

USM EVENTS



2012 USM EVENTS Sport & Lifestyle Expos Package







Overview

With the overwhelming success of the Multi- Event Expo Package in 2011, USM EVENTS would again like to offer our loyal supporters a multi event expo package for what we are sure is Australia's greatest portfolio of Triathlon and Multi Sport events in 2012 - Geelong Multi Sport Festival, Mooloolaba Triathlon Festival, Dextro Energy Triathlon Sydney, Noosa Winter Festival and Cairns Airport Adventure Festival.

Special Offer

- Exhibit at 3 Sport & Lifestyle Expo - receive 5% discount on total
- Exhibit at 4 Sport & Lifestyle Expo - receive 10% discount on total
- Exhibit at 5 Sport & Lifestyle Expo - receive 15% discount on total







More than 8,000 participants

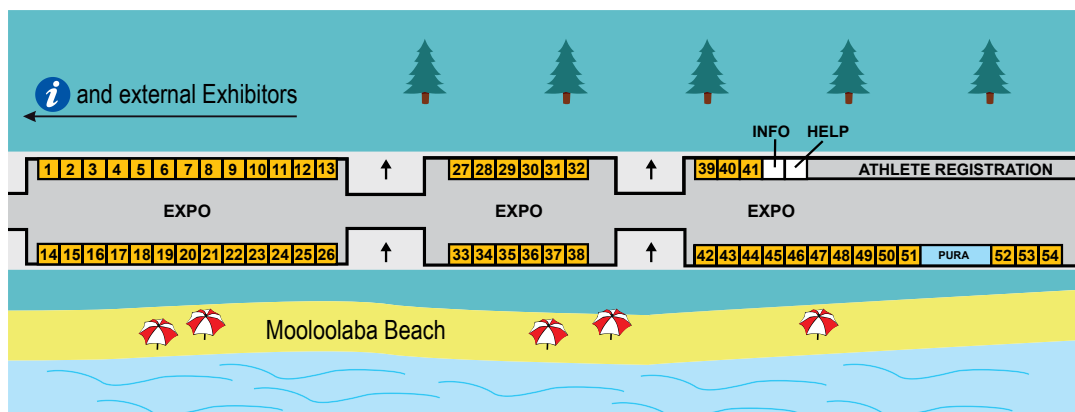
More than 70,000 spectators

2013 will celebrate the event's 21st anniversary

Mooloolaba Triathlon Festival

23rd -25th March 2012
- 3 Day Sport & Lifestyle Expo

- 3 day action-packed sport Festival
- Australia's second largest triathlon
- Sport and Lifestyle Expo incorporated into the triathlon course
- 8 world class sporting events
- 19 year history of success and growth
- Open air tents
- 1hr national TV broadcast.





More than 3,000 participants

First race of the prestigious ITU World Triathlon Series

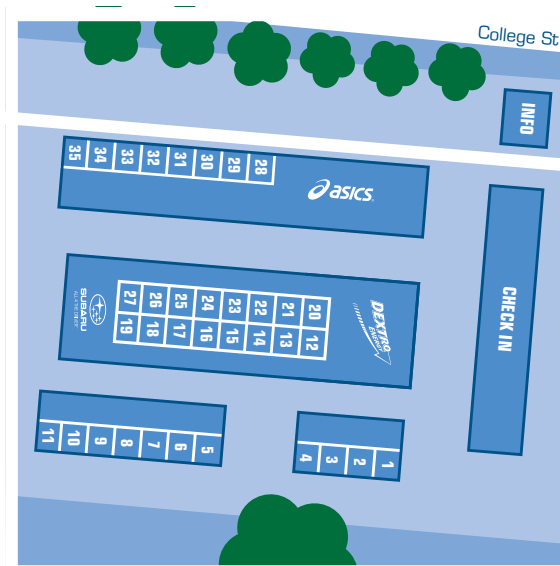
More than 30,000 spectators

Dextro Energy Triathlon Sydney

13th - 15th April 2012

- 3 Day Sport & Lifestyle Expo

- The world's best triathletes
- Located across from Hyde Park, in the heart of the CBD
- Re-creation of the 2000 Sydney Olympic Games triathlon
- View the finish line from your booth
- Open air tents
- Live TV broadcast on Australian Network



