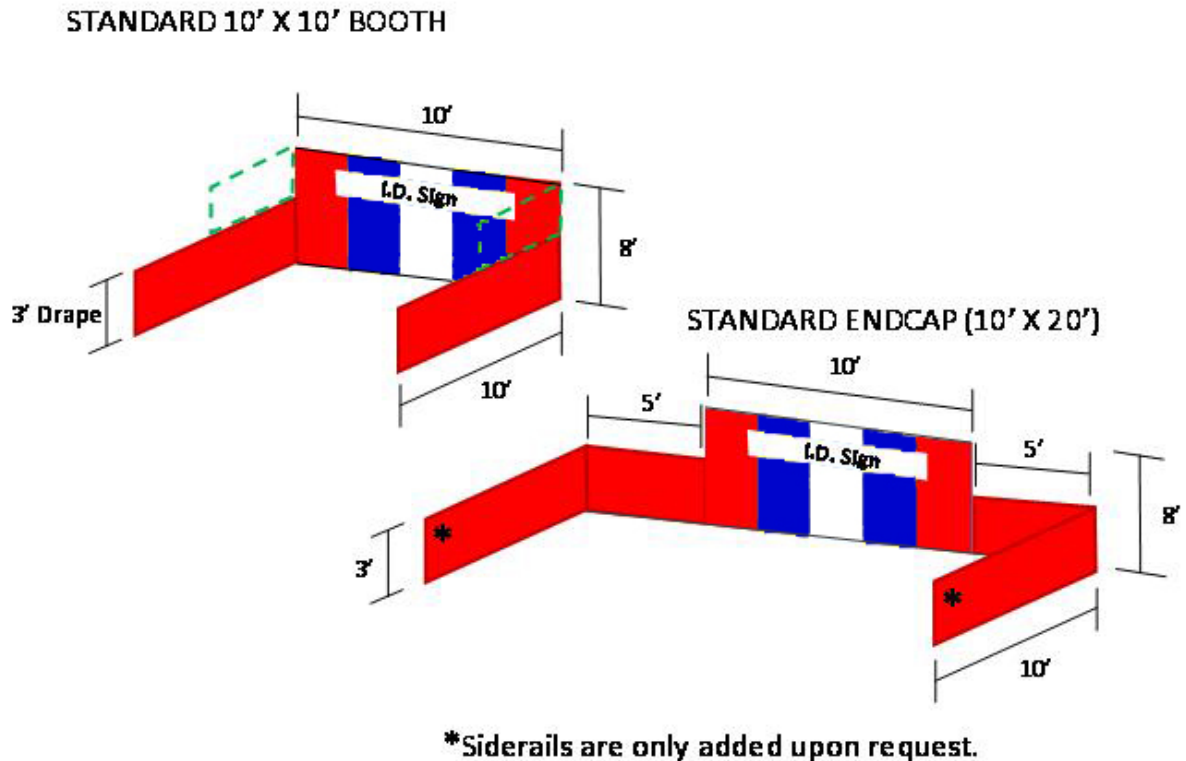


# Dallas White Rock Marathon Health and Fitness Expo Show Rules

## Booth Diagram



All booths will be provided with an 8' high back drape, 36" high side drapes, and a booth identification sign with booth number and company name. Each 10 X 10 booth will receive a 6' skirted table, two side chairs, and a waste basket.

Electricity, phone lines, internet connections, booth carpeting, and other services may be purchased, in advance. Electricity and Internet providers, along with their contact information, are in the Show Rules. Booth carpeting and other services may be purchased from Freeman Online.

## Credentials

- All Expo exhibitors must wear the Expo's official credentials at all times. You may also wear your company's ID, in addition to our official credentials.
- Your credentials are obtained at check-in time at show management office, once you have paid in full for your booth. You will need the credentials to go in and out of the Expo during set-up.

### Credential Allotment

<u>Booth Size</u>	<u>Number of credentials</u>
10 X 10	3
10 X 15	3
10 X 20	4
10 X 30	5
10 X 40	6
20 X 20	7
20 X 30	7

Extra credentials may be purchased for \$5 each. Bulk space will receive credentials based on the amount of square footage that is purchased.

## Decorator services

Decorator services, such as carpeting, additional tables, chairs, etc. will be provided by Freeman Online. You can go to:

[www.freemanco.com/store/show/showInformation.jsp?showID=273595](http://www.freemanco.com/store/show/showInformation.jsp?showID=273595)

- If you need assistance with Freeman OnLine, please call their customer support center at 1-888-508-5054.

## Deliveries

- Freeman will receive shipments at the exhibit facility beginning Thursday, December 01, 2011. Deliveries made to the Automobile Building may be subject to Material Handling Charges and are the responsibility of the Exhibitor. Please put Dallas White Rock Marathon Health and Fitness Expo on your label along with your **company name** and **booth number** on the delivery.

