

SPONSORSHIP AND EVENT MARKETING CONTRACT

1) SPONSORSHIP OPPORTUNITIES

	QTY	TOTAL
Platinum Level Sponsorship (\$6,000 and up)		
CEO Summit - \$15,000, \$10,000 and \$7,500 (3 opportunity levels) all exclusive.		
Registration Sponsor (\$10,000, exclusive)		
Show Bag Sponsor (\$8,000, exclusive)		
Show T-Shirt (\$7,500, exclusive)		
Welcome Reception (\$7,500, exclusive)		
Gold Level Sponsorship (\$4,000 - \$5,999)		
CEO Summit (\$5,000, exclusive)		
Charging Station (\$5,000)		
Conference Breakfast (\$5,000, exclusive)		
Aisle Floor Graphic (\$4,000, exclusive)		
Conference Tote Bags (\$4,000, exclusive)		
Education Program Sponsor (\$4,000) *Lunch add-on (\$1,500)		

	QTY	TOTAL
Silver Level Sponsorship (\$2,000 - \$3,999)		
Conference Notebooks (\$3,500)		
Hotel Key Cards (\$3,500)		
Hotel Room Drop (\$3,000)		
Networking Break (\$2,000, non-exclusive)		
Product Highlight in High Traffic Area (\$2,000)		
Roundtable Luncheon Sponsorship (\$2,500)		
Show Floor Graphics (\$2,500)		
Show Floor Sanitation Sponsor (\$2,500, exclusive)		

	QTY	TOTAL
Custom Sponsorship (Call for Quote)		
Other		

TOTAL (1) _____

2) ELECTRONIC MARKETING OPPORTUNITIES

	QTY	TOTAL
Direct Mail Listing (Call for Quote)		
Pre / Post-Show Product Email (\$1,000)		
Website Advertising		
Boombox Ad (Top): 1 of 3 rotating, 350x250px (\$750)		
Boombox Ad (Lower): 1 of 3 rotating, 350x250px (\$450)		
Leader Board: 1 of 3 rotating, 728x90px (\$1,050)		
Site Wrap Skin and Rails (Call for Quote)		

TOTAL (2) _____

3) ONSITE MARKETING OPPORTUNITIES

	QTY	TOTAL
Early Morning Workout (\$1,500)		
Floor Sign - 3x3 (\$1,500)		
Other		

TOTAL (3) _____

	QTY	TOTAL
Show Directory / Map Advertising		
1/2 Page Ad (\$1,125)		
1/3 Page Ad (\$825)		
1/4 Page Ad (\$675)		
Map Logo Ad (\$200)		

GRAND TOTAL (1-3) _____

COMPANY INFORMATION

Company Name _____
 Address _____
 City _____
 St _____ Country _____ Postal Code _____
 Tel _____
 Fax _____
 E-mail: _____
 Company Contact _____
 Title _____
 Billing Contact _____
 Title _____

CANCELLATIONS:

No refunds will be issued. Cancellations do not relieve exhibitor of its obligation under this contract.

PAYMENT

CHECK PAYABLE TO:
 24654 Network Place
 Chicago, IL 60673-1246

CREDIT CARD:
 To pay by credit card, your company will be invoiced with instructions on how to pay online.

BANK WIRE: (Include a copy of your wire with this information. Please indicate on your wire that this payment is for the Club Industry Show.)

Penton Media, Inc.
 JPMorgan Chase
 New York, NY
 ABA #021000021
 Account #811104744
 SWIFT: CHASUS33

CONTRACT ACCEPTANCE

The undersigned hereby represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company named above. The undersigned has read the Rules and Regulations on the front and reverse of this form, and accepts the same.

