



The Wipro San Francisco Marathon Runner Expo® The SF Design Center East Concourse

The San Francisco Marathon has established itself as one of the premier running events in the U.S. with a Full Marathon, 2 Half Marathons, a 5k/Progressive Marathon and a Munchkin Kids Run in a world class city. Our 2 day Runner Expo includes 100 vendors, Seminars, a Tech Center, and Yoga Classes. Runner bib pick-up, exhibitors, classes, and merchandise will all be housed under one roof.

Event Statistics

Expo Attendees: 80,000
Event Participants: 25,000
48% Female, 52% Male
Median Age: 37
Geographic Participation:
76% from CA, 15% from other states,
9% International

Booths Include

8' high back and side drape (on rows 100 and 400 the wall will serve as the back), one 5' table, two folding chairs, one wastebasket, 24-hour security

Virtual Race Bags

TSMF will be featuring a Virtual Goodie Bag to our participants, which will provide an opportunity for vendors to offer coupons, free samples and offers to increase awareness and drive visits to your booth. The Virtual Goodie Bag will help reduce our carbon footprint while still providing great visibility to Sponsors and Exhibitors.

Sell out

Booth Space for the 2012 Runner Expo will sell out. Space is available on a first-come, first-serve basis. Confirm space is available before sending in application and payment. Please review the floorplan to select your preferred booth locations. **Your reservation is NOT secured until payment and signed agreement is received.**

Insurance Requirement

The San Francisco Marathon and The Concourse Exhibition Center require proper liability coverage from all vendors, suppliers and sponsors. Details for this coverage can be found in the Expo Agreement. Vendors will not be allowed to set up the booth until a certificate of insurance evidencing coverage and amounts is presented to The San Francisco Marathon. There are no exceptions to this requirement.

Expo Location and Dates

East Concourse at the SF Design Center
620 7th Street, San Francisco, CA

Exhibitor Set-up: Thursday, July 26th 10am – 5pm

Friday, July 27th 7am – 11am

Expo Hours: Friday, July 27th 12pm – 7pm

Saturday, July 28th 9am – 5pm

Exhibitor Move Out: Saturday, July 28th 5pm – 9pm

Lodging

The host hotel is the Hyatt Regency Embarcadero Center. Shuttle buses will be provided from downtown to the Runner Expo. We recommend staying downtown and taking advantage of the shuttle or mass transportation. Hotel discounts can be found at our website at www.thesfmarathon.com/raceweek/hotels.html

Parking

There are several lots with-in 1-2 blocks of the Concourse in addition to the lot on the back side of the Concourse. No reservations are being taken for parking by The San Francisco Marathon.

Shipping

Deliveries to the Expo can not be accepted until Wednesday, July 25th. Shipments that arrive before this day will be returned to sender. Dryage fees are included in the booth application. TSMF will not ship after the show. Exhibitors are responsible for their own shipping.

Contact information

lhearne@thesfmarathon.com
888-958-6668 ext 1
PO Box 77148
San Francisco, CA 94107



The Wipro San Francisco Marathon® Exhibitor Application

Mail forms and payment to: The San Francisco Marathon Expo
PO Box 77148 San Francisco, CA 94107 or Fax: 415.276.4179
* Checks payable to: *Jumping Fences Inc.* *

Exhibitor info

company name (as it will appear on booth): _____

contact: _____

billing address: _____

city: _____ state: _____ zip: _____

phone: _____ fax: _____ email: _____

product / sevice description (required): _____

will you be selling merchandise from your booth? yes** no

will you be sampling food from your booth? yes no

booth number requested *See Expo layout on next page - layout subject to change.

1st choice: _____ 2nd choice: _____ 3rd choice: _____

Pricing

Expo Corner booth(s) _____ x \$2,200 \$ _____

Expo Standard booth(s) _____ x \$2,000 \$ _____

Virtual Goodie Bag insert(s) _____ x \$600 each..... \$ _____

DSL Line(s) _____ x \$900 \$ _____

Shipment Acceptance Fee \$300 \$ _____

Additional table(s) _____ x \$15 \$ _____

Additional chair(s) _____ x \$10 \$ _____

**Merchandiser City Fee _____ x \$50..... \$ _____

Method of payment

Check payable to: *Jumping Fences Inc.*

Credit Card type _____

Credit Card number _____

CVV#: _____

Expiration date: _____

Name on card: _____

Signature: _____

Application must be submitted with payment AND the signed 2 page agreement to reserve booth space. Your reservation is NOT secured until payment and agreement are received. NO EXCEPTIONS! Proper Liability Insurance is also required by all vendors. Vendors who do not present proper liability insurance before event will not be allowed to set up. I understand the above (signature required): _____



The San Francisco Marathon Expo Agreement

THIS AGREEMENT is entered into as of _____ (month,day,year) ("Effective Date"), by and between Exhibitor and Jumping Fences Inc. ("JUMPING FENCES INC."), a California corporation having its postal address at PO Box 77148, San Francisco, CA 94107.

