

The Southeastern Endurance & Multisport Expo 2009 Exhibitor Review and Guidelines



Event Overview

The Southeastern Endurance & Multisport Expo (SEE ME) will be hosted on Saturday, April 4, 2009 from 10 a.m. to 5 p.m. at the Cobb Galleria Centre in Atlanta, Georgia. The event provides interactive, informative environments designed to help endurance and multisport athletes learn more about the products and services related to their sport(s). To enhance the experience, educational seminars and demonstrations provide a focused environment for learning.

The event is capped off with by a private invitation Gala celebration from 6:30 p.m. to 10:00 p.m. The Expo and the Gala are the defining kickoff events for the 2009 endurance and multisport season in the Southeast.

SEE-ME is an event produced by Charitable Sports Productions, a company dedicated to providing services and financial support to named beneficiaries through the proceeds of sporting events and programs.

Exhibitor Opportunity

SEE-ME provides an opportunity unlike any other in the market: in one place, on one day, endurance and multisport athletes will come to actively seek product and service information from companies and organizations affiliated with their sport(s). For companies and organizations that would like exhibit, the opportunities include: booth exhibition, demonstrations, seminars, floor sampling and giveaways.

This is an expo intended to offer attendees an enhanced experience they cannot get at a race or within a retail outlet. Exhibitors are highly encouraged to offer athletes an interaction that brings value or enhances their understanding of its products (e.g. product demos, hands-on testing, surveys, etc.).

Approved exhibitors have the rights to use the SEE-ME graphic identity for promotional purposes. A copy of all promotional materials bearing the SEE-ME graphic identity must be sent to Charitable Sports Productions.

Exhibitor Space

SEE-ME will be hosted in a full exhibit hall at the Cobb Galleria Centre in Atlanta. The space provides 36,000 sf of exhibition space. Of the exhibit hall space, 24,000 sf is dedicated to exhibitor booths and a large demonstration stage. The aisles and public spaces of the expo will be carpeted.

To benefit the athletes and enhance the attendees experience, every effort will be made to group similar sport-affiliated companies in close proximity. This creates areas on the floor for running, cycling/biking, triathlon/duathlon, adventure racing, and paddling/kayaking. The placement of booths is left to the discretion of the event management company.

Charitable Sports Productions reserves the right, in its sole and absolute discretion, to determine who will be permitted to display products as an exhibitor, and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.

A CAD-drawing of the space is available upon request to info@charitablesportsproductions.com

Exhibitor Booths

Companies looking to directly reach endurance and multisport athletes have the option to provide an interactive experience on the expo floor. Booth space is limited in size and availability. Three levels of booths are available for rent:

30' x 10' - \$600
20' x 10' - \$400
10' x 10' - \$200

Size and location is determined by the location on the expo floor and which sport most affiliated with the product. All booths come with pipe, draping, a table and two (2) chairs. Visit the online registration for additional opt-in services including power, internet, rigging, carpeting and more.

Limited specialty booths (cars, larger items) are priced on an individual basis. The expo management has a right to review all exhibitor applications. Categories of products and services are limited to assure a variety of products and services to attendees.

Exhibitor Demonstrations

As part of the main expo experience, live demonstrations are available for companies to offer high-energy interactive displays or informative demonstrations. Demonstrations are staged in a prominent area of the main expo floor on an elevated stage. A total of 5, 1-hour demonstration time slots are available. Demonstrations begin at 11 am and will generally consist of 45 minutes for demonstration, 5 minutes for Q&A, and 10 minutes for transition between demonstrations.

5, 1-hour spots available - \$150 per demonstration hour

Companies or individuals interested in presenting a demonstration at the Southeast's largest endurance and multisport expo, may contact the team at info@charitableproductions.com.

Exhibitor Seminars

With an audience of endurance and multisport athletes, companies or individuals have an opportunity to present educational or information topics through seminars. Seminars are held at the Expo location in enclosed conference rooms set up class-room style. The two rooms accommodate an audience of 200 and 150 people. A total of 10, 1-hour seminars are available.

10, 1-hour spots available - \$150 per seminar hour.

Seminars are off-set by 30 minutes. First seminar room begins at 11 am; second seminar room at 11:30 am. Seminars are 45 minutes in length with 5 minutes Q&A; 10 minutes for transition between sessions. All seminars are free to registered SEE-ME attendees.

Companies or individuals interested in presenting a seminar at the Southeast's largest endurance and multisport expo, may contact the team at info@charitableproductions.com.

Exhibitor Guidelines

All approved exhibitors must comply with the guidelines of the Cobb Galleria Centre which will be distributed to each company upon payment. Additional guidelines from Charitable Sports Productions include:

- Each booth must have at least one (1) representative in the booth at all times
 - Exception: company hosted demonstration or seminar; a sign must be placed at the booth informing attendees of the time of return
- Company reps must be in company branded apparel with name tags
 - Attire must be appropriate for an expo
- Promotional items may be distributed from the booth space
 - All items must be relevant/useful to the endurance or multisport athlete
- Booth structures cannot exceed the size and height of the booth
 - Rigging of overhead signage is available as an optional cost
- Audio/visual elements are permitted but must be controlled to limit interruption to the full Expo floor
 - Light logos are available as an optional cost