**8 sporting events
over one weekend**

**More than 6,000
participants**

**20,000 Spectators
across weekend**



Noosa Winter Festival

5th-6th of May 2012

- 2 Day Sport & Lifestyle Expo

Eight different events on one weekend

- Noosa Blue 2km Ocean Swim
- Noosa Blue 1km Ocean Swim
- 500m Nippers Splash and Challenge
- Subaru Noosa Century 100km Cycle
- Subaru Noosa Century 160km Cycle
- Half Marathon
- Mizuno 10km Run
- Noosa News 5km Run/ Walk for Charity

Full Entertainment Program

- 2 day Sport & Lifestyle Expo
- Roaming entertainment
- Live Bands
- National, state and local media exposure



More than 4,500 participants

More than 30,000 spectators

Watch the race from your booth



Cairns Airport Adventure Festival

1st June - 3rd June 2012

- 3 Day Sport & Lifestyle Expo

Full Festival Program

- Incorporates Challenge Cairns iron distance triathlon - the most spectacular course in Australia
- Community & entertainment events including:
 - Cairns Junior Triathlon;
 - Sport & Lifestyle Expo;
 - Concert in the Park.
- Fireworks Spectacular.
- Australia's only leg of the Global Challenge Family
- Course proposed to run in front of Expo
- 1 hour national and international TV broadcast



More than 5,000 spectators

More than 2,500 participants

National, state and local media exposure



Geelong Multi Sport Festival 2012 SOLD OUT – Enquire now for 2013

2013 dates TBC

- 2 Day Sport & Lifestyle Expo

- 3 day sport, community, youth and entertainment Festival
- Based on the very successful Noosa Triathlon Multi Sport Festival model
- Program includes Kid's Triathlon, Fun Runs and Ocean Swims
- 9 sport events in 2012, with additions to the program annually
- 3 entertainment events in 2012, with additions to the program annually
- 1 hour national broadcast







How we Market our Expos

Prior to the Event

- Continuous website updates (average of 68,000 visits per month)
- Promotion in event programs
- Promotion via our E-news (database of over 40,000)
- Promotion via event media partners
- Local PR via TV, radio, newspapers
- Inclusion on all flyers, posters and handouts
- Distributed to past competitors and sport and lifestyle hotspots

During the Event

- Website updated with list of Exhibitors
- Promotion Via Commentary
- Updates on Social Media
- Elite athlete appearances in Expo at events that are promoted via website, commentary and social media

Multi Event Promotion

Mooloolaba Triathlon Festival

3x3m Booth - \$1,360+ GST

6x3m Booth - \$2,320 + GST

TRADING TIMES (TBC)

Friday 23rd March: 1:00pm - 7:00pm

Saturday 24th March: 9:00am - 5:00pm

Sunday 25th March: 7:00am - 2:00pm

Dextro Energy Triathlon Sydney

3x3m Booth - \$2,100 + GST

6x3m Booth - \$3,570 + GST

TRADING TIMES (TBC)

Friday 13th April: 1:00pm - 6:00pm

Saturday 14th April: 8:00am - 4:00pm

Sunday 15th April: 8:00am - 12:00pm

Noosa Winter Festival

3x3m Booth - \$830+ GST

6x3m Booth - \$1,320 + GST

TRADING TIMES (TBC)

Saturday 5th May: 11:00am - 5:00pm

Sunday 6th May: 7:00am - 2:00pm

Cairns Airport Challenge Cairns

3x3m Booth - \$1,300+ GST

6x3m Booth - \$2,110 + GST

TRADING TIMES (TBC)

Friday 1st June: 10:00am - 5:00pm

Saturday 2nd June: 9:00am - 5:00pm

Sunday 3rd June: 9:00am - 5:00pm

Geelong Multi Sport Festival (SOLD OUT)

3x3m Booth - \$900 + GST

6x3m Booth - \$1,450 + GST

TRADING TIMES (TBC)

Saturday 11th February: 8:00am - 6:00pm

Sunday 12th February: 8:30am - 4:00pm

Special Offer 2012

- Exhibit at 3 Sport & Lifestyle Expos - receive 5% discount on total
- Exhibit at 4 Sport & Lifestyle Expos - receive 10% discount on total
- Exhibit at 5 Sport & Lifestyle Expos - receive 15% discount on total

* Please note that the Noosa Triathlon Multi Sport Festival Sport & Lifestyle Expo is not part of this promotion. Bookings for this event will open on the 8/06/2012.

