



Exhibit Information & Policies

Dates: October 2-14, 2011

Hours: 9 am – 5 pm daily or until ½ hour before scheduled closing of the Dixie Center

Location: Dixie Center, 1835 Convention Center Drive, St. George, UT 84790

Exhibit space is available at the 25th Annual Huntsman World Senior Games from Sunday, October 2nd to Friday, October 14th. We expect 10,000+ participants at this year's Games. All athletes and their guests will walk through the exhibit area on their way to the Check-In / Registration area. This presents the perfect opportunity to promote your product or service. If you are interested, please complete the **Exhibit Application** and return it no later than **June 30, 2011** (or until all booth space is sold). Booths are available on a limited, juried **and** first-come, first-served basis. Direct all inquiries to Jeff Harding, Huntsman World Senior Games Director of Operations, by calling 435-674-0550, 800-562-1268, or e-mail at jharding@seniorgames.net.

Exhibitor Move-In and Move-Out

Exhibitor Move-In: Saturday, October 1st between Noon and 5 pm. All exhibitors must enter through service door in back of the Dixie Center (the east side).

Exhibitor Move-Out: Friday, October 14th by 5 pm. (The Dixie Center charges a \$60 fee for booths left beyond Saturday.) **All items left in the exhibit area after 5 pm on October 15th will be discarded.**

Booth Dates

While it is not necessary to staff your booth during all hours of operation every day, exhibitors are strongly encouraged to staff booths. Peak days are: **October 2, 3, 5, 6, 7, 9, 10, 11, 12 & 13**. These are the days with the greatest number of athletes checking-in and/or participating in the Health Screenings.

Booth Space Equipment

Each booth space will be provided with:

One 8' Skirted Table

Pipe-and-Drape (back wall)

Two Chairs

One Wastebasket

Access to electricity

Policies

- ◆ All exhibitors with loads large enough to be placed on carts need to access the exhibit area through the rear of the building. No carts are to come and go through the front doors. Please adhere to this and all other Dixie Center rules.
- ◆ Special needs, such as AV equipment, telephone lines for computer hookup, etc., need to be pre-arranged through the Dixie Center. You will be required to pay them directly for these services. Call the Dixie Center at 435-628-7003 for additional information.
- ◆ Exhibitors are required to bring their own equipment, extension cords, power strips, tape, pushpins, poster material, batteries, signage, etc., for their booth operation.
- ◆ **Exhibitors are required to stay within their assigned booth space.** Exhibitors may visit other booths, but may only enter another vendor's space if invited to do so. **Failure to comply may result in the offending exhibitor's expulsion from the show.** All exhibitors are prohibited from re-arranging booths, expanding into the booth space of other exhibitors, or sprawling into vacant space. Exhibitors are expected to be professional and refrain from disparaging other vendors or products. Please keep booth noise to a minimum, and be courteous to others. If you have a problem with another exhibitor, please contact Jeff Harding or a Dixie Center employee immediately.
- ◆ Signs and decorations may not be secured to walls or any other building structure. Easels are available for a nominal fee.
- ◆ Hallways must be kept free of boxes, chairs, product, etc. You will be required to conform to fire and other safety standards.
- ◆ The Huntsman World Senior Games reserves the right to disallow exhibition of any material or product deemed inappropriate or risqué.
- ◆ Exhibitors may elect to leave booth materials in a box under their table for distribution on days other than peak days. Upon written request Huntsman World Senior Games Staff/Volunteers will keep exhibitor tables tidy with exhibitor information available while the booth is un-manned.
- ◆ The Dixie Center and the Huntsman World Senior Games do not accept responsibility for lost or stolen items. Because the Dixie Center is open to the public during the Games, all exhibitors are encouraged to keep money locked in a cash box, out of sight.
- ◆ Exhibitors accept full responsibility for any mailing costs, duties or customs charges on any products mailed to athletes as a result of a giveaway, drawing, prize, or sale. The Huntsman World Senior Games will not accept responsibility for any business transactions between exhibitors and their customers.

Direct all inquiries to: Jeff Harding - Huntsman World Senior Games – 1070 W 1600 S, A-103, St. George, UT 84770
800-562-1268 or 435-674-0550, ext. 112 - jharding@seniorgames.net



2011 Exhibit Application

Please complete the following information and return this application and a credit card number or check for \$1000 **per booth space** by June 30th (or until all booth space is sold). You will be informed by the end of August if you have been selected to exhibit. Your check **will not** be cashed or credit card billed unless you are selected. The vendor map shows the layout of the exhibition area. If you find it necessary to cancel your exhibit, kindly notify our office no later than September 1. There is a \$50 fee assessed for all cancellations. The remainder of your payment will be refunded.

(Please print)

Company Name: _____

Type of Business: _____

Contact Person: _____

Address: _____

City/State/Zip: _____

Phone #: _____

FAX: _____

E-mail: _____

Preferred Booth Location (enter booth number from maps) 1st _____ 2nd _____ 3rd _____

The standard booth includes an 8' skirted table, pipe-and-draped back wall, two chairs, a wastebasket and access to electricity. Refer to the Exhibit Information & Policies sheet for additional details and guidelines.

Please provide a description of the product(s) and/or service(s) you would like to exhibit.

Credit Card Number: _____ Expiration: _____

I have read and agree to abide by the policies outlined on the Exhibit Information & Policies sheet. I realize that failure to comply may result in expulsion from the show with no refund.

Date: _____ Signature: _____

For additional information, please contact Jeff Harding:
1-800-562-1268 or 435-674-0550 FAX: 435-674-0589
E-mail: jharding@seniorgames.net

OFFICE USE ONLY Date Received



Valu-Book

A great advertising opportunity for our Exhibit Partners

The special exhibitor price of \$450 saves you over \$100 off the regular cost of participation!

The Valu-Book is designed with your business interests in mind. Advertising space is limited and available on a first-come, first-served basis only.

- ◆ Full page, 4 color ad — 5” x 3-3/4”
- ◆ 10,000 athletes and their guests will receive a **Valu-Book** in their **Welcome Bag**
- ◆ **Valu-Book** is sized for purse or fanny pack
- ◆ Strategic placement of restaurant ads throughout book—Each ad will be seen repeatedly
- ◆ Design services are available for \$45 per ad.

Demographic Profile of Participants...

- ◆ Target population of health-conscious men and women ages 50 and up
- ◆ Gender breakdown: 66 % men, and 34% women
- ◆ Each participant spends an average of \$145 per day
- ◆ Average length of stay is 6.7 days
- ◆ International exposure: 61 foreign countries represented since the Games began
- ◆ 2,500 *new* participants expected this year. 63% return rate each year

ALL ADS DUE July 31, 2010

Direct Inquiries to Gary Stanley at Val-Pak
435-229-6138 or gary_stanley@valpak.com.