

EXTREME SPORTS EXPO.com

COLUMBUS 2007



February 23-25 Greater Columbus Convention Center

PUBLIC TRADE SHOW

The Extreme Sports Expo is a public trade show featuring the latest products in the fast growing world of extreme, action and adventure sports. Exhibit space is available to retailers and manufacturers of any related products. Last year our exhibitors displayed and sold their products to nearly 10,000 extreme sports enthusiasts. A Friday evening show will be added to promote more attendance for 2007.

- BENEFITS:**
- Exhibit your product to 12,000 extreme, action and adventure sports enthusiasts expected to attend this year's expo.
 - Display and promote your product to an entirely different group of extreme sports enthusiasts.
 - Drive new customers to your retail outlets and website and create a new customer base.
 - Sell new and end of season blow out merchandise at the show.

ENTERTAINMENT & ACTIVITIES:
 Demonstrations in BMX, motorcycle trials, and more. Activities include a rock wall, euro bungee, paintball shooting and other interactive games.

For more information on the 2007 Extreme Sports Expo, the history of Action Sports, past events, show advertising, sponsorship opportunities and more, see the show website at ExtremeSportsExpo.com, email Drew Wolfe - dw@ExtremeSportsExpo.com or call 740-594-6686.

ADVERTISING

Advertising will include Columbus area network and cable television, radio, internet, email, magazine ads, leaflets and direct mail fliers. Media partnerships, trade advertising, and other promotions will increase the total advertising value to over \$100,000.

EXHIBIT SPACE

Each booth is 10' x 10' and will include an 8' back drape, 3' side drape, and a 7' x 44" company sign.
 One to four booths: \$250.00 per booth, five to nine booths: \$225 per booth, 10+ booths: \$200.00 per booth.

SHOW SCHEDULE

MOVE-IN:	SHOW HOURS:	MOVE-OUT
Thursday February 22 Noon to 8:00 PM	Friday Feb 23 5:00 PM - 9:00 PM	Sunday Feb 25 5:30 PM - Midnight
Friday February 23 8:00 AM to 4:00 PM	Saturday Feb 24 10:AM 8:00 PM	
	Sunday Feb 25 12:00 Noon to 5:00 PM	

