

# MEMORIAL HERMANN

Sports Medicine Institute

**January 28-29, 2011**  
**George R. Brown Convention Center Hall E (new location)**

## EXHIBITOR EXPO RATES

The basic booth size is 10'x10'. Included with your rental of an exhibit space are: one 6' skirted table, two chairs, one wastebasket, 8' tall back drape, 3' side wall drapes and an identification sign for booth. Vendor is responsible for all add-ons (carpeting, electrical/internet/plumbing drops, etc.)

Different rate schedules apply for exhibit space. For Non-Merchandisers, those who only provide information and/or coupons at their booth, are charged at one set of rates, and Merchandisers, those who render a product or service for payment at the booth, are charged another set of rates. In addition, we reserve the right to adjust rates on an individual basis, as deemed appropriate.

A 10% surcharge will be added to the prices below for booths reserved after December 1, 2010, pending availability.

	<u>Non-Merchandiser</u>	<u>Merchandiser</u>
10 x 10	\$1,200	\$1,450
10 x 10 End Cap	\$1,500	\$1,700
10 x 20	\$2,000	\$2,800
10 x 20 End or Side Cap	\$2,700	\$3,200
20 x 20 End Cap	NA	\$5,800
Island (4 booths)	NA	\$6,150
20 x 30 End Cap	NA	\$8,200

3-Day Parking Permit                      \$22 each vehicle                      \$22 each vehicle  
 (Permit is good for Thur., Fri. and Sat ONLY) This permit allows you to park in the lot next door to the GRB, across the street from Hall E. Space is limited and is sold "1<sup>st</sup> come/1<sup>st</sup> served".

Please call for any additional booth options not listed above

### INSTALLATION, DISMANTLING AND EXPO SHOW HOURS:

Booths must be <u>installed</u> on:	Thursday	January 27th, 9:00am to 7:00pm
	Friday	January 28th, 7:00am to 10:00am

<u>EXPO hours</u> are:	Friday	January 28th, 10:30am to 6:00pm
	Saturday	January 29th, TBD

Booths must be <u>dismantled</u> on:	Saturday	January 29th, 6:00pm to 9:00pm
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**Exhibits must remain intact until the show closes.**  
**All booths must be manned the entire duration of the EXPO.**



## **EXPO EXHIBITOR GUIDELINES & AGREEMENT**

**Note: The 2011 EXPO will be held in Hall E (1<sup>st</sup> floor) of the GRB – this is a new location.**

### **PAYMENT, CONFIRMATION AND CANCELLATION**

- A 50% deposit or payment in full, along with your signed contract and signed Guidelines are required to confirm your request for space. Once they are received, an email will be sent confirming your booth number(s).
- Please make your payment to: **Houston Marathon** – we accept business or personal checks, credit cards (Visa, MC or Discover **only**), money orders, cashier's check or cash.
- Any balance due on booth space is required by December 10, 2010 or your booth(s) is/are subject to reassignment.
- If your application is approved, Freeman Exposition Company will forward an exposition service kit to you, which is your guide to ordering services besides the basic decorating package.
- Cancellations must be made in writing. Any company that gives notification before November 12, 2010, will receive a refund of 50% of the total booth cost. No refunds will be given after November 12, 2010.

### **INSURANCE**

- All exhibitors must provide \$2M proof of liability coverage applicable to the Memorial Hermann Sports Medicine Institute EXPO. The certificate of insurance should name "Chevron Products Company", "Houston Marathon Committee", and "George R. Brown Convention Center" as "additionally insured." The address is 720 N. Post Oak #100, Houston, TX 77024. You will forfeit your payment and not be allowed to exhibit if you do not provide this proof of insurance **at least one month prior to the event**. You may contact your current insurance carrier for this coverage, or any carrier of your choice. Additional temporary EXPO coverage insurance providers are: CSI Entertainment Insurance at <http://www.csicoverage.com/entertainment/vendors.htm> and John Buttine Inc. at [www.buttine.com](http://www.buttine.com).