1. PREMISES. The Wipro San Francisco Marathon® Runner Expo 2012 (EXPO) is presently scheduled to be held at the East Concourse at the San Francisco Design Center, San Francisco on July 27 and July 28, 2012. Exhibitor desires to reserve and occupy booth space(s) as assigned by Jumping Fences Inc. (Exhibitors Space) in connection with the EXPO and to enter into this Agreement to effect its reservation of space.

2. OBLIGATIONS OF EXHIBITOR. Exhibitor agrees to comply with and perform each and all of the following obligations, in addition to those set forth elsewhere in this Agreement.

- a. To occupy Exhibitor's Space assigned by JUMPING FENCES INC. during and throughout the EXPO pursuant to the terms of this Agreement.
- b. To exhibit only the products listed in the booth description above.
- c. Exhibitor understands that there may be limits as to food and beverage sale and or give-away as stated in section 8 of the Rules and Regulations document.
- d. To make payment in the following amounts to JUMPING FENCES INC. upon Exhibitor's execution of this Agreement:

Corner Booth = \$2,200

Standard Booth = \$2,000

Virtual Goodie Bag = \$600 (to all registered runners)

1. Price Terms: Full booth price due with contract to hold booth space by contracted date or reservation is forfeited.
 2. Reservations will be confirmed upon receipt of a signed contract and full payment.
 3. Booth payments are non-refundable.
 4. All booth space is based on availability upon receipt of signed contract and check or payment for amount due in full.
 5. Exhibitor space is limited. Booths are assigned on a first-come, first-served basis.
- e. To maintain and staff its exhibit continuously throughout the official hours of the EXPO which are as follows: 12:00 PM - 7:00 PM, Friday, July 27, 2012; 9:00 AM - 5:00 PM Saturday, July 28, 2012.
- f. To read, understand and comply with the General Information sheet and Exhibitor Services, a copy of which is attached hereto and explicitly incorporated herein as additional terms of this Agreement.

3. OBLIGATIONS OF Jumping Fences Inc.

a. Upon receipt from Exhibitor of a signed original of this Agreement and payment in full of the amount determined in accordance with paragraph 2(d) above, and unless JUMPING FENCES INC. for any reason elects not to accept Exhibitor's payment, JUMPING FENCES INC. shall promptly assign booth space to Exhibitor and tentatively reserve that space for Exhibitor.

b. As a general matter JUMPING FENCES INC. shall assign booth space in order of payments received. In making such assignment, JUMPING FENCES INC. may consider the amount and location of space then available, any requests made by Exhibitor regarding its space, and such other matters as JUMPING FENCES INC. believes may be important in making such assignment.

c. JUMPING FENCES INC. may at its discretion, and reserves the right to, reassign or reallocate space at any time if for any reason it deems such reassignment or reallocation necessary, appropriate or useful.

d. JUMPING FENCES INC. will endeavor to provide reasonable security at the East Concourse at the SF Design Center from 7:00AM on July 27, 2012 through 9:00PM on July 28, 2012. During such hours as the EXPO is not officially open or available for installation or de-installation of exhibits, the doors to the EXPO Hall shall generally be locked and no personnel will be permitted to enter the EXPO.

4. OBLIGATIONS OF EXHIBITOR TO MAINTAIN INSURANCE COVERAGE. Exhibitor is responsible to obtain and maintain appropriate and sufficient insurance, with the minimum coverage listed herein to cover any and all claims, damages, or losses of any kind incurred or suffered by Exhibitor or its employees, agents, representatives, guests, runners, expo attendees or any other person or entity. Such insurance shall cover without limitation all claims, damages, injuries or losses of or regarding personal property or personal injury regardless of the cause thereof. Upon request by JUMPING FENCES INC., Exhibitor will provide JUMPING FENCES INC. with certificates of insurance evidencing coverage and amounts.