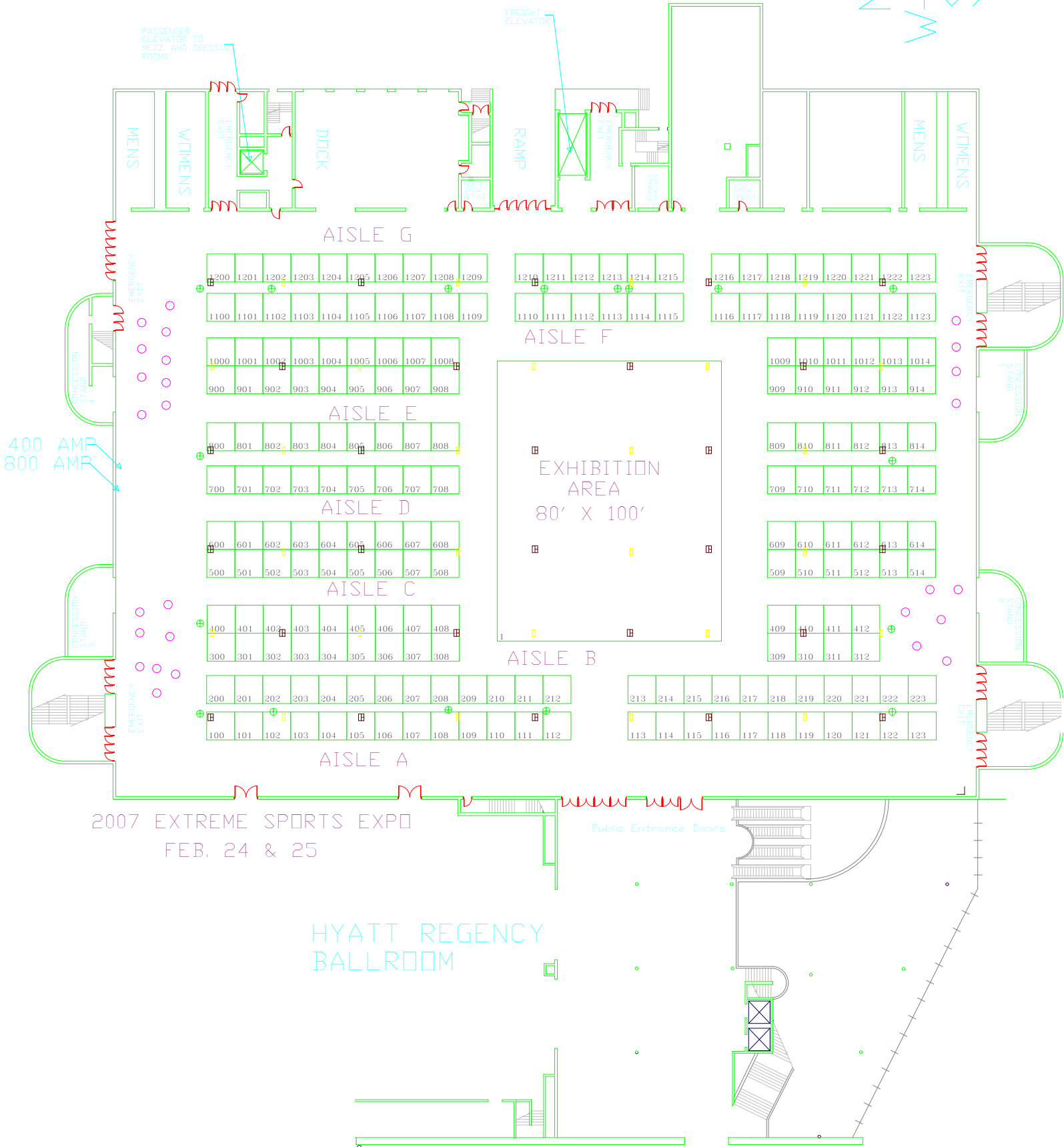
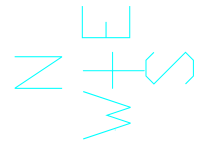
PROMOTER:
 Action Sports Promotions, Inc.
 P.O. Box 488 Athens, Ohio 45701
 Ph: 740-594-6686 Fax: 740-594-7223
 email: dw@ExtremeSportsExpo.com
 web: ExtremeSportsExpo.com

CONVENTION CENTER
 Greater Columbus Convention Center
 400 North High St. Columbus, Ohio 43215
 web: columbusconventions.com
HOTEL INFORMATION:
columbusconventions.com

SERVICE CONTRACTOR
 ACT, INC.
 400 North High St.
 Columbus, Ohio 43215
 Ph: 614-882-0084
 Fax: 614-221-3073

- Motorecycles**
 See ALL the new 2007 Models!
 * Motocross * Pit Bikes * Sport
 * Cruisers - * ATV's
 - Winter sports**
 * Snowboarding * Skiing
 * Snowmobiles * Ski Resorts
 - Water sports**
 * Wakeboarding * Knee boarding
 * Waterskiing * Personal Watercraft
 * Ski and Wakeboard Boats
 * Kayaking * White water rafting
 * Windsurfing * Scuba
 - Bicycles**
 * Road * Mountain * BMX
 - Other Sports**
 * Skateboarding * Inline skating
 * Mountain boarding * Street Luge
 * Hiking * Hang gliding * Rock climbing
 * Paintball * Sky diving
 - Related Items**
 * Vacation Destinations
 * Gear, Accessories and Apparel
 * Airplane pilot * Fitness and nutrition
 * Radio controlled vehicles
 * Computer gaming * Video games
 * Videos and DVD's * Trailers * RV's
 * Toy Haulers * Tools
- And other items related to Extreme Action and Adventure sports.*

BATTELLE HALL GREATER COLUMBUS CONVENTION CENTER





EXTREMESPORTSEXPO.COM

February 23-25 - Greater Columbus Convention Center, Columbus, Ohio
EXHIBITOR DISPLAY APPLICATION AND CONTRACT

This Application/Contract is hereby submitted to exhibit at the 2007 Extreme Sports Expo, produced by Action Sports Promotions, Inc. Please complete and return with the required 50% deposit to Action Sports Promotions, Inc. / ESE P.O. Box 488 Athens, Ohio 45701. For more information call 740-594-6686. Fax: 740-594-7223