Terms and Conditions

1. TERMS OF REFERENCE

In these Terms and Conditions, the following definitions shall apply:

“Exhibitor/s” includes all employees and agents of any company, partnership, firm, government agency, business undertaking or individual to whom space has been allocated for the purpose of exhibiting, selling or promoting.

“Organiser/s” means USM EVENTS and its agents. “Exhibition” or “Expo” refers to the SEVEN Noosa Sport & Lifestyle Expo, held from the 28th - 30th October 2011.

“Exhibition Space” shall mean the space allocated to the Exhibitor for its stand at the Exhibition.

“Fees” shall mean the amount payable for the use of the Exhibition Space.

“Contract” means the agreement entered into between the Organisers and the Exhibitor to purchase or otherwise occupy the exhibition space according to the following rules and regulations.

“Confirmation Pack” shall mean the manual supplied by the Organiser to the Exhibitor which contains information relating to the Exhibition and the use of the Exhibition space.

“Exhibition Area” shall refer to the internal and external Exhibition precinct.

2. APPLICATION FOR PARTICIPATION

All applications for participation shall be made on the prescribed Space Application Form and Contract. On receipt of the duly completed and signed Space Application Form and deposit, the Organiser may register the Exhibitor as a participant in the Exhibition should space be available. No purchase of space shall be officially completed nor shall access to the Exhibition be granted until full payment is made and the Organisers reserve the right to accept or refuse any application without giving any reason thereof.

3. LICENSING AND ALLOCATION OF EXHIBITION SPACE

The Exhibition space is licensed to the Exhibitor only. The Exhibitor is not permitted to sub-license the Exhibition space, either wholly or in part, without the prior written consent of the Organiser. The Exhibitor shall ensure that any such permitted sub-licensees comply with these Terms and Conditions and shall be responsible for any default of such sub-licensees.

The Organiser will take all reasonable steps to optimise Exhibitor exposure but has the sole and exclusive right to allocate the Exhibition space and reserves the right to refuse, amend, change the position, withdraw or otherwise deal with the allocation of Exhibition space should it, in its opinion be in the general interest of the Exhibition. The Organisers may also transfer or close entrances and exits to the Exhibition and reserves the right to undertake any other structural changes to the Exhibition Area or allocated Exhibitor space. The Organisers reserve the right, at any time, to order the alteration or removal of any stand which

differs from the approved specifications or which does not conform to the rules and regulations of the Exhibition Area. The cost of such alteration and removal shall be entirely borne by the Exhibitor.

4. PAYMENT

Payment is to be made in 2 instalments according to the payment terms and schedule specified in the Space Application Form. Depending on the number of Expos each Exhibitor attends, a discount will be provided. USM Events will issue an invoice for the first payment including the discounted amount. In the event of non-timely payment by the Exhibitor, the Organiser shall be entitled to terminate the Contract and cancel the Exhibition space and the Contract and Exhibitor's right to participate in the Exhibition shall lapse and cease to be of any effect. In such event, the Exhibitor shall not be entitled to recover any amount paid to the Organiser.

5. PROVISIONS PERTAINING TO THE STAND

All fire, electrical and safety laws and regulations of the Exhibition Area must be strictly observed. The Exhibitor is obliged during the construction and dismantling of its stand to observe the time periods scheduled for such activities as set out in the Confirmation

Package. Any solicitation of business or any offering of advertising material, samples or publications by the Exhibitor may take place only within the Exhibition space allocated to the Exhibitor.

The Exhibitor shall ensure that its stand is manned at all times during which the Exhibition is open to visitors and remains continuously open to visitors for the aforesaid periods.

The Exhibitor shall, after the expiry of the Exhibition or such time thereafter as may be specified in the Confirmation Package, leave the Exhibition space in the state and condition as it was before the Exhibition and to the satisfaction of the Organiser. If the Exhibitor fails to restore the Exhibition space to the condition as aforesaid, the Organiser may restore the same and recover from the Exhibitor the costs of such restoration. The Organisers reserve the right to order the removal of goods, signage or collateral material that does not conform to health, safety or consumer protection regulations as from time to time set down by the relevant authority and Government or which in the opinion of the Organisers may be considered to be offensive or a conflict to sponsor restrictions. A failure to obey such an order will constitute a breach of contract and will result in closure of the exhibit.