Such insurance must include the following:

Commercial General Liability – including products, personal injury and contractual coverage with minimum limits of \$1,000,000 per occurrence/\$2,000,000.

The policy must be endorsed to include a vendor's endorsement naming as additional insured Jumping Fences, Inc., West End Management, Inc., Worth the Hurt, Inc., Let's Sweat Inc., Committed 2 Community, The San Francisco Marathon®, Run365™ and Wipro. Coverage afforded to the additional insured must be primary and not contributory to any other insurance or self-insurance available to the additional insured. A waiver of subrogation in favor of the additional insured must be included by endorsement.

Auto Liability – minimum limits of \$1,000,000 combined single limit for bodily injury/property damage for owned, hired and non-owned vehicles.

Workers' Compensation and Employers' Liability – Statutory Workers' Compensation benefits and a minimum of \$1,000,000/\$1,000,000/\$1,000,000 Employers Liability coverage applicable to the state in which services are provided. The policy must be endorsed to include a waiver of subrogation in favor of Jumping Fences, Inc., West End Management, Inc., Worth the Hurt, Inc., Let's Sweat Inc., Committed 2 Community, The San Francisco Marathon®, Run365™ and Wipro.

Certificates of Insurance shall be provided prior to the commencement of work or other services and all applicable endorsements shall be attached to the certificates of insurance.

All policies shall provide for a 30 day advance notice of cancellation. Policies must be placed with insurers with a minimum A.M. Best's rating of A-VII.

Such insurance certificates should also name The San Francisco Design Center and San Francisco Recreation and Park Department as an additional insured for the same coverages.

Exhibitor understands and acknowledges that neither JUMPING FENCES INC. nor The San Francisco Design Center, San Francisco Recreation & Park Department nor any other person, maintains any insurance covering Exhibitor with regard to any of the foregoing damages or any other similar or dissimilar casualty.

