



2012 PHILADELPHIA INSURANCE TRIATHLON MULTI-SPORT EXPO

The **PHLYTRI MultiSport Expo** will be the center of attraction surrounding a weekend of festivities on June 22-24, 2012. We expect 5,000 people throughout the weekend, all looking for the latest in multisport products, services, accessories, and events.

Improve sales and gain exposure among triathletes and other endurance sports athletes by exhibiting at our expo. Please keep in mind that certain categories are exclusively protected.

Race Date and Time	Sprint Distance Saturday, June 23, 2012 730 am Olympic Distance Sunday, June 24, 2012 7am
Expo Date and Time	Friday, June 22, 12pm – 8pm Saturday, June 23, 10am – 4 pm
Expo Location	Smith Memorial Field (East of Please Touch Museum) Lansdowne Avenue and Avenue of the Americas Philadelphia, PA 19131
Load In	Friday, June 22, 9 am All booths must be set-up by 11:30 am. Absolutely No vehicles permitted on grass.
Load Out:	Saturday, June 23, 4pm Please make sure booth area is clean and boxes are broken down for recycling.
	<i>Saturday/Sunday Finish Line Festival Load in/out instructions to be provided 2 weeks prior to event.</i>
Contact Information	Richard Adler richard@phillytri.com

2012 PHLYTRI Exhibitor Information

Please fill in pages 2 and 3 and fax to 610.687.0113 or email to
richard@phillytri.com

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Tel: (____) _____ Fax (____) _____

Company Contact:

Name: _____ Phone _____ Email _____

Event Day Contact:

Name _____ Cell Phone _____

Website: _____

Booth Size:

_____ 10 x 10 booth space: includes 1 table and 2 chairs and 1 goody bag insert **(\$850)**

_____ 10 x 20 booth space: includes 2 tables and 4 chairs and 1 goody bag insert **(\$1,300)**

_____ Expo/ Finish Line Festival Combo (Fri/Sat Expo; Sat/Sun Finish Line): includes 10 x 10 tent, 1 table and 2 chairs and 1 goody bag insert **(\$2,200-limited availability)**

Do you require electricity for your booth? (not available at Finish Line) Y __ N__

_____ Athlete Goody Bags only: \$350 for 4,500 inserts (All exhibitors receive one free goody bag item). Goody bag items must be received between June 1-7, 2012. Shipping location to be provided by May 15, 2012.

Description of Company's Products or Services being promoted, sold or sampled:

NOTE: Any food sampling must be approved and permitted directly by The Health Department of the City of Philadelphia. Information is available at:

http://www.phila.gov/health/pdfs/Temporary_SpEvent.pdf

2012 PHLYTRI EXHIBITOR INFORMATION

PAYMENT INFORMATION

Please make check payable to: Philadelphia Triathlon LLC

Mail to:
Philadelphia Triathlon LLC
203 East Lancaster Avenue
Wayne, PA 19087
ATTN: PHLYTRI EXPO

Credit Card Payment Information:

\$ Amount: _____ Payment Type: Visa _____ MC _____ Amex _____

Card #: _____ Exp. Date _____ CVC# _____

Print Name: _____ Signature: _____

EXHIBITOR TERMS AND CONDITIONS

1. Exhibitor agrees to have booth open and staffed during all expo hours.
2. Displays will not visually or physically disturb aisles or adjacent booths.
3. No subletting of space or exhibiting of any merchandise other than that specified on expo sign-up form without permission of management.
4. All booth material shall be approved by Philadelphia Triathlon LLC prior to the event. Any item not approved will be removed.
5. Philadelphia Triathlon, LLC has the right to change booth space assignment prior to the event.
6. Philadelphia Triathlon, LLC has the right to reject or restrict any exhibit.
7. During the expo and the event, exhibitor shall be liable for all damages they may cause to the site and assumes all responsibility for loss, theft, destruction of their goods and for any personal injuries to him/herself or authorized representatives.
8. A certificate of insurance is required, naming Philadelphia Triathlon, LLC as an additional insured party.
9. Philadelphia Triathlon, LLC is not responsible for any lost or damaged property of exhibitor.

Agreed:

Authorized Exhibitor Signature: _____ Date: _____

Print Name: _____