6. FAILURE OF SERVICES

The Organisers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension, rescheduling or reduction of the scheduled Expo from the period advertised for reasons including acts of war, military activity, municipal, statutory or civil authority requisition, any ‘Act of God’, fire, flood, tempest, excessively inclement weather,

earthquake or combinations of the same, damage caused by an aerial object or aircraft, strikes or lockouts.

7. PRODUCTS AND SERVICES

The Exhibitor may only exhibit, demonstrate or offer samples of the products and services specified in the Space Application Form. The Exhibitor may also offer for sale the products or services specified in the Space Application Form subject to prior written consent of the Organiser. All products, services, display materials and samples of products and services must be contained within a maximum 6x3m area unless a sponsor. No staples, nails, etc. are permitted on the stand walls. Posters and other promotional material for stand walls may be attached with Velcro.

8. CONDUCT AND SECURITY IN THE EXHIBITION AREA

Participation in the Exhibition takes place entirely at the Exhibitor's risk and the security of the contents of exhibits shall be the responsibility of the Exhibitor at all times. The Organisers will take measures to ensure the security of exhibits outside operating hours, however, shall not be held liable or responsible for any loss or theft of exhibits during the construction, Exhibition or dismantling period. Nor will the Organisers be held liable or responsible for any loss or damage to exhibits or articles belonging to Exhibitors. During the licence period the Exhibitor shall be responsible for the good conduct of its employees, agents, contractors and sub-contractors who shall be bound by and must observe these Terms and Conditions in all respects. Exhibitors will pay the cost of making good any damage caused to the Exhibition Area or its fixtures by themselves and/or their contractors or sub-contractors. The Organisers reserve the right to refuse admittance to any visitor to the Exhibition.

9. INSURANCE & LIABILITY

The Exhibitor shall insure, indemnify and hold the Organisers harmless in respect of all costs, claims and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused during the tenancy of the Expo. The liability or risks of the employees, agents or exhibits shall be the responsibility of the Exhibitors.

Exhibits/displays/equipment or any items brought onsite shall be placed at the Exhibitor's own risk and the Organisers shall not be held responsible for insurance or for any loss of the exhibits or equipment. It is recommended that all goods and belongings or equipment belonging to the Exhibitor is insured. The Organiser requires the Exhibitor to submit their Certificate of Currency, noting the associated Sport & Lifestyle Expo and its stake holders, as insured parties, with a minimum of \$10,000,000.00 public liability. Expiry after bump-out date. The Certificate of Currency must be submitted to the Organiser on or before the event commences.

Terms and Conditions

10. NON-COMPLIANCE AND TERMINATION

This Contract may be terminated by the Organisers by notice to the Exhibitor upon the occurrence of any of the following events:

The Exhibition Area and/or the Exhibition Space becomes unfit for occupancy and use or the Exhibition is cancelled;

The holding of the Exhibition or the performance of this Contract by the Organisers is substantially or materially interfered with due to any cause or causes not reasonably within the control of the Organisers;

The Organisers are not satisfied that proper use is being made of the Exhibition Space during the installation period or at any time during the Exhibition;

Payment of Fees is not made by the Exhibitor in accordance with payment terms set by Organisers;

The Exhibitor is, for any reason, unable to utilise the Exhibition Space allocated to it; or

The Exhibitor is in breach of any of these Terms and Conditions or any applicable local legislation, rules or regulations.

Upon termination of this Contract for whatever reason, any allocation of Exhibition Space shall automatically be cancelled forthwith. All payment made in respect to the Exhibition Space shall be forfeited and the Organisers shall have the right to claim for the balance of the Fees and for any loss or damages suffered by them as a consequence thereof. All of the Exhibitor's property should be removed by the Exhibitor from the Exhibition Space immediately failing which such property shall be removed and the Exhibition Space cleared by the Organisers at the Exhibitor's expense.

If the termination of this Contract results other than from cancellation of the Exhibition, the Organisers shall be entitled forthwith to re-licence the Exhibition Space. If the Organisers are able to re-licence the Exhibition Space, they may, at their sole discretion, waive all or part of the Exhibitor's liability for payment of the balance of the Fees.

11. CANCELLATION

Without prejudices to the rights of the Organisers in respect of any breach of the contract on the part of the Exhibitor, the Organisers may, at their discretion, allow the Exhibitor to withdraw from the Expo subject to the following conditions:

The Exhibitor must give written notice to the Organisers that the Exhibitor desires to withdraw and if the Organisers allow such withdrawal they will notify the exhibitor of their decision in writing.

