

## The Southeastern Endurance & Multisport Expo (SEE-ME) 2009

### Fact Sheet

**Date:** Saturday, April 4, 2009

**Time:** 10am to 5pm

**Location:** Cobb Galleria Centre, Atlanta, Ga.

**Website:** [www.SEEME2009.com](http://www.SEEME2009.com)

**Expo Cost:** \$15 in advance; \$20 at the Expo

**Purpose:** To provide 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 will provide a focused environment for learning. The event is capped off with a gala celebration. The expo and the gala are the defining kickoff events for the 2009 endurance and multisport season in the Southeast.

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

**Expo Attendance:** Limited to 3,000

**Target Attendees:** Accomplished and interested endurance and multisport athletes of all ability levels that participate in one or more of the following activities: running/jogging, road cycling, mountain biking, triathlons, adventure racing, hiking, swimming, paddling, health and fitness. Companies that sell products or services to the endurance and multisport community. Race management companies that execute events for the endurance and multisport communities.

**Expo Space:** A full exhibit hall at the Cobb Galleria Centre that includes:

Approximately 24,000 sf of space for vendor booths

Approximately 12,000 sf of space for swap booths

In-Hall Demonstrations (5 one-hr long demonstrations): 1 elevated stage in prominent area of the main exhibit hall

Seminars (10 one-hr long seminars): 2 symposium rooms with seating for 200 and 150, respectively; adjacent to the exhibit hall



**Expo 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, size and location is determined by the location on the expo floor:

30' x 10' space - \$600

20' x 10' space - \$400

10' x 10' space - \$200

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

Vendors interested in being a part of the Southeast's largest endurance and multisport expo, may sign up online at [www.SEEME2009.com](http://www.SEEME2009.com).

**SWAP Booths:** Athletes are welcome to participate in the Expo through an organized SWAP. Approximately one third of the expo floor is dedicated to athlete-to-athlete exchanges of gear, equipment and other technical items. The concept of "buy, sell, trade" is well received by the endurance athlete community - from the eBay enthusiasts, to weekend garage sale hunters, to new multisport athletes looking for a deal on necessary gear.

SWAP booths - \$30 per table

Athletes interested in participating in the SWAP event, may sign up online at [www.SEEME2009.com](http://www.SEEME2009.com).

**Expo 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. 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.

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

Companies or individuals interested in presenting a seminar at the Southeast's largest endurance and multisport expo, may send an email to the team at [info@charitable sports productions.com](mailto:info@charitable sports productions.com).

**Expo 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 send an email to the team at [info@charitableproductions.com](mailto:info@charitableproductions.com).

**Expo Sponsorship Opportunities:** 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 to stand out and be noticed, the following sponsorships are available:

Title Sponsor (1) - \$15,000

Carbon Sponsors (2) - \$5,000 each

Titanium Sponsors (5) - \$2,500 each

Aluminum Sponsors (Unlimited) - \$1,500 each

Expo bag sponsor (2) - \$5,000

Sponsors for the 2009 event, will have the right of first refusal for the 2010 event.

Sponsors interested in being a part of the Southeast's largest endurance and multisport expo, may contact Victoria Seahorn at [victoria.seahorn@charitableproductions.com](mailto:victoria.seahorn@charitableproductions.com).

**Gala Event:** Serving as the pre-season highlight, SEE-ME hosts an annual black-tie optional gala. This limited engagement event is capped at 350 attendees. The evening highlights include a cocktail reception, plated dinner, keynote speaker, presentations to the event's named charities and the annual 'Person of Courage' award.

**Date:** April 4, 2009

**Time:** 6:30pm – Cocktail Reception

7:30pm – Dinner Program

**Location:** Cobb Centre Galleria, Ballroom A

**Attendance:** Limited to 350

**Gala Cost:** \$60 per person; \$600 per table

**Gala Sponsorship:** The gala event provides an opportunity for companies and organizations to create a more intimate connection with attendees. Sponsorship opportunities are limited to the following:

Title Sponsor (1) - \$5,000

Start Sponsor (Cocktail Reception) (2) - \$1,500

Finish Line Sponsor (5) - \$1,000 each

Table Sponsor (15) - \$700 each

**Person of Courage:** Awarded at the evening Gala event, the Henry C. Forrest Jr. 'Person of Courage' award is the recognition of an individual that inspires others in a profound way. These individuals, many of whom never make the podium in their sport, find another reward in their participation and efforts. This annual award is named in honor of the first recipient, Henry C. Forrest Jr., who was one of the original participants in the inaugural Kona Ironman and lost his battle to cancer in 2008.

Nominating information and submission forms for the 2009 Person of Courage award are available online at [www.SEEME2009.com](http://www.SEEME2009.com). The SEE-ME Advisory Council will make the final selection for the 2009 recipient.

**Benefiting Charities:** Each year, Charitable Sports Productions identifies named organizations which serve as beneficiaries for the SEE-ME event and gala celebration. The named charities of the 2009 event are:

Team In Training, Leukemia & Lymphoma Society (Georgia Chapter):  
[www.teamintraining.org/ga](http://www.teamintraining.org/ga)

The Getting2Tri Foundation, Inc.: [www.getting2tri.org](http://www.getting2tri.org)

Nonprofit organizations who would like to be considered for future expos may review and submit an application through [www.SEEME2010.com](http://www.SEEME2010.com).

**SEE-ME 2009 Event Team:**

Mike Lenhart and Jim Rainey: Executive Producers

Jeff Peck: Producer

Victoria Seahorn: Sponsorship Sales Coordinator

Jenny Schmitt: Public Relations and Communications

**SEE-ME 2009 Advisory Council:** We are very thankful for the time and effort provided from the following organizations that comprise the Advisory Council for the 2009 event:

55Nine Performance

All3Sports

Atlanta Track Club

Big Peach Running Company

Georgia Multisports Productions

Concourse Tri Club

North Atlanta Riding Club (NARC)

Roswell Bicycles

USA Triathlon (USAT), Southeast Region

Team In Training, Leukemia and Lymphoma Society  
(Georgia Chapter)

The Getting2Tri Foundation

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