5. CANCELLATION AND TERMINATION

- a. This Agreement may be canceled at any time by Exhibitor by providing unequivocal written notice of cancellation to JUMPING FENCES INC. ("Notice of Cancellation"). Booth reservations are non-refundable.
- b. In the event of cancellation by Exhibitor for any reason, JUMPING FENCES INC. may at its discretion reassign and otherwise lease or utilize Exhibitor's canceled space.
- c. In the event that (1) the EXPO is canceled (2) it would be impossible, impractical, dangerous or not in the best interest of the EXPO for JUMPING FENCES INC. to provide Exhibitor's Space to Exhibitor or (3) JUMPING FENCES INC. is otherwise unable or unwilling to provide any of Exhibitor's Space to Exhibitor under this Agreement for any reason, then prior to December 30, 2012, JUMPING FENCES INC. will refund that portion of the Exhibitor's deposit applicable to the space not provided. If and to the extent such space is provided in part, or only for portion of the EXPO, JUMPING FENCES INC. shall pro-rate the charges to Exhibitor and return any overpayment. JUMPING FENCES INC. shall have no liability for any consequential or other damages of any kind that may be claimed, suffered or incurred as a result of its failure to provide space to Exhibitor or for any other reason.
- d. Notwithstanding any provision of this Agreement to the contrary, and without waiver of any other claim or remedy available to JUMPING FENCES INC. under this Agreement or otherwise, JUMPING FENCES INC. may declare this Agreement terminated, cancel Exhibitor's Space and in its discretion proceed to lease Exhibitor's Space to a third party if, at any time in this Agreement including the attached Rules and Regulations. Such termination and cancellation for breach shall be without liability to JUMPING FENCES INC..
6. INDEMNITY. Exhibitor assumes full responsibility for and hereby agrees to protect, indemnify, defend and hold Jumping Fences Inc., Let's Sweat Inc., Committed 2 Community, The San Francisco Marathon®, West End Management, Worth The Hurt, Run365™, Wipro, and all employees, agents representatives, principals, sponsors and guests of JUMPING FENCES INC., Let's Sweat Inc., Committed 2 Community, West End Management, The San Francisco Marathon®, Worth The Hurt, Run365™, Wipro, and the San Francisco Design Center harmless against any and all claims, causes of action, losses, judgments and damages to person or property, governmental charges or fines arising out of or caused by or resulting from, in whole or in part, Exhibitor's installation, removal, maintenance, occupancy or use of Exhibitor's Space or the Exhibit Hall, or any portion thereof, or any other act or failure to act on the part of exhibitor or any of its employees, representatives, agents, independent contractors, guests or any other person acting or purporting to act on behalf of or for the benefit of Exhibitor. This indemnity shall extend to and include all costs and attorneys' fees incurred in defending against or responding to any such claim. This indemnity shall not extend to any liability that is finally and conclusively determined to result solely from the negligence or willful misconduct of JUMPING FENCES INC. or its employees.
7. LIMITED LIABILITY. Notwithstanding any other provision of this Agreement, JUMPING FENCES INC., Let's Sweat Inc., Committed 2 Community, The San Francisco Marathon®, Worth The Hurt, Run365™, Wipro, West End Management and its respective employees, agents and representatives shall have no liability to Exhibitor or anyone else for any consequential damages of any kind, character or amount, regardless of the factual or legal basis upon which the existence of such liability is asserted. Exhibitor explicitly releases any such claim to recover consequential damages, and agrees that this Agreement shall provide a complete defense to any claim for the recovery of such consequential damages, regardless of whether such claim is based upon an alleged breach of this Agreement or some other act, failure to act or breach of duty independent of this Agreement.
8. NO SUBSTITUTION OF SPACE. Exhibitors may not assign, sublet, or apportion the whole or any part of Exhibitor's Space and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business and permitted in this Agreement.
9. REMEDIES OF JUMPING FENCES INC.. All rights and remedies of JUMPING FENCES INC. arising under this Agreement or otherwise are cumulative and explicitly reserved by JUMPING FENCES INC.. Any action taken by JUMPING FENCES INC. to enforce any remedy it may have shall not constitute a waiver of any other remedy that may be available to it.
10. ARBITRATION OF DISPUTES AND GOVERNING LAW. Without limiting any other remedy available to JUMPING FENCES INC. under this Agreement, the parties agree that any controversy between JUMPING FENCES INC. and Exhibitor arising out of this Agreement shall be determined through binding arbitration before the American Arbitration Association in accordance with its commercial arbitration procedures. In any such arbitration proceeding, discovery shall be permitted to the extent authorized under Code of Civil Procedure Section 1283.05. The laws of the State of California shall govern this Agreement. The arbitration shall occur in San Francisco, California. It constitutes the entire agreement between the parties regarding the subject matter. If any provisions are found to be invalid the remainder of this Agreement shall nevertheless continue in full force. The prevailing party in any arbitration proceeding under this provision shall be entitled to recovery its actual attorneys' fees in addition to other relief.
11. CONSTRUCTION OF AGREEMENT AND AMENDMENTS. Any issue of interpretation of this Agreement and the resolution of any matter not fully and specifically covered by this Agreement or incorporated Rules and Regulations shall be resolved or decided by JUMPING FENCES INC. in the reasonable exercise of its judgment. JUMPING FENCES INC.'s resolution or decision shall be binding on all parties as if it were an express provision of this Agreement. This Agreement may be amended or supplemented at any time by JUMPING FENCES INC. upon written notice to Exhibitor. JUMPING FENCES INC. may in its discretion and under special circumstances, make or impose specific exceptions or requirements to, or changes in, the Rules and Regulations if it deems such alterations to be in the best interests of the EXPO. No precedent shall be established or inferred from any such action.
12. RULES AND REGULATIONS. Exhibitor agrees to the following Rules and Regulations:
- a. Any display employing any open flame, flammable liquid, compressed combustible gas (LPG), or any highly combustible or explosive material is prohibited. The use of sterno or candles may be allowed with prior approval from WES, but Exhibitor MUST obtain prior approval to use. If candle or sterno is approved, Exhibitor must have a fire extinguisher beside candle or sterno.
- b. Do not nail, screw, staple, pin, glue, tack, tape, etc any materials directly to the fabric walls, steel frame or carpeting in the Expo facility. Only Expo Staff may operate freight roll-up doors. Any damage caused to the doors that have been opened by Exhibitor will be at the expense of the Exhibitor.
- c. Aisles and exits, as designated on Expo Map, shall be kept clean, clear and free of obstacles. Easels and signs are not permitted in the aisles. Exits, fire and safety devices and equipment, aisles and stairways must be kept clear at all times. Exhibitor supplies and materials must be contained within their Booth area.
- d. Fishing line, cord, plastic coated wire, clamps and s-hooks are approved items that can be used to attach signs, banners and other items to the Expo booth. The use of lighting track and sprinkler systems to hang material is prohibited.
- e. Booth construction shall be fixed in position in specified areas. Exhibitor is not permitted to remove booth walls, or move booth structure. f. The following types of material are acceptable for booth decoration: Wood: properly treated as per UBC Standard 42-1, and certified. Non-combustible materials as defined by the San Francisco Building Code: "Any material which will not ignite or actively support combustion in a surrounding temperature of 1,200 degrees F during an exposure of 5 minutes." Flame-retardant treated materials, decorations and wall hangings.
- g. Flame-Retardant Treatment: All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay, straw, plastic cloth and similar material shall be flame retardant to the satisfaction of the SF Fire Department. All table coverings, fabric walls, paper, or any decorative materials whatsoever must have a California flameproof certificate. This does not apply to your product or any decorations provided by the in-hall decorator. Oil cloth, tarpaper, nylon and certain other plastic materials cannot be made flame-retardant and their use is prohibited. Self-treatment of materials is not allowed.