PLEASE TYPE OR PRINT CLEARLY			
Exhibitor Name		Exhibitor Representative (Primary Contact)	
Street Address		Title	
City	State	Zip	Phone Fax
Exhibitor Internet Address		Primary Contact email address	
FREE BOOTH SIGN Exhibitor Company Name (limit 24 characters)		Description of products to be displayed	

Exhibit booth fees include: one booth I.D. sign, one 8' back drape, two 3' side curtains. All booths are 10' x 10'. 1 to 4 booths are \$250 each, 5 to 9 are \$225 each, 10 + are \$200 each Call for details.

Number of booths requested: _____ Island? Yes No Corner/Row end? Yes No

Please call 740-594-6686 for Island/Row End/Corner premium fees. These fees will be determined by the total number of booths purchased.

CALCULATE BOOTH FEES HERE: _____ X _____ + _____ or + _____ = _____
of booths price/booth Island fee Corner/Row End fee Total

Total Due Now: _____

REMITTANCE: A minimum deposit of 50% of the total exhibit space fee is required with this Application/Contract. The remaining 50% must be received not less than 60 days prior to the show. **If you are reserving your exhibit space within 60 days of the show date the entire amount due must be remitted with this Application/Contract.** Booth location will not be assigned until the deposit and description with design layout are received.

PAYMENT INFORMATION: Payments should be made via cash, checks (payable to Action Sports Promotions, Inc. using address given above), credit card or bank wire transfer. Please call 740-594-6686 to make arrangements for bank wire transfers. For credit card payments enter information below: Credit card payments may be faxed to: 740-594-7223.

Card # _____ Exp. Date _____
Circle One: VISA MASTERCARD

AGREEMENT and ACCEPTANCE: Exhibitor has read the Terms and Conditions on the reverse side of this Application/Contract. Exhibitor understands that this Contract shall be legally binding between Action Sports Promotions, Inc. and Exhibitor only upon acceptance in writing by Action Sports Promotions, Inc. Exhibitor also understands that any changes to the information in this Contract must be provided to Action Sports Promotions, Inc. in writing.

CANCELLATIONS: All cancellations must be in writing and are subject to all terms included in the Terms & Conditions on the reverse of this form. No refunds will be issued in the event of cancellation within 60 days of the show.

Applicant's Authorized Signature _____ Title _____ Date _____
Applicants must initial acknowledgment of and agreement to the Terms & Conditions as stated on the reverse of this form: _____

FOR INTERNAL USE ONLY: Exhibitors leave blank			
Space Assigned: _____	Total Cost: _____	Deposit Paid: _____	Total Due: _____
Deposit Received: _____	Check # _____	Confirmation: _____	Received: _____

Terms and Conditions

Extreme Sports Expo

1. DEFINED TERMS

"Event" means Extreme Sports Expo, currently scheduled for February 23-25, 2007 at the Greater Columbus Convention Center, Columbus, Ohio. The Event is owned, produced and managed by Action Sports Promotions, Inc. "Organizer" means Action Sports Promotions, Inc. and each of its officers, affiliated, representatives, employees, and assigns unless the context requires otherwise. "Exhibitor" means the company and its representatives identified on the application/agreement/contract "Facility Management" means the Greater Columbus Convention Center, SMG, and its employees and agents, "Hall" means the facility in which the expo is conducted.

2. CONTRACT/AGREEMENT

This contract/agreement shall become binding and effective only when it has been signed by Exhibitor and counter-signed by a duly authorized representative of Organizer.

3. ADDITIONS OR CORRECTIONS

Organizer may amend these terms from time to time in the best interest of the Event upon written notice to Exhibitor. Exhibitor agrees to accept notice of additions or amendments and to consider them as part of this agreement. Notice will be sent to Primary Contact as listed on Exhibitor Display Application and Contract.

4. PAYMENT METHOD

Fee(s) included in this Agreement reflect payment made by cash, check, wire transfer or credit card and accepted by Organizer.

5. INDEMNIFICATION

Exhibitor shall indemnify, defend (with legal counsel satisfactory to Organizer), and hold Organizer and Hall Management harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, fees (including attorneys fees) and expenses which result from, arise out of or are in connection with; (a) Exhibitor's participation or presence at the Event, (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract or any other contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract or any other contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor, its guests or any other third parties; (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise; and (h) any litigation or other similar matters commenced by, pursued by or involving Exhibitor or its guests.