Dallas White Rock Marathon Health & Fitness Expo  
C/O Freeman  
Fair Park  
Automobile Building, 1010 First Avenue  
Dallas, TX 75210

## **Directions**

### **From North Dallas, Richardson, Plano and other locations north of Dallas:**

Go south on US 75, exit onto I-30 east, then take Exit 47 (Second Avenue/Fair Park) and continue forward to Fair Park. *[Alternate route: Go south on the North Dallas Tollway and exit onto I-35E south. Take the left lane exit to I-30 east, then take Exit 47 (Second Avenue/Fair Park) and forward to Fair Park.*

### **From Flower Mound, Lewisville and other locations northwest of Dallas:**

Go south on I-35E, take the left lane exit onto I-30 east, then take Exit 47 (Second Avenue/Fair Park) and continue forward to Fair Park.

### **From West Dallas, Arlington, Irving, Fort Worth and other locations west of Dallas:**

Go east on I-30, then take Exit 47 (Second Avenue/Fair Park) and continue forward to Fair Park.

### **From East Dallas, Mesquite, Rockwall and other locations east of Dallas:**

Go west on I-30, take Exit 47C (First Avenue/Fair Park), turn right on Exposition and continue forward to Fair Park.

### **From Oak Cliff, Cedar Hill, DeSoto and other locations southwest of Dallas:**

Go north on I-35E, exit onto I-30 east, then take Exit 47 (Second Avenue/Fair Park) and continue forward to Fair Park.

### **From South Dallas, Ferris, Ennis and other locations southeast of Dallas:**

Go north on I-45, exit onto I-30 east, then take Exit 47 (Second Avenue/Fair Park) and continue forward to Fair Park.

### **From Downtown Dallas:**

Go east on Commerce St., turn right onto Second Ave. and continue forward to Fair Park.

Once on **Second Ave.**, just before you reach the Music Hall, there will be a fork in the road. Stay left to go onto **Perry Ave.** and then make an immediate right onto **First Avenue/ Gate 4**. The Automobile Building will be on your left. There is a small dock area on your left and a second larger dock area further down. Both docks are on street level.

**Once you have off loaded, please move your car immediately so that other vendors can move in.**

## **Electricity**

- You can get electrical services at the Automobile Building. The services include city permits and code inspections, assuring safe and acceptable supply and simplifying the process.
- Their licensed electricians will ensure your booth has service appropriate to your needs. All electrical power for exhibit booths on Exhibit Levels originates from overhead offering 100 amp, 120/208 volt service with three phases available per port.
- Contact Donny Harris at [Donnie.Harris@es-cat.com](mailto:Donnie.Harris@es-cat.com) or 214-638-1400.
- Electrical cords must be at least 12 gauge and 3 wire grounded type.
- A maximum of two connections is permitted per outlet box.

## **Exhibitors' Entrances and Parking**

- Before and after show hours, all exhibitors should enter and exit through the signs marked Exhibitor Entrance. You will need to show your credentials to get in and out of the Expo.
- On Friday evening, once the show closes for that day, you will not be able to remain in the building.
- You will be able to come in one hour before the show opens, on Saturday.
- Parking will be available at most lots at Fair Park. Check the website for more detailed information.

### **Exhibitor Move-In:**

Thursday, December 1     10:00am to 5:00pm  
Friday, December 2        8:00am to 10:00am

### **Location: Automobile Building at Fair Park**

- Come to the Show Management office to check-in. You can pick up your credentials at this time.
- Please remember to bring **your own dolly** to move in or out. They are not available onsite. If you require help at the loading dock, Freeman Decorating Services can off load your materials for a fee.
- There are 2 loading docks at street level for the Automobile Building off of First Ave. See Directions in the Show Rules. You can enter through Gate 4 off of Second Ave. There is a small rollup door on the SW side of the building and a larger dock door near the SE side of the building.
- All areas marked **NO PARKING** and **TOWING ENFORCED** will be strictly enforced.
- **No parking on turf areas or in irrigated areas is permitted.**
- Parking is available in various areas around Fair Park.
- All booth preparation must be completed by Friday, December 2, 2011 at 10:00am.
- Any booth, not ready at this time, may be reassigned or filled by another exhibitor by Show Management.

### **Show Hours**

Friday, December 2        11:00pm to 6:00pm  
Saturday, December 3      9:00am to 5:00pm

### **Exhibitor Move-Out:**

Saturday, December 3      5:00pm to 9:00pm

- **No one is allowed to dismantle or move out prior to the show closing on Saturday at 5:00pm.**
- Everything must be removed by Saturday at 9:00pm. Work crews will come in, at this time, to dismantle the show. There will not be any security after 9:00pm on Saturday, December 3, 2011. The show management and Fair Park will not be responsible for items left after that time.