- h. The following booth configurations require advanced approval and special permits: Canopies, umbrellas, horizontal extensions, tents.
- i. If Exhibitor is using helium balloons and confetti, Exhibitor must pay additional deposit of \$500, as required by Expo Site.
- j. Individuals, by law, are not allowed to bring alcoholic beverages, which were purchased off premises, onto the Concourse property.
- k. any food samples must be pre-approved. If food sample is checked on the applications and Exhibitor Application is approved, Exhibitor may bring food samples specified on application. If Exhibitor samples food that is not pre-approved, Exhibitor may be asked to not sample those foods.
- l. Expo Site is a non-smoking site, and smoking is prohibited in the facility.
- m. Exhibitor may only access facility at times designated in this information packet. Times are subject to change.
- n. JUMPING FENCES INC. has the right to remove any exhibitor who does not comply with these rules and regulations.
- o. Special power and electricity must be pre-approved at least four weeks prior to the Race Expo.
- p. Exhibitor may not use any outside vendors for assistance with booth setup or labor. Exhibitors must use JUMPING FENCES INC. staff for any labor needs which will be billed at \$50 per hour per labor staff person and must notify JUMPING FENCES INC. four weeks in advance of such needs, including the use of a forklift for unloading materials. Exhibitor may not bring in their own forklift or other motorized equipment without approval from Jumping Fences Inc.
- q. At the end of the Runner Expo, Exhibitor must leave Booth clean of all garbage. JUMPING FENCES INC. will provide trash cans and dumpsters for Exhibitor's use. Exhibitor may incur trash fees if Booth area is not clean at the end of the show.

Booth Agreement Signature

Please Review the Agreement, sign and return with your Booth application and Payment

This Exhibitor's Booth Agreement (the "Agreement") is made this _____ day of _____, 2012 by and between the Exhibitor and Jumping Fences Inc. (JUMPING FENCES INC.).

The duly authorized representative designated below has read and understands the terms of this Agreement (consisting of two pages in addition to Expo Application).