### **FOOD & BEVERAGE PERMITS**

- Permission to serve or prepare food/beverage including bottled water, candy, chips, supplements, sample sizes, etc. must be obtained from Aramark at the George R. Brown Convention Center by contacting Jeana Auger at 713.853.8043 or [auger-jeana@aramark.com](mailto:auger-jeana@aramark.com). Any food/beverage exhibitor must obtain a COH Temporary Health Permit. This applies whether the vendor is selling or sampling their product. A copy of the permit must be received by the Houston Marathon office **at least one week prior to the event**, and must also be posted at the vendor's booth. The COH Health Inspector will visit your booth. City food permits must be requested 21 days (minimum 7 days) prior to the EXPO. Click below for the COH permit: [http://www.houstontx.gov/health/Food/Temp%20Permit%20Package%2011282007%20\\_2\\_.pdf](http://www.houstontx.gov/health/Food/Temp%20Permit%20Package%2011282007%20_2_.pdf)

### **DISPLAY VEHICLES**

- Exhibitors having any type of vehicle(s) parked in their booth must inform Kimberly Hall, [kimberly@chevronhoustonmarathon.com](mailto:kimberly@chevronhoustonmarathon.com) **at least one month prior to the event**. Additional Guidelines will be provided and must be followed. A docking/staging fee of \$150 per vehicle will be charged to the vendor by the Exposition Company, as required by their insurance carrier.

### **REQUEST FOR SPACE**

- Receipt of your application does not guarantee space in the EXPO. Show management reserves the right to refuse applications that they deem inappropriate for the EXPO for any reason. A maximum of two (2) vendors promoting the same exclusive product will be allowed.

### **ASSIGNMENT OF SPACE**

- Booth assignments for the EXPO will be made when payment is received on a first come, first served basis. **Show Management reserves the right to relocate exhibitors or modify the floor plan as deemed necessary to maintain attraction proximity, traffic flow, and COH Fire Marshal approval.** NOTE: The Activities Stage, while a significant attraction to attendees, features loud music on occasion. If you choose space nearby, you are expected to tolerate the noise.

## **USE OF EXHIBIT SPACE**

- Exhibit space is to be used solely for the display of the exhibitor's products and services offered for sale or information. Exhibitors are not permitted to sublet any portion of their space or to display merchandise of other manufacturer's or distributors where no direct business relationship exists between them. **All exhibits and noise levels must not obstruct the view or interfere with exhibits of others.** No exhibit material may extend beyond the boundaries of the exhibit space.
- Booths include one 6' skirted table, two chairs, one wastebasket, 8' tall back drape, 3' side wall drapes and a standard (7" x 44") identification sign. Any additional equipment, i.e. carpeting or electrical/phone/internet/plumbing, etc. must be ordered through the Exposition Company and are at the exhibitor's expense. Exhibitors may not display any item higher than 10 feet. If the booth backs up against another booth, the backside of any display must be finished. Island booths may display items up **to 16 feet in height.** Sight lines must be preserved – no significant obstructions are allowed in the forward corners of the booth. No structure, display, signage, etc. can be over 4' tall within 3' of your booth boundaries (islands are an exception). **Exhibitors must use discretion in utilizing noise producing sound-amplifying equipment.** Show officials are entitled to request an adjustment to instruments causing any annoyance, including signage, banners, speakers, etc.
- Exhibitors must install their booths during the assigned set-up times, which are from 9:00am to 7:00pm on Thursday, January 27 and 7:00am to 10:00am on Friday, January 28. If an exhibitor's booth space is unoccupied by 10:00am on Friday, January 28, show management reserves the right to rent that space to another individual or entity without affecting the obligation of the exhibitor to pay the full amount specified for booth space rental.
- Exhibitors must wear the credentials included in the Vendor Packet, received upon check-in.
- **Exhibitors must have their booths open and staffed at all times during EXPO hours.** EXPO hours are 10:30am to 6:00pm on Friday, January 28 and TBD on Saturday, January 29. Booths must be dismantled between 6:00pm and 9:00pm on Saturday, January 29.
- Show management reserves the right to close down any exhibit it deems inappropriate for any reason. Vendor will be asked to leave and given up to 30 minutes to pack. Vendor will then be escorted out of the building. No refunds will be given.