Name/Title: _____ Date: _____

Signature: _____

FOR INTERNAL USE ONLY

Sold by: _____ Sub-Total = \$ _____
 AE: _____ Deposit Amt. = \$ _____
 Comp ID# _____
 CK# _____ Total Amt. Due = \$ _____

Produced by Penton

The Exhibitor hereby submits the application for ancillary marketing and promotional services at the Club Industry Show 2016, October 12-14, 2016 in Chicago, IL, USA to Penton, USA (hereby referred to as the Organizer) and hereby acknowledges and agrees to the terms and conditions set forth herein, and the Rules and Regulations for Exhibitors and other relevant brochures as the same may exist today or as they may be hereafter amended or updated, and to such other rules and regulations as may from time to time be established by the Organizer, all of which are incorporated herein by this reference. All marketing/sponsor opportunities are sold and assigned on a first-come, first-served basis. Prior year sponsors/marketing partners do not have exclusive rights to current year sponsorships or marketing opportunities. The Exhibitor further agrees that, upon acceptance of this application by the Organizer, this application shall become a legally binding contract, enforceable in accordance with its terms. Confirmation will be returned.

Terms of Contract

Mail: 1401 Pearl St., Boulder, CO 80302 Phone: 303.939.8440 Fax: 303.939.9559 Web: www.clubindustryshow.com

1. INTRODUCTION. Penton provides ancillary Marketing and promotional services (the "Ancillary Services") in Club Industry (collectively the "EXPO"). Penton offers exhibitors the opportunity to advertise their products and services in connection with the Ancillary Services in accordance with the Terms and Conditions (as defined below). Participation in the Ancillary Services shall be available only to exhibitors who have contracted with Penton for exhibit space for the respective EXPO.

2. BASIC TERMS. The terms and conditions set forth in the fill-in-the blank portion of this Subscription are referred to as the "Basic Terms". The Basic Terms, together with the General Terms and Conditions set forth in the pre-printed portion of the Subscription are collectively referred to herein as the "Terms and Conditions".

3. PARTIES. This Ancillary Services Subscription, together with any Addendum (defined below) (Collectively, the "Subscription"), is between Penton and the Exhibitor indicated in the Basic Terms ("Exhibitor"). The term "Exhibitor" shall include the Exhibitor as well as its Marketing agency and other agents and representatives. Until accepted in writing by Penton, which acceptance shall be in Penton's sole and absolute discretion, this Subscription will constitute only Exhibitor's application or offer to subscribe to the Ancillary Services. Once accepted by Penton, the Subscription will become a contract and shall thereafter be binding among the parties pursuant to the Terms and Conditions.

4. ELIGIBILITY. Penton reserves the right, in its sole and absolute discretion, to accept or reject any Person, product or Advertisement (as defined below) for participation in the Ancillary Services. The foregoing right shall not be deemed waived by Penton's acceptance or actual use of any Advertisement. The term "Person" shall include individuals, corporations, partnerships or other business associations.

5. THE ADVERTISEMENT & CONTRACT PRICE. Exhibitor subscribes to, and upon Penton's acceptance of this Subscription an Exhibitor payment in full of the Contract Price, Penton agrees to publish and display, the advertisement(s) described in the Basic Terms (the "Advertisement"), subject to the Terms and Conditions. Exhibitor understands and agrees that Penton's obligations hereunder are conditioned upon Penton's receipt of the entirety of the Contract Price and Exhibitor's full performance of its obligations hereunder.

6. CANCELLATION POLICY. No refunds will be issued and Exhibitor will be liable for and shall pay any unpaid balance of the Contract Price if cancellation is received. A cancellation notice shall be deemed received only upon Penton's actual receipt thereof. Cancellations must be in writing.

7. BREACH AND REMEDIES. Upon a material breach hereunder (e.g., failure to pay the Contract Price in strict accordance with the Payment Terms, failure to conform with the Standards, default under any Ancillary Contract (defined below, etc.), Penton shall have the right to immediately terminate this Subscription and Exhibitor's participation in any Ancillary Services, without giving notice to Exhibitor and without incurring any liability therefore.