Exhibitor

Jumping Fences Inc. /The San Francisco Marathon®

Date: _____

Date: _____

Exhibitor Name: _____

Signature: _____

Signature: _____

Printed Name: _____

Printed Name: _____

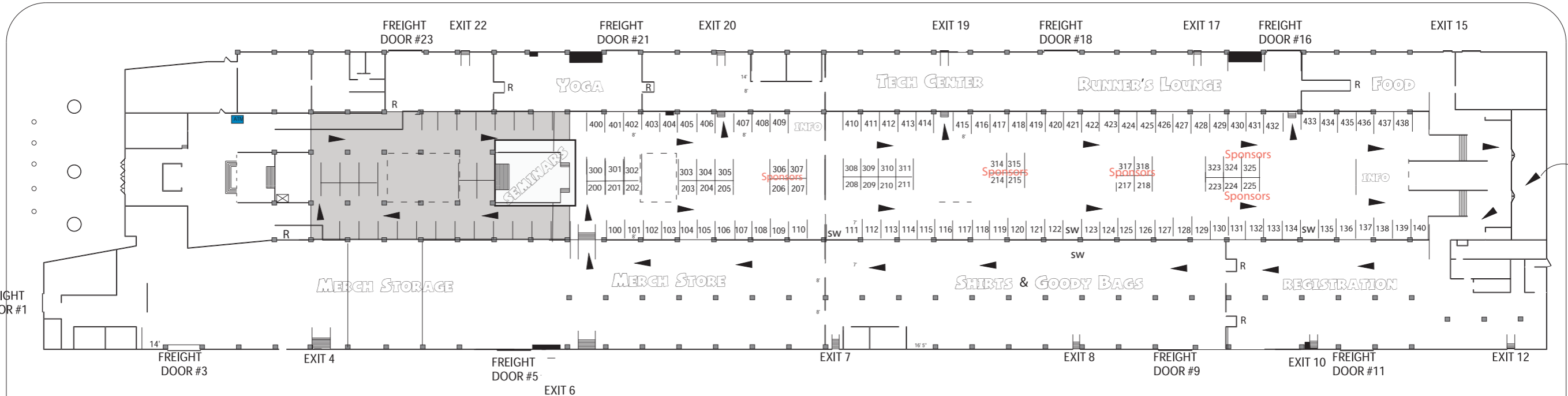
Title: _____

Title: _____



The San Francisco Marathon Runner Expo Vendor Map
 Updated as of 1/12/12

BRANNAN STREET



MAIN ENTRANCE and EXIT

8TH STREET

7TH STREET

All Booths are 10' x 10' Layout subject to change.
 There is a solid wall that serves as the back wall of the booths.
 Booth Space is NOT guaranteed until agreement and payment is recieved!

- runner flow
- non-accessible stair well sw
- layout subject to changes
- booths in gray area will be sold at a later date

Exhibition Center Parking



ELECTRICAL ORDER FORM FOR CONCOURSE EXHIBITION CENTER

San Francisco Design Center
 Operations Department
 2 Henry Adams Street
 Suite M-17
 San Francisco, CA 94103
 (415) 490-5841
 Fax (415) 864-5969

Show Date _____
 Event Name _____
 Company _____
 Booth # _____

Note: One 500W outlet is automatically provided for each 10' booth space
ORDER ONLY ADDITIONAL REQUIREMENTS BELOW

Qty	Item	Price	Amount
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Electrical Outlets (120 Volt 60 Cycle Alternating Current)

<input type="checkbox"/>	Single floor outlet 500 watts or less	\$70.00	
<input type="checkbox"/>	Single floor outlet up to 1,000 watts	\$115.00	
<input type="checkbox"/>	Single floor outlet up to 2,000 watts	\$195.00	

Above charges include cost of labor to deliver power to one location in booth

Double the above prices for dedicated or 24 hour service

Flood Lights

<input type="checkbox"/>	120 watt clip-on light	\$35.00	
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Above charge DOES NOT include cost of power

Power Outlets

		120V	208V, 1ph	120/208V, 1ph	208V, 3ph	
<input type="checkbox"/>	20 amps	\$210.00	\$225.00	\$250.00	\$300.00	
<input type="checkbox"/>	30 amps	\$225.00	\$250.00	\$300.00	\$350.00	
<input type="checkbox"/>	60 amps	N/A	\$400.00	\$450.00	\$500.00	
<input type="checkbox"/>	100 amps	N/A	\$450.00	\$525.00	\$600.00	

Above charges are to deliver power to one booth location. Additional labor charges apply to distribute power or connect to exhibitor equipment. Exhibitor to provide female plug if applicable.

Electrical Labor

<input type="checkbox"/>	Straight Time	Calculated by electricians at time of installation.	\$65.00/hr	
<input type="checkbox"/>	Overtime	4 hour minimum on weekends & holidays	\$97.50/hr	

Work performed before 8 am and after 3:30 pm on weekdays or anytime on weekends and holidays will be charge at overtime rates. One hour minimum per worker. Payment in full is due upon completion.

Preferred starting time: _____ Date _____ Hour _____

Description of additional work to be performed: _____

Work approved by: _____ Hours _____ Materials \$ _____ Total Due \$ _____

General Information: All installations must be paid in advance, except for custom electrical labor which must be paid upon completion. Include your check with your order. **Orders received less than 7 working days before move-in will be charged 25% additional late fee.** Exhibitors found using power where none has been ordered will be charged double the floor price. Credit will not be given for services installed and not used. Power subject to availability. Prices subject to change. No exceptions to any of the above conditions. **This form must accompany all requests for power.**

Return this form and payment to San Francisco Design Center (see address above)

Make checks payable to San Francisco Design Center. If paying by credit card, please complete the following:

Circle One VISA MASTERCARD Print Cardholder Name _____

Card # _____ Exp. date _____ Sec Code _____

Company _____ Booth # _____

Credit Card Billing Address _____

City _____ State _____ Zip _____

Phone (____) _____ Contact person _____

Authorized signature _____ Date _____ Amount enclosed \$ _____