## **UNLOADING/LOADING AREA**

- Exhibitors will use the ground level dock to access Hall E. Once unloaded, all vendors are required to move their vehicle(s) to one of the nearby surface lots. **Vehicles may not remain parked in the dock area for any reason, and are subject to towing.** Vendors may use the first floor entrance in the front of the GRB for re-entry after unloading.

## **PARKING PERMIT**

- Each Exhibitor may purchase Parking Permits. This 3-day permit is good Thur., Fri. & Sat., January 27, 28 & 29, 2011 for the south parking lot next to the GRB. Each permit is \$22 and must be paid for in advance. Space is limited and will be sold "1<sup>st</sup> come/1<sup>st</sup> served". A map and the Parking Permit(s) will be included in your Vendor Packet that you receive at check-in.

## **FACILITY RESTRICTIONS**

- No helium balloons or hay are allowed in the George R. Brown. Attaching anything to the building structure is prohibited. **All display material must be fireproof.**

## **HOTEL RESERVATIONS**

- Please click on the link below for discounted hotel rates. The Hilton Americas-Houston hotel is connected to the GRB Convention Center.

[https://resweb.passkey.com/Resweb.do?mode=ep\\_lodgingsselect\\_gi&groupID=2600590](https://resweb.passkey.com/Resweb.do?mode=ep_lodgingsselect_gi&groupID=2600590)

**I authorize that I have read, understand and will abide by the Guidelines as stated above.**

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please contact Kimberly Hall, [kimberly@chevronhoustonmarathon.com](mailto:kimberly@chevronhoustonmarathon.com), 713.957.3453, with any questions.

**Chevron Houston Marathon, Aramco Houston Half Marathon, EP 5K & ABB Team Challenge  
Memorial Hermann Sports Medicine Institute EXPO  
January 28-29, 2011**

**Exhibitor Application**

Please fill out and return this contract, a signed copy of the Guidelines, and at least a 50% deposit to reserve your space(s). Please note that your signature on these documents serves as a contract and your agreement to abide by the Exhibitor Guidelines. Booths are assigned on a first come, first served basis. Every attempt is made to keep the current layout. However, due to unforeseen circumstances, **it is subject to change.**

Company \_\_\_\_\_

**(As you want listed on your booth signage and Vendor List)**

Detailed Description of Product or Service \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Number of people working in your booth \_\_\_\_\_

**I authorize that I am entering into contract for space at the 2011 Memorial Hermann Sports Medicine Institute EXPO.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Booth Size: \_\_\_ 10'x10' \_\_\_ 10'x20' \_\_\_ 20'x20' \_\_\_ Other   ▶   \_\_\_ End Cap? \_\_\_ Island?

1<sup>st</sup> Choice: # \_\_\_\_\_ 2<sup>nd</sup> Choice: # \_\_\_\_\_ 3<sup>rd</sup> Choice: # \_\_\_\_\_ 4<sup>th</sup> Choice: # \_\_\_\_\_

Non-Merchandiser: \_\_\_ Merchandiser: \_\_\_ F&B Vendor: \_\_\_ Vehicle Exhibit: \_\_\_

# of Vendor 3 Day Parking Permit(s): \_\_\_ (\$22 each)

Booth Space Cost: \$ \_\_\_\_\_ + Parking Space Cost: \$ \_\_\_\_\_ = **TOTAL DUE: \$ \_\_\_\_\_**  
**(See attached rate sheet)**

Amount Enclosed: (AT LEAST 50% DEPOSIT) \$ \_\_\_\_\_

\*Amount Remaining: (Total, less amount enclosed) \$ \_\_\_\_\_ **(Payment in full due by Dec 10, 2010)**

**\*You will not receive a reminder about the balance due deadline. If applicable, the cc below will be charged, unless another form of payment is received before the deadline.**

If using a credit card (**VISA, MC or DISCOVER ONLY**):

Name On Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card **Billing** Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ **ZIP:** \_\_\_\_\_

Signature: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Please return forms with payment to: Houston Marathon  
Attn: Kimberly Hall – EXPO Manager  
720 N. Post Oak Rd. Suite 100 Houston, TX 77024**

Phone: 713.957.3453

Fax: 713.957.3406

Email: [Kimberly@chevronhoustonmarathon.com](mailto:Kimberly@chevronhoustonmarathon.com)