



ULTRA \* MARATHON \* HALF MARATHON  
 \* 4 PERSON MARATHON RELAY \*  
 10K \* ADULTS 5K \* KIDS 5K

## The 2020 Cowtown Marathon Health and Fitness Expo

**Expo Dates: February 28-29, 2020**

**Race Dates: February 29-March 1, 2020**

Will Rogers Memorial Center 3401 W. Lancaster Ave.

Amon G. Carter Exhibit Hall

Fort Worth, TX 76110

### EXPO EXHIBITOR RATES:

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

Booth Style	Booth Size	Rate
10 x 10	100 sq. ft.	\$1,200
10 x 10 End Cap	100 sq. ft.	\$1,350
10 x 20	200 sq. ft.	\$2,000
10 x 20 End Cap	200 sq. ft.	\$2,200
10 x 30	300 sq. ft.	\$2,750
10 x 40	400 sq. ft.	\$3,100
Island (4 Booths)	400 sq. ft.	\$3,300



# The Cowtown Marathon Health and Fitness Expo

## EXPO EXHIBITOR AGREEMENT/GUIDELINES

Will Rogers Memorial Center  
Amon G. Carter Exhibit Hall  
3401 West Lancaster Fort Worth, TX 76107

Friday, February 28th, from 11:30am to 7:00pm

Saturday, February 29th, from 6:00am to 5:00pm

### REQUEST FOR SPACE, PAYMENT, CONFIRMATION AND CANCELLATION:

- A 50% deposit, or payment in full, along with your signed Exhibitor Agreement/guidelines and signed Exhibitor Application are required to request space. Once received, an email will be sent confirming your booth request.
- Show management reserves the right to refuse applications that are deemed inappropriate for any reason.
- Booth assignments will be made in the order that the guidelines, application and payments are received.
- The Cowtown Marathon reserves the right to limit the number of exhibitors with same type of products, but is not obligated to do so.
- **Show Management reserves the right to relocate exhibitors or modify the floor plan for any reason, at any time.**
- Please make payment to The Cowtown Marathon. We accept business or personal checks, credit cards (VISA, MC and DISC), money orders or cashier's check.
- Any balance on booth space is due no later than January 31, 2020 or your booth(s) is subject to relocation or cancellation without a refund.
- Once your booth is confirmed, SES Exposition Company will forward a Vendor Service Kit to you. This is where additional services are ordered. Ordering and payment of additional services is the responsibility of the exhibitor.
- Cancellations must be made in writing. Any exhibitor that gives notification before November 2, 2019 will receive a 50% refund of the total booth cost. **No refunds will be given after November 2, 2019.**

### MOVE-IN, TEAR DOWN AND USE OF EXHIBIT SPACE:

- Exhibitors must install their booths during the assigned set-up times: Thursday, February 27th from 12:00 pm to 7:00 pm and Friday, February 28th from 7:00 am to 11:00 am. All booths must be set up and ready by 11:00 am Friday, February 28th. If an Exhibitor's booth is not set up by 11:00 am on Friday, February 28th, show management reserves the right to rent that space to another individual or entity. No refunds will be given.
- Exhibitors must have their booths open and staffed at all times during the Expo on Friday,

February 28th from 11:30 am to 7:00 pm and Saturday, February, 29th from 6:00 am to 5:00 pm.

