizer.

Signage: Only professional signage will be permitted.

Vehicles are not allowed as part of your exhibit without prior authorization.

6. BADGES: The Exhibitor and their employees must apply for a registration badge(s) from the Organizer and wear such badge at all times when in the "Show Site" (defined as the area of move-in/out and the exhibition itself). Badges are non-transferable and if transferred to or used by any party other than the individual to whom it was issued, they may be canceled by the Organizer at the absolute discretion of the Organizer. (See exhibitor's manual for details regarding badges).

7. EXHIBIT AREA: All aisles and entrance doors will be under the control of the Organizer. Merchandise, displays, signs or other property of the Exhibitor may not extend into the aisles to obstruct the view of other spaces or aisles. The Exhibitor and their agents, employees or other representatives may not sell merchandise, give souvenirs or hand out any other literature of any kind anywhere other than in their own exhibit space. The Organizer reserves the right, in its sole and unfettered discretion, to (1) determine the eligibility of Exhibitors and exhibits for the show, (2) reject or prohibit exhibits or exhibitors which the Organizer considers objectionable, and (3) relocate exhibitors or exhibits when in the Organizer's opinion such moves are necessary to maintain the character and/or good order of the show. Exhibitors may not operate sound equipment that might prove disturbing to other exhibitors. Show management has the right to determine the acceptable level of sound in all such instances. It is the exhibitor's responsibility to obtain licensing for music played from their display. Throwing of souvenirs, loud shouting and making unnecessary noises, whether by human or mechanical means, or other attention attracting devices will not be permitted. The Exhibitor may distribute printed matter, souvenirs or other articles only within their space. Helium balloons may not be exhibited or distributed, any other balloons to be exhibited or distributed must be approved by the Organizer. Food, beverages or novelty items either sold or given away must be approved by the Organizer and their catering contractors. Any outside service contracted for by the Exhibitor not included in this Space Contract or the Exhibitors Manual must be reviewed and approved by the Organizer. Any merchandise or other property left in the hall beyond the specified time will be removed to a separate warehouse and The Exhibitor will be charged for moving and storage costs.

8. ELECTRICITY: The Exhibitor shall be responsible for ordering from the Organizer and paying for all electrical wiring. (See Exhibitors Manual).

9. HEALTH PERMITS: If the Exhibitor is serving samples or providing food/beverages of any kind, the Exhibitor is responsible for obtaining a health permit from the Organizer (See Exhibitors Manual), and for complying with all rules, regulations and fees thereof. All samples or food/beverages must be pre-approved by both the Organizer and the Show Site.

10. UNIONS: The Exhibitor on the Show Site must comply with all regulations of unions applicable to receiving, set-up, dismantling and removal of their exhibits.

11. RESPONSIBILITY FOR GOODS: The Organizer and the Show Site do not accept responsibility, nor is a bailment created, for merchandise or equipment delivered by or to the Exhibitor at any time. Deliveries shall be made only at a time specified in the Exhibitor Manual. The Organizer and the Show Site are not responsible for any loss or theft of exhibitor's merchandise or equipment during any period of the Show, or during set-up/dismantling. The Exhibitor understands and agrees that Organizer's security, whether in uniform or plainclothes, is a presence to inhibit theft, and the Organizer, its agents or official suppliers neither offer nor accept responsibility for exhibitor's property of any kind.

12. FIRE, THEFT, ACCIDENT: The Organizer will maintain security service in the building and/or shall make reasonable efforts to provide security. However, the Organizer shall not be responsible for the safety of the Exhibitor or its property, employees, visitors or customers from theft, disappearance, pilferage, injury or damage by fire, accident or any other cause. The Exhibitor assumes sole liability for any losses resulting from such causes. The Organizer shall not provide insurance for the benefit of the Exhibitor or its property. The Exhibitor agrees to abide by City Fire Prevention Code and the exhibit hall fire regulations promulgated by the owner of the show site, which, among other regulations, prohibits attachment of any signs or other items to the walls of the building or to the drapery of the booth unless fireproofed. Otherwise, such items must be at least six (6) inches away from the drapery. Also, the regulations provide that decorations must be noncombustible or flameproof; the use, display or storage of flammable liquids or gas must be approved by the Fire Marshall in writing, and open flames or smoke-emitting materials are prohibited.

13. INDEMNIFICATION: Exhibitor shall indemnify and hold the Organizer 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 occupation or use of exhibit space or its installation, operation, or removal of exhibits, including

but not limited to all claims and demands of Exhibitors or any third party including any of, 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 Show Site or in the parking areas in proximity to the Show Site during the term of this Contract, as well as any period during which The Exhibitor is moving into or out of the Show Site. The Exhibitor shall observe and abide by additional regulations made by the show for the efficient, safe operation or success of the Show and such additional regulations shall be at the sole discretion of the Organizer. Any exhibitor who violates any of the above terms and conditions is subject to being refused further participation in this show or any other show managed by the Organizer.

14. INSURANCE: The Exhibitor is requested (although not required) to carry Comprehensive General Liability Insurance naming Total Body Magazine, LLC and Stafford Convention Center during setup, show hours and tear down, March 18 & 19, 2010.