6. LIMITATION OF LIABILITY

Under no circumstances shall Organizer or Hall Management be liable for any lost profits or damages including incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters. As a condition of exhibiting at the Event, Exhibitor shall insure Exhibitor's property against damage, loss and theft.

7. QUALIFICATIONS OF EXHIBITOR

Organizer, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and/or services to the extreme / action / adventure sports market and/or its consumers. Applicants may be required to submit a description of the nature of their business and the items to be exhibited. Organizer reserves the right to restrict or remove any exhibit that Organizer, in its sole discretion, believes is objectionable or inappropriate.

8. EXHIBIT ARRANGEMENT

Each 10' x 10' or 10' x 20' booth includes an 8' high back drape, 3' high side drape, and a 7" x 44" company sign. So that aisles and visibility are unobstructed, exhibits must be arranged so that they are completely within the allotted space. Exhibits must conform to the size of the space and must be of such character or arrangement so as to not obstruct the view or interfere with the exhibits of others. Exhibits in 10' x 10' and 10' x 20' spaces are permitted to extend forward at the 8' height from the back wall the length of 5', and not over 4' high from this point to the front of the booth. Booths 20' x 20' and more, plus aisle end caps have different regulations.

9. ASSIGNMENT/CHANGE OF SPACE

Organizer shall assign exhibit space in its sole discretion. Any such assignment does not imply that similar space will be assigned for future Events. Organizer shall have the right, at its sole discretion, to change Exhibitor's space assignment if it is deemed, in the sole discretion of the Organizer, to be in the best interest of the Event. Organizer will make reasonable efforts to ensure that any reassignment will be to an exhibit space that is of the same general style and size as Exhibitor's original space.

10. CANCELLATION

In the event Exhibitor desires to cancel this license, withdraw from the Event, or reduce its space requirements, Exhibitor acknowledges that Organizer would be harmed and suffer loss and that it would be difficult to assess the exact value for or amount of that harm. All cancellations, withdrawals or requests for reduction in space by Exhibitor must be in writing, by certified mail, return receipt requested. The date of cancellation, withdrawal or reduction in space, as applicable, shall be the postmark date on the notice.

Cancellation fee, based on postmarked date of written cancellation or reduction in space:

- At least 120 days prior to show: \$0.00
- Less than 120 days but more than 60 days: 50% of Exhibit fees
- Less than 60 days: 100% of Exhibit fees

Organizer reserves the right to treat an Exhibitor's reduction in space as cancellation of the original space and purchase of new exhibit space. An Exhibitor may be required to move to a new location if it requests a reduction in space.

If Exhibitor fails to make a payment required by this contract in a timely manner, Organizer may terminate this contract (and Exhibitor's participation in the Event) without further notice, without obligation to refund monies previously paid, and without penalty, liability or expense to Organizer. Organizer is expressly authorized (but has no obligation) to occupy or dispose of any space vacated or made available because of action taken under this paragraph in any manner as it desires, and without releasing Exhibitor from any liability hereunder. Organizer may also terminate this contract immediately if Exhibitor breaches any of its obligations under this contract, without any obligation on Organizer's part to refund any payments previously made, without releasing Exhibitor from any liability arising as result of or in connection with such breach, and without penalty, liability or expense to Organizer. If Organizer removes or restricts an exhibit that Organizer considers to be objectionable or inappropriate, no refund will be due to Exhibitor.

Organizer will not be liable for the fulfillment of this Contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: by reason of the Hall being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the event, or for any cause beyond its control. Organizer will, however, in the event of its not being able to hold the Event for any of the above named reasons reimburse Exhibitor on a pro-rata basis on any amount paid in, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries, operating costs, etc.

11. INSURANCE

Exhibitor is encouraged to secure and maintain throughout the term of this contract, including move in and move out days, the insurance listed below.

Workers' Compensation insurance;

Comprehensive General Liability insurance with limits not less than \$1,000,000 per occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment and products (if applicable) and Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Insurance against loss or damage to the exhibit is recommended.