- 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. Exhibits must not obstruct the view or interfere with exhibits of others. Exhibitors must use discretion in utilizing sound-amplifying equipment.
- Show officials retain the right to require adjustments be made to instruments causing any annoyance, including loud representatives interfering with another exhibit.
- No exhibit material may extend beyond the boundaries of the exhibit space.
- End cap and inline exhibitors may display items up to 10'. Island booths may display items up to 16'. Sight lines must be preserved – no significant obstructions are allowed in the forward corners of the booth.
- All vendors should place trash containers in the aisles each evening. Cleanup personnel will not enter a booth for cleanup or to empty trash containers.
- Exhibitor shall maintain a responsible individual or individuals in the leased space at all times during the designated exhibition hours. Exhibitor shall be responsible for the conduct of any employee, agent, visitor or guest of exhibitor in the exhibit space.
- Booths must be dismantled Saturday, February 29th from 5:00 pm to 8:00 pm.
- **The exhibitor understands that the booth needs to be staffed during show hours. Exhibitor will not pack, breakdown or remove items from display in any fashion until the show has been officially closed. If Exhibitor violates these rules, as determined by The Cowtown Marathon, an additional \$500.00 will be due and payable immediately. Exhibitor further understands that all legal fees and collection expenses will be its sole responsibility.**
- Invasive medical procedures may not be conducted by any party at The Cowtown Marathon Health and Fitness Expo unless the prior written approval from The Cowtown Marathon has been obtained. Separate documentation will be required for approval which once acquired may be withheld by The Cowtown Marathon, in The Cowtown Marathon's sole discretion.
- Vendor agrees that vendor and vendor's staff, employees, agents or representatives shall not conduct, perform or administer any invasive medical procedure (including, but not limited to, administering intravenous fluids or similar intravenous therapy) on any Cowtown Marathon participant, spectator, guest, and/or attendee of The Cowtown Marathon, in The Cowtown Marathon's sole discretion).
- Vendor agrees that any violation of the terms contained in this contract by vendor shall be cause for immediate termination of the Agreement with vendor and termination of vendor's right to occupy a booth at The Cowtown Marathon Health and Fitness Expo. In the event that the contract with vendor is terminated, vendor acknowledges that no refunds will be given for any amounts paid to The Cowtown Marathon.

#### **FACILITY RESTRICTIONS:**

- No helium balloons or hay are allowed in Will Rogers Memorial Center.
- All aisles must be kept clear of exhibits.
- Artificial lighting, such as lanterns or candles are not permitted.

- Smoking is prohibited inside the facility at any time.

#### **INSURANCE:**

All Exhibitors must provide proof of \$1,000,000.00 of Commercial General Liability coverage applicable to Exhibitor's activities at The Cowtown Marathon Health and Fitness Expo. The certificate of insurance must name "Cowtown Marathon, Inc." and "The City of Fort Worth" as additionally insured. The address is 3401 West Lancaster, Fort Worth, TX 76110. You will forfeit your booth payment and not be allowed to exhibit if you do not send proof of insurance by January 24, 2020. You may contact your current insurance carrier for this coverage, or any carrier of your choice.

#### **FOOD & BEVERAGE PERMITS:**

- Permission to serve food/beverages including bottled water, candy, chips, supplements, sample sizes, etc. must be obtained by submitting the Food & Beverage Form.
- This permit will be obtained by The Cowtown Marathon only if the Food & Beverage Form has been filled out and returned by January 24, 2020.

#### **ELECTRICITY, INTERNET, WI-FI AND PHONE:**

- Electricity, internet, Wi-Fi and phone services are not included in your booth rental.
- Electrical services can be ordered from Edlen online at [www.edlen.com](http://www.edlen.com) with event number 029015FW.
- Wireless internet services can be arranged through Avitt, LLC., PO Box 470794, Fort Worth, TX 76147, support@avitllc.com, 817-332-0900 (office).
- Phone service can be arranged through AT&T at 1-800-499-7928. In order to insure proper installation, your order should be placed a minimum of 6-8 weeks before the service is required. It is always a good idea to follow up on all orders.

#### **TEXAS RETAIL SALES PERMIT:**

All vendors shall be responsible for acquiring and shall pay the cost of any and all licenses, permits and taxes required by the authorities having jurisdiction over Will Rogers Memorial Center, the Licensee or specific activity. The local sales tax is currently 8.25%.

#### **UNLOADING/LOADING AREA:**

- Exhibitors must check-in and receive an exhibitor packet prior to unloading. Credentials included in the exhibitor packet must be worn at all times during set-up, the Expo, and tear-down.
- Once unloaded, all exhibitors are required to move their vehicle(s) to one of the nearby surface lots, or parking garage underneath the Amon G. Carter Exhibit Hall. Vehicles may not remain parked in the dock area for any reason, and are subject to ticketing/towing.

## **LOGO USE:**

The use of The Cowtown Marathon permanent or yearly logo and name are strictly prohibited unless prior written authorization and a Licensing Agreement has been granted by The Cowtown Marathon team.

## **DISPLAY VEHICLES:**

No display vehicles are allowed in the Expo unless previous written authorization has been granted. Additional Guidelines and Restrictions will be provided.