Any such notification by the Organisers to the exhibitor will constitute a cancellation of the contract subject to the payment by the exhibitor to the Organisers of a cancellation fee.

The amount of the cancellation fee will be

specified in the Organisers' notification to the Exhibitor and will be in accordance with the following schedule;

- From 4 weeks out prior to each event a \$250 deposit will be kept for release from the contract.

- From 4 weeks out a \$250 deposit plus 50% of remaining balance.

- From 2 weeks out a \$250 deposit plus entire remaining balance.

Upon settlement of such an amount to the Organisers by the Exhibitor, the contract shall be cancelled and neither party shall have any further claim against the other. In the event of any failure on the part of the Exhibitor to observe any of these conditions and perform any of the provisions of the contract, the Organisers shall have the right to terminate the contract forthwith by written notice to that effect, in which event fees paid by the Exhibitor shall be forfeited and retained by the Organisers. The Exhibitor shall indemnify the Organisers in respect of any or all costs, losses, damages and expenses (including any consequential loss or damage) incurred as a result of such failure.

12. RESTRICTIONS

Exhibitors will be restricted in products or services displayed at the Expo that conflict with GOLD PARTNER, SILVER PARTNER, BRONZE PARTNER or SUPPORTING PARTNER level sponsors. You are advised to discuss this with the Expo Manager before booking.

Exhibitors with products and services which conflict directly with certain GOLD PARTNERS, SILVER PARTNERS, BRONZE PARTNERS or SUPPORTING PARTNERS will have restricted booth sizes for the duration of trade and shall not dominate the booth with the conflicting product or service. Conflicting signage will be restricted to one sign per restricted item measuring no more than 450mm x 300mm and are only permitted to display (not sell) their products and/or services.

Exhibitors are prohibited from displaying information or supplying entry forms in relation to events of any kind unless they have received written approval from the Event Organisers. Failure to comply will result in the material in question being confiscated.

All Exhibitor activities must be conducted from within your purchased booth space. No mobile sampling is not permitted – failure to comply with result in automatic expulsion.

13. COMPETITIONS/PROMOTIONS

Promotional competitions/giveaways must comply with the Governmental policies in each State. Please advise the Expo Manager of any promotional competitions / giveaways that will be conducted during trade.

14. AUCTIONING

No auctioning of goods is to take place at the Expo by Exhibitors at any time.

15. NON-WAIVER

No failure or delay by the Organiser to exercise any right, power or privilege hereunder or other provisions of the Contract shall operate as a waiver thereof nor shall any single or partial exercise of any right, power or privilege preclude any other or further exercise thereof or the exercise of any other right, power or privilege of the Organiser is herein provided.

16. COMPLIANCE WITH LOCAL LEGISLATION

Any Exhibitor who takes part in the Exhibition must comply with the relevant legislation rules and regulations of the city/country where the Exhibition is held and shall be solely responsible for observing and complying with the same and for obtaining all consents, approvals, authorities, licences and the like as may be requisite to its participation in the Exhibition.

17. SUCCESSORS AND ASSIGNS

The Contract shall benefit and be binding on the parties, their respective successors and subject to the provisions of this article, any permitted assignee or transferee of some or all of the Exhibitor's rights or obligations under the Contract. The Exhibitor may not assign or transfer all or part of its rights or obligations under the Contract except with the Organiser's prior written consent. The Organiser shall be entitled to transfer all or part of its rights, benefits and obligations under the Contract to any party as it shall in its absolute discretion deem fit.



USM Events

USM EVENTS has been managing events for over 25 years and is widely regarded as Australia's premier sporting event managers. Specialising in triathlon and multi sport festivals and using tourism destination venues as a drawcard, USM has been able to develop a strong customer following and create many long term successful corporate partnerships.

USM EVENTS produces over 20 events annually and operates from offices in Brisbane, Noosa and Melbourne. With over 60 full time staff, USM EVENTS has significant experience in producing and managing international events and has a strong reputation for providing first-class event services.

The USM EVENTS team shares a common vision for producing successful events enabling it to competitively and strategically align itself with the needs and expectations of competitors, spectators, officials and event partners. We will continue to focus on the development of mass participation events that positively contribute to health, welfare, lifestyle and education. We are dedicated to producing outstanding activation programs for our event partners.



Contact

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USM EVENTS