12. TAXES AND LICENSES

Exhibitor shall be solely responsible for obtaining any licenses, permits and approvals under federal, state or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits for paying all taxes, license fees, use fees, and other fees, charges, levies or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor shall not permit the delivery of merchandise at the Hall without the express prior written permission of Organizer.

13. OBSERVANCE OF LAWS

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Hall. Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

14. EXHIBIT SPACE OCCUPANCY

Hours and dates for installing, occupying and dismantling exhibits shall be those specified by Organizer. If Exhibitor fails to install its display in its assigned space, leaves its space unattended, or has no product to display during the Event hours according to the published hours, Organizer shall have the right to take possession of the space and no refund shall be due to Exhibitor. All exhibits must be open for business during the Event hours. Exhibitor may not dismantle the display until Organizer officially closes the Event.

15. RECORDING RIGHTS, LISTINGS AND PROMOTIONAL MATERIALS

By exhibiting at the Event, Exhibitor grants to Organizer a non-exclusive, royalty-free, revocable, non-transferable worldwide license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory listing the exhibiting companies at the Event and to use such names in Organizer promotional materials. Organizer shall not be liable for any errors in any listing or description or for omitting any exhibitor from the directory or other lists or materials. Organizer may also take photographs or video recording of Exhibitor's booth space, exhibits, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose. Exhibitors may not hinder, obstruct or interfere in any way with such photography or recording by Organizer or its agents.

16. EXHIBITOR SERVICE GUIDE

Approximately two months prior to the Event, Organizer and/or Hall Management will send an Exhibitor Service Guide to the "Primary Contact" listed on the Exhibitor Display Application and Contract. The Exhibitor Service Guide will include information integral to participation in the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibitor display rules, and move-in, move-out schedules. This information may be available prior to this time upon request by Exhibitor.

17. SERVICES

On behalf of the Exhibitors, Organizer has designated official Event contractors to provide services inside the Hall, including drayage, cartage, furniture, decorations, signs, telephones services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Guide to be issued separately. Organizer assumes no responsibility or liability for any to the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Event contractors.

18. CARE OF HALL

Exhibitor shall follow all regulations detailed in the Exhibitor Guidelines, and shall promptly pay for any and all damages to the Hall and associated facilities, booth equipment or the property of others caused by Exhibitor.

19. SECURITY

Organizer will provide perimeter guard service during the Event and while the Exhibit Hall is closed. Exhibitor agrees that Organizer is not liable for anything its guard service, or facility security does or fails to do. This includes, but is not limited to, damage, theft, or loss sustained by Exhibitor's exhibit or its representatives. Exhibitor will not be allowed into the Exhibit Area after Event hours. Security while Event is open is the sole responsibility of the Exhibitor.

20. FIRE AND SAFETY

Federal, State, city and Hall laws must be strictly observed. A full listing of these fire and safety regulations will be found in the Exhibitor Service Guide.

21. MOVE-IN, MOVE-OUT

No exhibit will be allowed into the Hall without an official clearance from Organizer. The Exhibitor must make its own arrangements for transportation of exhibits and packing material. Organizer cannot accept or sign for exhibits on behalf of the Exhibitor. Move in and move out times and access outside of Event hours are limited to those described in the Exhibitor Service Guide.

22. DISPLAY REGULATIONS

Exhibitors are to comply with all Exhibit requirements with respect to appearance, distribution of materials, copyrighted materials, exhibit boundaries, noise levels, model attire, etc. as outlined in the Exhibitor Guidelines.

23. MATTERS NOT COVERED

Organizer reserves the right to rule on all matters pertaining to the Event, whether expressly mentioned or not, and the Exhibitor, by executing the application on the reverse side, agrees that all rulings shall be binding upon both the Exhibitor and Organizer.

24. ENTIRE AGREEMENT

This contract (including the Exhibitor Service Guide and any additional rules or regulations adopted by Organizer) represents the entire agreement between Organizer and Exhibitor relating to the Event.

25. APPLICABLE LAW AND VENUE

This Agreement shall be exclusively governed by Ohio law as applied to contracts entered into and entirely performed within such state by Ohio residents. Any suit relating to this agreement shall be instituted in a state or federal court in Franklin County, Ohio and the parties submit to the jurisdiction of any such court.