## **SUSTAINABILITY:**

- Give-A-Ways – In an overall effort to promote and encourage sustainability, we ask vendors to be responsible in the distribution of giveaways (i.e., limit the use of paper flyers and the distribution of promotional items to only those who are interested).
- Excess Waste – Please remove all of your remaining inventory and materials at the end of the EXPO.
- **Recycling Program-**
  - Accepted in Single Stream Recycling Program bins (Recycling bins with blue top and clear bags) or large blue trash recycling:
    - Plastic—jugs, tubs or bottles
    - Clean, flat and unwaxed cardboard
    - Paper, newspaper, magazines, mail, flyers, brochures
    - Beverage and food cans (please empty before putting into recycling)--NO detached lids
    - Tetra-Pak™ containers (e.g. the kind that soy milk & rice milk are packaged in) – no straws
    - Milk and juice cartons
    - Not Accepted in Recycling Program:
      - Styrofoam
      - Plastic packaging or utensils
      - Aerosol cans
      - Food or food contaminated paper
      - Tissue, napkins or paper towels
- **Compost Program**
  - Compost Accepted in Compost Program:
  - Cooked food of any kind
  - Meat & bones
  - Dairy products
  - Baked goods
  - Kitchen and plate scrapings
  - Paper towels
  - Napkins

- Coffee grounds and filters
- **Not accepted in Compost Program:**
  - Liquids
  - Plastic packaging
  - Styrofoam
  - Plastic utensils
  - Metal

**HOTEL RESERVATIONS:**

Hotels sell out quickly, as we are not the only event in Fort Worth that weekend. Make your reservations now. Please use the link below for our website Hotel Page: [www.cowtownmarathon.org/hotels](http://www.cowtownmarathon.org/hotels)

**EVENT CANCELLATION – NO REFUNDS:**

In the event The Cowtown Marathon should be prevented from holding the EXPO due to circumstances beyond the control of The Cowtown Marathon, including but not limited to acts of God, fires, floods, terrorism, and labor strikes, The Cowtown Marathon will not be held liable for any claims which may arise in consequences thereof and shall not be held liable to Exhibitor for any loss of business, damage or expenses the Exhibitor may endure. No refunds shall be given.

**INDEMNITY:**

EXHIBITOR SHALL AND DOES HEREBY AGREE TO INDEMNIFY, DEFEND AND HOLD HARMLESS THE COWTOWN MARATHON COMMITTEE AND AFFILIATES AND THE COWTOWN MARATHON COMMITTEE AND AFFILIATES’ RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, AGENTS AND REPRESENTATIVES (COLLECTIVELY, THE “INDEMNIFIED PARTIES”), FROM ALL CLAIMS, LIABILITIES, LOSSES, COSTS, DAMAGES, LIENS, JUDGMENTS, AND EXPENSES (INCLUDING, BUT NOT LIMITED TO, ATTORNEY’S FEES AND COURT COSTS), RESULTING OR ARISING OR ALLEGED TO DAMAGE TO OR LOSS OF ANY PROPERTY WHICH ARISES OR IS CLAIMED TO ARISE FROM ANY EVENT RELATED TO ANY MARATHON EVENT, TO THE EXTENT THAT SUCH CLAIM IS THE RESULT OF OR CAUSED BY THE NEGLIGENT ACT OR OMISSION OF EXHIBITOR, ITS DIRECTORS OFFICERS, EMPLOYEES, VOLUNTEERS, AGENTS OR REPRESENTATIVES, OR THE GROSS NEGLIGENCE OR WILLFUL MISCONDUCT OF SUCH PARTIES.

- I understand that the Expo will be held in the Amon G. Carter Exhibit Hall of Will Rogers Memorial Center.
- I understand that move-in will take place on Thursday, February 27, 2020 and Friday, February 28, 2020.
- I understand that I must check-in at Exhibitor Check-In Office in the Central Texas Room prior to move in.

- I understand that any early breakdown of my booth or exhibit could result in a \$500.00 fine.

**I authorize that I have read, understand will abide by all the EXPO Exhibitor Guidelines stated above. All Exhibitor representatives from our Company have also been informed and will abide by the above Guidelines.**

Thank you for your interest in the Cowtown Marathon Health and Fitness Expo. We would love to have you join us! Please make sure to register online at our website:

[http://cowtownmarathon.org/expo-info/#vendor\\_information](http://cowtownmarathon.org/expo-info/#vendor_information)

Contact the Cowtown Marathon at: [expo@cowtownmarathon.org](mailto:expo@cowtownmarathon.org) if you have any further questions.