8. CROSS-DEFAULT AND SETOFF. Any default by Exhibitor under this Subscription shall constitute a default under any and all other agreements between Penton and Exhibitor including, but not limited to, those contracts regarding the EXPO (e.g. exposition booth contracts and other fee-based activities) (collectively, "Ancillary Contract"). In such event, Penton, in its sole discretion, shall be entitled to apply any amounts deposited under any Ancillary Contract to amounts due under this Subscription. If such application causes a default to exist under such Ancillary Contract, Penton shall be entitled to such remedies as may be provided in such other contract. Similarly, any default under any Ancillary Contract shall constitute a default hereunder thus entitling Penton to its remedies hereunder.

9. ENFORCEMENT. If Penton engages any attorney for enforcement of the provisions contained in this Subscription, in addition to amounts due and owing hereunder, Exhibitor will pay all costs and expenses of Penton in such enforcement, including reasonable attorney's and agency fees, costs and expenses are allowed by applicable law. Subscription may be accompanied by an addendum or rider, which identifies special or additional terms and conditions particular to the applicable EXPO (the "Addendum"). All terms

and conditions contained in any Addendum shall be incorporated by this reference in the Terms and Conditions. Specific Marketing instructions shall be supplied with the Subscription and shall clearly state the name of Exhibitor, size of advertisement, identification of advertisement and any special instructions and shall be accompanied by camera-ready proofs of the Advertisement.

10. ENTIRE AGREEMENT: NO MODIFICATION. This Subscription contains the entire agreement of the parties and supercedes all prior negotiations of the parties with respect to the matters covered herein. This Subscription may be amended only in a writing signed by both parties. Oral agreements shall not be valid or enforceable. Any conditions, printed or otherwise, appearing on Exhibitor's or Penton's purchase orders, space orders, billing instruction or copy instructions, which conflict with the Terms and Conditions, shall not be binding on Penton.

11. DEEMED ACCEPTANCE. Exhibitor's forwarding this Subscription shall be deemed an acceptance of the Terms and Conditions including the Contract Price and rates associated therewith.

12. INDEMNIFICATION. Exhibitor shall indemnify, defend, and save harmless Penton from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of Advertisements printed, or the unauthorized use of any Person's name, trademark, or photograph arising from the reproduction and display of such advertisements pursuant to the Exhibitor's written or verbal instructions.

13. LIMITATION ON LIABILITY. Penton's liability for any error or breach of this Subscription will not exceed amounts actually paid by Exhibitor with respect to the Contract Price. Penton assumes no liability if for any reason it becomes necessary to omit an Advertisement. In such event, Exhibitor's sole and exclusive remedy shall be a full and prompt refund of all amounts actually paid Penton with respect to the Contract Price.

14. FORCE MAJEURE. Penton shall not be liable for delay or failure of performance with respect to this Subscription caused by an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, terrorist attacks, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Penton ("Force Majeure Events"). In such event, Penton shall be entitled to retain such portion of the Contract Price as required to compensate Penton for expenses incurred up to the time of the Force Majeure Event.

15. MISCELLANEOUS MARKETING REQUIREMENTS LIMITATIONS. Penton reserves the right to limit or adjust the size, space, and configuration of any Advertisement. No two Exhibitors shall be permitted to use billboard space under the same contract. No attempt to simulate or mimic another's Marketing format will be permitted. Penton reserves the right to display the word "advertisement" on any Advertisement, which, in Penton's opinion, resembles editorial matter. Requests for specified locations are given consideration but no guarantee is made unless a position premium has been provided for in the Subscription.

16. CREDIT. Each exhibitor or their agent/agency must have no outstanding past due invoices with New Hope Natural Media or Penton Media, Inc. Past due invoices billed to the exhibitor or their agent/agency must be paid before exhibitors will be allowed access to the Natural Products Expo.

17. GOVERNING LAW AND VENUE. The interpretation and performance of this Subscription shall be governed by the laws of the State of New York. Venue in any action brought to interpret, construe, enforce or determine a breach of this Subscription, whether such action is brought by Penton or Exhibitor shall be in the state or Federal courts of New York. Exhibitor's execution of this Subscription shall constitute an acceptance of, and waiver of objection with respect to, the foregoing venue.