## **Fire Regulations**

- All exhibitors are responsible for following the fire regulations of the Dallas Fire Marshall. If you have any questions, you can contact the Dallas Fire Marshall at 214-670-5690.
- The Dallas Fire Marshall prohibits the use of paper, crepe paper, corrugated paper, or cardboard that has not been flame proofed, for decoration of exhibit space. All cloth drapes and table covers must be fire retardant. Freeman OnLine can help you rent additional items that you might want that are fire proof, at an additional charge.
- No open flames are allowed with the exhibit hall.
- Artificial lighting such as candles, lanterns, or tea lights is strictly prohibited.
- All material that does not meet the Dallas Fire Code will be removed at the Exhibitor's expense.
- No flashing red beacons are allowed in the hall.
- If permitted by the Facility's management, one-fourth tank, not to exceed 5 gallons of gasoline, will be permitted in gasoline tanks in vehicles used in exhibits. There shall be no refueling of vehicles inside the Facility. Any vehicle leaking flammables shall be removed from inside the Facility. There shall be no storage of flammables inside the Facility area other than in fuel tank. The starting of vehicle engines shall be permitted during move-in and move-out ONLY. The battery of each vehicle shall be disconnected at all times. DWRM must keep keys for the vehicles in a central location in case of emergencies for vehicles on display inside the facilities. No propane, butane or other flammable fuel tanks are allowed unless never previously filled. All vehicles are open for inspection by the Fire Marshal at any time. All vehicles must be free of snow and ice before move-in.
- Explosives and flammable materials prohibited or inconsistent with any rule, regulations or directive of any governmental fire prevention agency, whether State or local underwriting requirements of the National Association of Fire Underwriters, must of necessity be excluded.
- No smoking is permitted inside the Facility at any time. Displays causing smoke or offensive odors must provide an exhaust to the outside of the Facility.

## General Parking

- If you are driving to the Expo, please note that the City of Dallas charges \$10 per car for parking in Fair Park.

## Health Permits

- If you are sampling any food, liquid product, or anything someone would consume, you must obtain a Special Event Temporary Food Establishment Permit through the City of Dallas, Environment and Health Services, Public Health Division at 214-670-8083.

## Insurance

- All Exhibitors must provide our office with a Certificate of Insurance, **in advance**, before you can move in.
- Booth contracts are not valid until the insurance certificate has been received by Dallas White Rock Marathon by **November 23, 2011**.
- The **Dallas White Rock Marathon**, 10500 Metric Drive #112, Dallas, TX 75243 **and City of Dallas/Fair Park**, 3809 Grand Ave. Dallas, TX 75210, **must be named as additional insured**.
- The minimum limits of liability should be \$1,000,000 combined single limit bodily injury and property damage liability, including personal injury liability and contractual liability. Show management will not be responsible for any injury, damage or theft occurring on the way to or from the show.
- You may contact Buttine Insurance at 212-697-1010 ext. 49 to obtain an event liability policy. See next page.
- Please **email your certificate of insurance** to Eileen Lavine at Eileen@runtherock.com **or mail it to:** Dallas White Rock Marathon, 10500 Metric Drive #112, Dallas, TX 75243. Certificate of insurance must be **received by November 23, 2011**.



Dallas White Rock Marathon Health &  
Fitness Expo  
December 3-4, 2010  
Automobile Building at Fair Park

## EXHIBITOR INSURANCE PROGRAM

### EXHIBITOR GENERAL LIABILITY INSURANCE (REQUIRED)

Dallas White Rock Marathon requires that all exhibitors carry Commercial General Liability insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. Dallas White Rock Marathon and the City of Dallas/Fair Park shall be named as Additional Insured. This insurance must be in force during the lease dates of the event, December 2-4, 2010.

Our insurance:

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is \$100 per exhibiting company - regardless of booth size
- We also offer 6 month and 12 month coverage for exhibitors attending multiple shows

### ShowDown® EXHIBITOR EVENT CANCELLATION INSURANCE

This is an optional program that John Buttine Inc offers to exhibitors. This program covers your expenses to attend a show (airfare, hotel rooms, etc).

This insurance:

- Protects against loss of incurred expenses in the event of an Event's cancellation, relocation, postponement, or curtailment
- Covers the extra cost to get key staff or equipment to the show site in event of weather-related travel delays, sickness, death of immediate family and even jury duty
- Pays for loss related to damage of booth equipment and show-related products and displays
- Policy includes loss due to power outage at exhibition site

There are three limit options: \$10,000, \$25,000, and \$50,000 and the cost ranges from \$250 to \$750 per event.