15. FORCE MAJEURE: In the event that because of war, fire, government regulations, public catastrophe, act of God or the public enemy or other cause beyond the control of the Show and the Organizer, the Show or any part hereof is prevented from being held, is canceled by the Organizer or exhibit space as assigned hereunder becomes unavailable, any refund of exhibit fees to the exhibitor shall be at the absolute discretion of the Organizers. Such refund if given shall be a proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expense incurred by the Show and reasonable compensation to the Show, but in no case shall the amount of refund to the exhibitor exceed the amount of exhibit fee paid. Exhibitor shall not have any right to an accounting review or audit of the financial records of the show.

16. CANCELLATION: This contract may be cancelled only if written notice, letter or fax, is received, and such receipt is confirmed in writing, by Organizer. If the exhibitor decides to cancel by written notice, Show Management has the right to retain all amounts paid/due based on the schedule of payments of the application/contract for booth space. All payments made and/or due, according to the applicable schedule on page one of this contract, as of the date of notice of cancellation, are nonrefundable. However, if cancellation is received more than 60 days prior to the first day of the show, Exhibitor will be released from responsibility for additional payments due after the date of cancellation. As of 60 prior to the first day of the show, this contract is no longer cancellable by the Exhibitor, and the Exhibitor remains liable for full payment of the space rental under this contract under all circumstances.

In the event the Exhibitor fails to make payment or fails to comply in any respect with the terms of this contract, The Organizer reserves the right to cancel this contract without notice and all right of the Exhibitor hereunder shall cease and terminate. Any payment made by the Exhibitor on account hereof will be retained by the Organizer as liquidated damages for breach of the contract and the Organizer may thereupon re-rent said space.

Failure to appear at the event does not release the Exhibitor from responsibility for payment of the full cost of the space rented. If an exhibitor fails to occupy the space he has contracted for by 1 p.m., Friday, March 19, 2010, or fails to comply with the terms of this application/contract, Show management has the right to use such space in any manner.

A service charge of \$25 will be charged to the exhibitor for each insufficient funds check received by Organizer.

17. FEES: The fees paid per this contract represent an agreed measure of compensation for fair value of services rendered by the Organizer. The Organizer shall be entitled to close an exhibit at any time for failure by an Exhibitor or his assignee or any officers, agents, employees, or other representatives of such exhibitor or assignee to perform, meet or observe any terms or condition set forth herein, and such Exhibitor shall not be entitled to any refund or any part of any fee. If full payment for contracted exhibit space has not been received for the event by 60 days prior to the opening day of the event, then contracted Exhibitor is in breach of contract, and said exhibit space will be released; however, exhibitor is still liable for full payment.

18. INTERPRETATION: The Organizer shall have full power to interpret and/or amend these Terms and Conditions which in its discretion shall be in the best interest of the show. The decision of the Organizer must be accepted as final in any dispute between the Exhibitor and any situation not covered by these Terms and Conditions.

19. COMPLETE CONTRACT: The contract, together with all of its attachments, constitutes the complete agreement between the Organizer and the Exhibitor. This contract supersedes all previous or contemporaneous negotiations, arrangements, agreements or understandings, if any, between the Organizer and the Exhibitor with respect to the subject matter of this contract. No modification of this contract shall be valid unless approved in writing by the Organizer. The acknowledgment by the Organizer of the receipt of the Contract duly completed and returned with the appropriate payment will form a Contract between the Exhibitor and the Organizer.

20. OBLIGATIONS: The Exhibitor/Organizer does not guarantee in any way the success of any exhibitor. The contractual obligations to the Exhibitor that Organizer assumes are only those expressly made herein.

21. BOOTH PLACEMENT: The Organizer does not offer exclusivity for any products or services, nor can we guarantee that you will not be placed by a competitor. However, we will try to accommodate you.

22. TEXAS LAW: This lease shall be construed under the laws of Texas and all obligations hereunder shall be performable in Texas. All legal actions brought to enforce rights under this Lease shall be instituted in the courts in Texas.

23. FAILURE TO PROVIDE EXHIBIT SPACE: The Organizer shall not be responsible for any damage or cause of action resulting from failure to provide a specified exhibit space due to any reason beyond its control or due to its sole or partial negligence, including without limitation, government regulations or controls, strikes, work stoppages, acts of God or the occupation of any portion of the hall by any governmental authority or a public enemy, or the Organizer's inability to obtain sufficient exhibit space from the owner of the Hall. In the event of such failure to provide a specified exhibit space, the Organizer may, at its option, terminate this Agreement/Contract in its entirety by refunding to Exhibitor up to fifty percent (50%) of the total exhibit fee paid by the Exhibitor, thereby releasing the parties hereto from any and all further obligation under this agreement. In the event of a partial or total evacuation of the exhibit space for less than five (5) hours for a cause beyond the control of the Organizer, there shall be no reduction or abatement of the exhibit fee paid by the Exhibitor. In the event of a partial or total evacuation of exhibit space for five hours or more, the exhibit fee shall be reduced in proportion to the period of time lost in relation to the total time of the exhibition per the exhibition timetable, up to a maximum reduction of fifty percent (50%) of the total exhibit fee. Notwithstanding any of the foregoing, in no event shall the Organizer's liability to Exhibitor hereunder exceed the total exhibit fee provided per this Application/Contract.

24. MOVE-IN/OUT: Move-In and Move-Out will be conducted on a designated time and section basis. A complete schedule will be sent to you prior to the opening day of the event, unless booking date is past this deadline. Note: The Exhibitor Manual, an integral part of this Contract for Exhibit Space and Terms & Conditions, will be forthcoming.

Signature/Date _____