### IT'S EASY TO APPLY...

- Go to <http://www.buttine.com/eventExhibitor.html> to complete our online applications
- We accept Visa or MasterCard

### DEADLINE DATE TO APPLY

- Exhibitor Liability Insurance – Thursday, November 25, 2010
- ShowDown® Exhibitor Event Cancellation Insurance – Friday, November 12, 2010

### QUESTIONS?

Please Contact:

Buttine Underwriters Purchasing Group, LLC  
Attn: Kendra Reilly  
Phone: 212-697-1010 ext. 49  
Email: [kar@buttine.com](mailto:kar@buttine.com)

## **Internet**

- Stay connected to the Internet while attending the Dallas White Rock Marathon Health and Fitness Expo via CLEAR WIRELESS access. Only \$30 access fee for the duration of the event from move-in to move-out. Uses your computer's wireless connection. Or, get a dedicated, ethernet-wired, private connection that is not shared for \$45.

**Register and pay online:** <http://www.wimax4dfw.com> - wireless password code sent upon payment received.

Contact: [Chuck@wimax4dfw.com](mailto:Chuck@wimax4dfw.com) 214-893-1042.

## **Lodging**

- The Omni Dallas Hotel is the official host hotel. The Omni is offering special Marathon/Expo rates for a limited number of rooms for Marathon/Expo participants.

Official Hotel:

**Omni Dallas Hotel**

555 S. Lamar, Dallas, TX 75202

For reservation information, visit <http://www.runtherock.com/travel/>

Ask for the marathon rate!

## **Pets**

- No pets are allowed unless they are designated service animals.

## **Raffles/Drawings**

- Any raffles, contests, drawings, promotional giveaways or similar activity within your booth area must be in compliance with local and state governing laws.
- The Show Management must be informed, in advance, what is being raffled off and you must get the Show Management approval.
- The giveaways or winners must be drawn during the show. The Show Management must be notified, in writing, of the winner's name, address, and phone number by the close of the show on Saturday at 6:00pm.

## **Security**

- The Dallas White Rock Marathon/Automobile Building at Fair Park will have 24 hour security from Thursday, December 1, 2011 at 10:00am for the opening of check-in till the end of check-out on December 3, 2011 at 9:00pm.
- We do not guarantee against loss or breakage of any items.
- During move-in and move-out time, there will be lots of people moving boxes. Please be aware of your own merchandise. Please keep your eyes open.
- Bringing cloths or something like that, along with cloths pins to hold the cloths together, is a good idea to cover your items at night. You may want to take anything really valuable with you at night and return it the next morning.
- Keep all personal items where you can see them. The curtains on the back part of the booth can be accessed by people. Just be smart.

## Show Rules

- All exhibitors must submit Liability Insurance with the **Dallas White Rock Marathon and City of Dallas/Fair Park as additionally insured**, in advance of the Expo, in order to validate their contracts and before the exhibitor can move-in at the Expo.
- Full payment for booth space must be paid prior to set up.
- Your booth must be manned during the hours that the Expo is open.

### Expo Hours:

Friday, December 2	11:00pm to 6:00pm
Saturday, December 3	9:00am to 5:00pm

- No one is allowed to dismantle or move out prior to the show closing on Saturday at 5:00pm.
- It is against the Expo policy for any exhibitor to hand out samples, literature or gain information in the aisles of the Expo. This must be done within your booth space.
- All Exhibits and noise levels must not obstruct the view or interfere with the exhibits of others. The use of microphones or public address systems is prohibited in exhibitor booths.
- If you are sampling any food, liquid product, or anything someone would consume, you must obtain a Special Event Temporary Food Establishment Permit through the City of Dallas, Environment and Health Services, Public Health Division at 214-670-8083.
- On Saturday, vendors will be able to enter the Automobile building at 8:00am, which is one hour before the Expo.
- Exhibitor cannot exhibit any merchandise or promotional material other than specified in the reservation form.
- **The sale of Dallas White Rock Marathon logo merchandise will not be allowed at the Dallas White Rock Marathon Health and Fitness Expo.**
- Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, painted surfaces or columns.
- No holes may be drilled, cored, or punched in the building. Exhibitors are responsible for any damage done to facility or rental equipment.

### **Texas Retail Sales Permit**

- Texas law requires that all merchants be registered as a Texas Retail Merchant and collect sales tax (Dallas County is 8.25%) in order to make retail or wholesale transactions in Texas. Exhibitors selling anything at the Expo must contact the State of Texas Comptroller's Office at 800-252-5555 or [www.tax.help@cpa.state.tx.us/](mailto:www.tax.help@cpa.state.tx.us) for permit and payment information. A copy of your permit must be in your booth before any merchandise is sold.

### **Trademarks**

- **Dallas White Rock Marathon®** is a registered trademark and cannot be used without the specific prior written consent of the Dallas White Rock Marathon.